

Alex Mandossian's

Teleseminar Secrets™

**FOR
INDEPENDENT
PROFESSIONALS**



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





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.

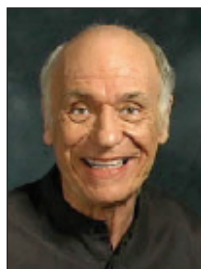
Here is what Mark Victor Hansen, public speaker and best-selling author of *Chicken Soup For The Soul* and *One Minute Millionaire* series, has to say about Alex:

“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.

Here is what Jay Conrad Levinson, best-selling author and acknowledged “Father of Guerrilla Marketing,” has to say about Alex:



“Alex is a Guerrilla Marketing genius. I hope you take the time to listen to this man because he'll teach you how to convert your shyest, most skeptical prospects into lifelong customers. Plus, his sincerity shines through with every speech he delivers.”

Teleseminars can increase your income by allowing you to reach many people at the same time with what you have to offer

Judith: Hi, I'm Judith Sherven.

Jim: I'm Jim Sniechowski.

Judith: Welcome to *Teleseminar Secrets*.

Jim: Judith and I are delighted to have this opportunity to share this very special, very content-rich class.

It's a class that for you, as a one-on-one professional just like we were, can expand your vision. It can also significantly increase your income when you use teleseminars as a tool to reach many people at the same time with what you have to offer.

Judith: Now, imagine working with one of your clients for one hour, whether in your office or on the telephone. Bring to mind the amount of money you'll earn during that hour.

Think about all the effort that you've put in to attract that client in the first place as well as the effort you have to expend to do your job.

Imagine the income you can make going from one-on-one to one-on-many

Jim: Now, imagine using the same amount of time and effort, and you attract 10, 100, perhaps 500 or even 1,000 people listening to your message and learning about your product.

Best of all, imagine the income you can make going from one-on-one to one-on-many.

Judith: That’s what this is about — teleseminars and how you can use them to leverage your business in order to greatly increase your income and triple your time off.

Jim: That’s what we learned when we took Alex Mandossian’s *Teleseminar Secrets* course six months ago.

Judith: Before that, we were whiz kids at generating publicity. Let me tell you about it. We were best-selling authors of three relationship books. Our fourth book about weddings is coming out in November, 2005.

We’ve been guest experts on over 900 television and radio shows including “Oprah,” “The O’Reilly Factor,” “The View,” “CNN,” and “Canada AM.” I could go on and on.

*Teleseminars
allow you
vast
possibilities*

We’ve been published in hundreds and hundreds of newspapers and magazines. We even had a free eZine. At one point, our list topped out at 35,000 people.

With all that, we never really had a clue about how to generate the kind of financial return that we now know is possible. We learned that from Alex when he showed us the vast possibilities available by doing teleseminars.

Jim: You know, Judith and I can honestly say that taking Alex’s *Teleseminar Secrets* course not only changed our business, it changed our lives.

We know there are many people who are independent professionals just like us who work one-on-one. We know the limits of that kind of situation.

We talked with Alex and convinced him that he had a great deal to offer to the one-on-one professional community. That’s how this session came to be, and that’s why you’re with us.

Judith: Alex is a master marketer and a world-renowned expert on the power of teleseminars, but you may already know that.

When you convert your business to a one-on-many business, your income and your joy in working will increase and become much, much bigger

He’s going to share information with you that will expand your imagination like it did ours. It will also open your financial horizons no matter how successful your one-on-one business is right now.

We know that when you convert it to a one-on-many business, your income and your joy in working will increase and become much, much bigger.

Jim: It’s important to give a person’s credentials, and Alex’s credentials are really impressive.

For example, since 1991, he’s added a great deal of value to his marketing clients, and he’s generated over \$233 million in sales and profits for those clients.

Judith: Yes, he said two hundred and thirty-three million dollars.

Jim: Teleseminars are the way he’s done it. It’s his primary money-making tool. He boosts sales and profits. He does it, and you can do it without having to spend a penny more on advertising.

In fact, Alex claims that almost any independent professional can add six figures to their income with teleseminar marketing.

Teleseminar marketing is the fastest, easiest and most economical way to create high quality information products from scratch

Why?

Teleseminar marketing is the fastest, easiest and most economical way to create high quality information products from scratch.

You can do this without spending a single penny more than you would spend on your advertising and promotional costs.

Judith: Plus, Alex says that teleseminars eliminate writer’s block, once and for all . You can literally create content at the speed of sound.

You can record a call. It will then become a downloadable audio. It can also be transcribed. You are creating a product, and all you are doing is talking.

You can’t have writer’s block if all you’re doing is talking.

Alex has conducted teleseminars with the world’s top business leaders such as Dr. Stephen Covey, T. Harv Eker, Mark Victor Hansen, Robert Allen, J. Conrad Levinson, Jay Abraham, Michael Masterson and Harvey Mackay, just to name a few.

Jim: If that isn’t credential enough, Alex is the co-founder of www.AccessToLeaders.com and www.TeleseminarSecrets.com, which is the course we took.

*You cannot
be without
the ASK™
Database if
you are
serious
about doing
teleseminars*

There's also www.AudioGenerator.com, which we use, www.InstantVideoGenerator.com, which we will use. Then, there's www.ASKDatabase.com. We simply cannot do without this one. There is also www.SalesForceAudio.com and www.ConversionStrategies.com, which shows how to convert prospects into customers.

Lastly, there's www.ActionSecrets.com.

By the way, Alex has a 65-minute bonus gift waiting for you at that web address. What is that gift? Well, it was a teleseminar.

Judith: Alex is a teleseminar-marketing pioneer of the virtual book tour. You can count on us doing several virtual book tours when our next book comes out.

He also pioneered the \$1 teleseminar, free instant replays, ASK™ teleseminars and preview calls.

Alex runs his information publishing business from his home near San Francisco, California where he lives with his wife, Aimee and their two adorable children, Gabriel and Breanna.

Jim: Now, we have a series of questions that we are going to be asking Alex. Without further ado, Alex Mandossian, welcome to the session.

We want to pepper as many bonus gifts and tidbits as humanly possible for you

Alex: Jim, thank you. Judith, thank you very much. I can't wait to dive into these eight questions. I'll try to pepper in as many bonus gifts and additional tidbits as humanly possible.

Jim: Well, then let's get right into it. Let's start with the first question which you will see on your notes sheet if you printed it out. It is located at www.TheMagicOfDifferences.com/TSThanks.html.

You know there are independent professionals, financial advisors, attorneys, coaches and therapists like Judith and I were. These are people who typically work one-on-one. What are the proven types of teleseminars these independent professionals can utilize to grow their businesses?

Alex: That's a very good question. Let me first define what a teleseminar is. Often, a teleseminar can be called a teleconference or teleclass.

If you have a series of calls like I did with *Teleseminar Secrets*, you can call it a teleseries. Whatever you call it, either a teleclass, teleseminar, teleconference, it's the same thing.

Hopefully, there are a whole lot of people calling into a bridge line. They may be listening to one, two or maybe three or four keynote speakers. It could be in interview format or it can be a keynote.

Let's dive into the different types of tele-promotion strategies.

*You can
create
content at
the speed of
sound with
teleseminars*

Remember, the aim of this session is two-fold. First, it is to create an audio eBook and second to create a downloadable transcript.

With teleseminars we are creating content at the speed of sound. There is no writer's block. We're doing it with an audience. It's very, very powerful.

We'll discuss why we are doing it the way we are and why we're starting into content about six minutes in. It is a strategy that you should get access to. We will be discussing that in a moment.

There are different types of teleseminars. First, the way to go from one-on-one to one-on-many is through the telephone. It's much more intimate.

The marketing intimacy is greater than fax or voice broadcast, email, website or even snail mail and postcards.

In real time, you get to listen to somebody. There are also certain things you can't do with the written word.

You can't change your tone of voice with the written word. You can't whisper or shout with the written word. Demonstrable voice tonalities and the way you speak are our personalities.

Stephen Covey speaks differently than I do. Both Jim & Judith speak differently than I do. Those are parts of our personality and your personality shines through with the voice.

*Teleseminars
are the way
to go from
one-on-one
to one-on
many with
consulting*

That’s why I believe that if you’re going to go from one-on-one consulting or coaching to one-on-many, teleseminars are the thing.

Preview calls is the next thing we’ll cover. If you’re doing a preview call to a seminar or to a continuing education course, you’re doing something like what we’re doing here.

In fact, if you want to see the continuing education course, you can go to www.AllAboutTeleseminars.com.

Go to that page, and you’ll find that this is an embedded strategy, which we’ll talk about later, as well.

Do you see how I say, “Which I’ll talk about, as well?” That is a strategy that the news broadcasting networks have taught me. It keeps people on the line. You want to do this if you are teaching, so that people will stay on the call.

I’m not doing it intentionally or deliberately to keep you in suspense. This session contains a lot of content, and I want you to stay with me the entire time.

From one-on-one to one-on-many, you can do a preview call. If you have a physical seminar or if you have a continuing education how-to product, it’s a great way to raise the marketing intimacy, and get people interested.

*All you
have do is
let people
ask
questions,
and then
answer
those
questions*

I'll give you examples of ASK™ campaigns:

- ✓ www.AskStephenCovey.com
- ✓ www.AskHarvEker.com
- ✓ www.AskVicConant.com
- ✓ www.AskJoeVitale.com
- ✓ www.AskAlexMandossian.com
- ✓ www.AskMichaelMasterson.com
- ✓ www.JustAskBrian.com and
- ✓ www.JustAskHarvey.com.

The list goes on and on and on.

ASK™ campaigns are great because it's Socratic and a 2,400 year old technology. All we do is have people ask questions, and then we answer those questions.

These eight questions that I am answering are from a massive worldwide survey I've done over the years.

They are precisely the eight most asked questions about teleseminar marketing. How do I promote a teleseminar? How do I build a list with a teleseminar? How do I get people registered?

How do I get people to attend? What should my curriculum be? How do I joint venture? How do I sell from the platform? In

*You should
utilize the
ASK™
methodology
in your
teleseminars*

this case, that would be from my seat. The last question is, how do I do outsourcing?

These are the eight most asked questions. They are the eight modules in my continuing education course.

You should utilize the same philosophy using the ASK™ methodology and the case studies I just gave you.

How about a client FAQ? Now, Judith and Jim, you both used to do one-on-one coaching. I'm sure you have 10, 15 or maybe 20 of the most frequently asked questions by your coaching clients. Is that correct?

Judith: Sure. Repeat questions would come up over and over.

Alex: These are repeated questions. Let's say you had 26 of them. Here's what I would do with 26. You could do the same with 52 and you could do the same with 12.

You take the most important questions and answer them in a teleseminar. Then you chunk those questions and answers and upload them into www.AudioGenerator.com or some type of audio that uses the flash technology, so it's very quick.

*Frequency
builds trust*

Make sure you're not using Windows Media Player or something else that doesn't have a platform-wide appeal.

We use www.AudioGenerator.com not only because it's a company that I helped co-found, it's also just very simple to use at less than \$1 a day.

We have a teleseminar. We have huge thrust in answering those questions. All of your clients come and listen. They probably end up purchasing more coaching or product from you.

Then, you autorespond those answers back to them so that you can cement those answers into their minds. This also allows you to burn your brand into their minds over the course of the next year.

If you have 52 questions, you do it once a week. If you have 26 questions, you do it once every two weeks or twice a month.

Jim, can I pop quiz you on this one? If you have 12 questions, how often do you do it?

Jim: Once a month.

Alex: You've got it. Frequency builds trust. Being married, I know that the more frequently I spend time with my wife, Aimee, and my children, the more they trust and predict my behavior.

*Predictability
is about
frequently
doing the
same thing
over and over
again*

Yes, I’m going to be home at such and such time. Yes, I’m going to be traveling on such and such a date. Just because we’re family doesn’t mean we have a sense of trust.

Predictability is about frequently doing the same thing over and over again. It’s very important with both strangers and family.

An autoresponder is robotic. It can get that one time answer FAQ call. In other words, that means a frequently asked question teleseminar. It’s disseminated not only once. It’s also disseminated over the course of the year.

That is what teleseminars can do. They not only allow you to do one-on-many teleseminars. They also can add five, six and even, in my case, seven figures to your income.

Here’s another type of teleseminar. I really pioneered this type. We’re building a whole brand around it. I’m going straight after Bill Clinton. I’m doing my first Random House virtual book tour at www.AskTheFrenchWoman.com.

I’m also doing one with Mark Victor Hansen and Bob Allen coming up soon. That is called www.AskMarkAndBob.com. I’ve done one with Stephen Covey and Harvey Mackay. I named some of those URLs earlier.

A virtual book tour is nothing more than a teleseminar that sells or promotes books. A virtual book tour has people calling in from all over the world.

A virtual book tour is getting access to an author faster and easier with the least amount of effort possible

They could be calling in from the cell phone in their car. I've had people call from the restroom in a restaurant. The reason for this was that they weren't allowed to use the cell phone in the restaurant dining area. I've had people call from a boxing match.

A virtual book tour is getting access to an author faster and easier with the least amount of effort possible. I know both of you will be doing one soon. Is that correct?

Judith: Yes, we will.

Alex: It's powerful. You record it so if someone purchases the book, you can give the audio transcripts away to him or her for purchasing the book. That has very high content value.

Another one is free consultations. Why do one-on-one? Why don't you do one-on-many? If you're consulting, then you know all the questions and the most commonly conveyed problems that your client base has.

Why do we do one-on-one? Why not do consultations, one-on-many so many people hear and listen? You're not wasting time. You don't have to worry about no-shows.

Judith, if someone doesn't show up to a call, I just hang up.

*There is
great power
in the group
with a
teleseminar*

Judith: Also, we’ve done calls where we’ve consulted many. What is beautiful is that the people say, “This is so powerful because I get to hear the other people talk. I get to relate to the other people’s issues.”

It’s richer than the one-on-one. It’s not only better in terms of the income that comes in but also the power of the group that you have.

Alex: What’s interesting with the continuing education is that I only did that once. It turned into a continuing education product at www.AllAboutTeleseminars.com.

What’s interesting about that whole process is that it came from free consultations. I almost tortured myself doing them one-on-one.

I finally came to my senses, and I said, “Why can’t I do it one-on-many?” My whole business changed. It was all about leverage.

One other area of teleseminar marketing that I’ve never seen done before is called The Lightning Round. I do this one all the time.

Imagine you have some top clients that generate a lot of income for you. Or, imagine you have people who are just on the fence for a particular product, seminar, a piece of software or a service that you are finally making available to the market place.

Here’s what I do. I send out an email to my list. Let’s say the list is 50 people strong. There is no need to have thousands of people on

*Always
handle your
time by
Time.gov*

the list. Let’s say you have 100 or 200 people. I do what’s called The Lightning Round.

I send out the email and I say, “On a first-come, first-serve basis, I’m going to have 12 people ask me one question over the course of a five minute period.” We’re going to do this from 9:00 a.m. to 10:00 a.m. PST on this certain date.

What happens is I get 12 people to sign up. They are allotted time slots, i.e., 9:00 a.m. to 9:05 a.m., 9:05 a.m. to 9:10 a.m. 9:10 a.m. to 9:15 a.m., and so on and so forth. This goes on for the allotted hour in five-minute increments.

The timing is handled by www.Time.gov. They can’t call too early. If they call too late, they still only have the five minutes allotted.

If they call three minutes into their time slot, they only have two minutes. If they call in 30 seconds early, they won’t be able to get in. We are going by www.Time.gov, and they only have time to ask me one question.

Judith and Jim, I can’t tell you the amount of energy that fills these calls. They pump me up like you wouldn’t believe. I typically bring more clientele, no matter what it is that I’m offering, as a result of one question. It’s very fast and everyone is accountable.

My experience is that 80% of the people will show up. I typically will close or convert those prospects into clients anywhere from

*Doing one-
on-many is
so much
more
powerful
than doing
one-on-one*

my lowest of 14% or 15% upwards of 50% for a specific event such as Big Seminar.

Again, that’s called The Lightning Round. It’s very exciting. I don’t set the schedule. My assistant does the scheduling. It’s just amazing how fast that thing can go. One hour just flies by.

Jim: The trepidation that I had personally about the whole idea of teleseminars was will they actually work. This may have come from my one-on-one background.

I know it works when I speak to one person sitting there. Will it still work if I have 10 people or 100 people or if there’s even more than that?

What we have learned by doing the teleseminars that we’ve done is that it works beautifully. I just want to put that into the mix. I was converted from “I don’t think it can work” to “it works magnificently.”

Alex: One of the most powerful ways you can make it work is by having a five-on-one, that is by having five clients or five prospects. They get a chance to ask you questions for a period of 10 to 15 minutes each.

It’s more effective than doing it one-on-one. You have 500% leverage. Also, the four other people are adding so much value to the one person asking questions. All of a sudden, it takes on it’s own life.

So, one person asks questions and is coached. The second person asks questions and is coached. You do this all the way to the fifth person.

It's so experiential it's like doing a dyad or a triad. In this case, it's five-on-one in a seminar setting only you're doing it via teleseminars. Don't forget that five-on-one's are very important.

Doing a coaching call of five-on-one makes much more sense than one-on-one

Jim: It's also easier.

Alex: It's much easier.

Judith: We've also had people say to us, “I didn't believe it would work by phone and instead I loved being home and being sort of anonymous until I felt like I could trust and then open up and speak.” They decided they loved it.

There are many more ways that teleseminars can be structured. For now, though, we better move on.

Let's go to question number two on page two. How any service business can use teleseminars to build a responsive database from scratch when people don't have an email list. How does that work?

Alex: I’m really focusing on any kind of consultant, coach or CPA who does one-on-one consultations. Let’s talk about the most obvious but overlooked ways.

*Find
creative
ways to use
the other
side of your
business
cards*

How about a business card? Why does your business card just have your address and phone number on it? Why don’t you flip it over onto the back and say, “To find out how to get more done faster, better and with the least amount of human effort possible, please visit www.ActionSecrets.com.

“By visiting my website, you’ll get my time-tested secrets from my 65-minute teleseminar, and you don’t even have to give me your name and email address.”

Isn’t that elegant? Isn’t that powerful? Does it work? Wow, does it work. Go there and find out. That’s on the back of one of my business cards.

Isn’t that a great way to build a list? You will see, if you stay on that page for 17 seconds, how that list is built. I do the same thing with articles both online and offline.

I do the same thing with an autoresponder. Let me demonstrate. I have a free 60-minute teleconference coming up where people had to email Teleclinic@ThatOneWebGuy.com.

That’s called an autoresponder. Whether you use double opt-in or not, the bottom line is that if someone sends an email to an

autoresponder you get 100% of the opt-ins. You don't just get 50% or 20% like you would from a web page. Some web pages you get 0%. You get 100% of the opt-ins.

*Let your
autoresponder
do the work*

You don't get the first name, but you get the email. I don't mind saying, “Hi, if you want to join me for my seven-step Guerrilla Marketing plan that J. Conrad Levinson has taught me, please attend the free live teleconference on Tuesday.”

I've done this more often than anyone living on planet earth. I then give the time and the date.

You can do the exact same thing to build your lists. You can do it electronically just like I'm doing right now. I'm building a list right now electronically. I could have been on a radio or a TV interview. You say, “It is simple. Just send a blank email to...” Then, the autoresponder will do all the work.

What if you have something to offer as continuing education. Here's a very simple way to do it. Simply have a redirect page. That's what Judith and Jim did. Think about how easy it is to remember this.

They could be on an interview or writing an article, on radio, on another teleseminar and someone may ask, “So what is your website that you'd like to offer our listeners?”

They would say, “Go to www.AllAboutTeleseminars.com.”

*Who, how
and why
must be
discussed in
the first five
minutes of
your call*

I've given that URL already three times. That is done deliberately.

If you're about teleseminar marketing, I'm going to be transparent by telling you that you have to make an offer between minute 10 and minute 40.

Between minute zero and minute five, you heard from Jim and Judith, who I am and who they are. You also heard how this came to be and what the story was about.

Next, you heard why you should be here with us. Who, how and why. Remember those three things for the first five minutes because people are coming in on your calls.

Don't dive into content. Wait for about 6-7 minutes into the call.

That is almost perfect. You want to do these same things. These are the subtle nuances. These subtle nuances will take you from four to five and five to six figures easily, effectively and robotically.

Remember, using a redirect link is very powerful. The website, www.AllAboutTeleseminars.com is very simple to remember. It'll take you to the continuing education page. Take a look at that page.

Then, take action and I hope our paths will cross again. If you do take action, our paths will cross again. Judith and Jim will also cross paths with you, as they'll talk about a little later.

*You want
to be as
non-
evasive as
possible*

Ask The Expert answer sheets are a great way to build a list. Let's say you didn't build the list to get people on a teleseminar for some reason. You do want to build the list after the teleseminar.

What if I had all the answers to a specific note sheet. I might say, "To get it, I need your email address and name." Why? How else am I going to get it to you, right?

That does a couple of things. First, it gets me through the spam filters. It is very powerful these days to do that and very important.

The second reason is to do it as non-invasive as possible. It has to be non-invasive. It's one-on-many, not one-on-one and it's very non-invasive.

What about giving a bonus gift on a web page that is offering something for free? My website, www.ActionSecrets.com, is just that type of list-building strategy. Go check it out.

You will see a delayed pop-up after 17 seconds. Anyone who opts in has generally been worth a heck of a lot more to me than those who haven't opted in.

You will have the same level of success if you do it. Model that success because I've made many more mistakes than successes. Use that methodology at www.ActionSecrets.com, and if you don't want to opt-in, then don't.

Definitely listen to that 65-minute teleconference.

*Teleseminars
are an event
and are
more market
intimate*

It's only been done one time. It has been transcribed, and it's being sold as a product.

Google AdWords is a great way to bring people into your teleseminar. Armand Morin does this all the time for the Big Seminar. Go to www.Google.com and click on advertising.

You can buy keywords and very predictably build your teleseminar opt-in list. People opt-in to teleseminars more than newsletters. Teleseminars are an event. Teleseminars are more market intimate.

Teleseminars can get more content in and have people sitting back, relaxing and listening. This is true even if they're not filling out the note sheet and have that information plugged into their minds.

I want to make this as burned into your mind as possible because it will change your life.

Another way to build a list is to have a “mistakes” document. How about the seven biggest mistakes that people make before finding or deciding on a therapist?

Or, it could be, the seven biggest mistakes that people make before hiring a coach, the seven biggest mistakes that people make before hiring an attorney or a CPA.

How about the 12 biggest mistakes that people make before taking a long-distance trip? How about the five biggest mistakes that people make when choosing their next family vacation?

*Don't
reinvent the
wheel —
simply do
what works*

Whatever your topic of expertise, remember a “mistakes” document can be delivered via autoresponder. Give them all of the PDF information via teleseminar first.

What you do is a teleseminar. You bring them into a call, you transcribe it and now those seven mistakes are just like these eight questions that we're covering today. We're still on question number two, page two of your notes.

That becomes a chunked follow-up sequence with autoresponders. It can also become a product or a bonus gift, if you want to do that.

Mistakes are huge. People don't want to make mistakes. I've found that to be more powerful than the seven biggest secrets, people sometimes want to know what to avoid more than what to adopt.

Jim: First of all, you have used the phrase, “six figure income” and those kinds of phrases are tossed around all over the place all the time. Part of what I want to say is we can see that clearly. We are on our way to that six-figure income.

We got started with this six months ago. We just followed and did what you told us. It's that simple.

You keep saying over and over again, “Don't reinvent the wheel. Simply do what works. We did what you told us to do and that phrase, “six figure income” is no longer pie in the sky, but it is actual reality.

For those of you who might be thinking, “Oh, yeah, six figures, where have I heard that before?” Listen to this man. What he’s saying can be the fact. It’s happening for us.

Redirected links make remembering the URL so much easier

Judith: We’re just following what he taught us, and it is working.

Alex: Another way you can deliver is a recorded call that gives people information. This is the final note for list building. Go to www.AskAudio.com.

That’s a combination. That’s a redirected link with a recorded call that we did with www.ASKDatabase.com. The biggest question people had was, “What is the ASK Database™?” We have 63 case studies, and we use a redirected link.

Go through that process that we use to build our list. We found that those are our best-converted clients.

This is also the second module in the continuing education at www.AllAboutTeleseminars.com going from one-on-one to one-on-many.

Jim: We all know that there are good prospects and not-so-good prospects. I’ve been solicited by email from all kinds of people.

Take a couple of steps back to move 50 forward

They send out a message to a million people or whatever, but they're not qualified.

Qualified simply means that they're already interested in what we have to sell or what we have to say.

Let's go to question three on page three of your notes. What are the specific ways we can persuade more qualified prospects to sign up for a free or a fee-based teleseminar?

Alex: Well, if someone is doing teleseminars for the first time like I did, I would do the first five teleseminars for free. Do not charge. Take a couple of steps back to move 50 forward.

Remember, Ross Perot says, “Ready, aim, fire, fire, fire, fire, fire, fire, fire.” The ready, aim part is what alludes most people. Most people are ready, fire and aim. They don't strategize. You get better and better.

You have to remember that the absolute worst teleseminar you will ever do will be your first.

Jim: Because it's your first.

Alex: Get over it. If you haven't done one yet, be prepared to have your worst teleseminar. Your second worst is your second teleseminar.

*You will get
better and
better and
better with
more
experience*

Your third worst is your third teleseminar. Your fourth worst is your fourth teleseminar. You're only getting better and better and better with more experience.

You'll get to the point where people will actually want to purchase from you. Isn't it better to send 100 people a solo email than to send one person an email and wonder if that person got your email?

The way to go from one-on-one to one-on-many and registration strategies is number one a solo email teaser. . That's one strategy.

Another one is an autoresponder. After you get onto a call or after you register for a call, you should get an update from an autoresponder giving you information so that you can attend.

Other methods that I've used are a physical postcard. Simply send out a postcard. If you don't have an online list, a physical postcard is one way to do it.

We are doing it this way with David Allen. He's a productivity expert. We have a teleseminar that's going to be on www.AskDavidAllen.com. We have to do it via postcards because the partner I'm doing it with does not have a huge online database

Another way is by voice broadcast. This involves one recorded message. It broadcasts out to your list. Your list could contain 100, 10,000 or even 100,000 people.

A voice broadcast to an answering machine is an effective way to be sure people get on your call

The people on your list cannot be on the Do Not Call list or on the Unsubscribe list. Those people will receive a voice broadcast with the dial-in number and pin code.

This is very much overlooked, but it's exactly what we did at www.AskJoePolish.com.

Jim: Alex, I want to stop you for just a second to make something clear. You're talking about a voice broadcast that goes to my answering machine on my telephone?

Alex: That is correct. It goes to your answering machine. Typically, it's sent to a home number.

That home number has been given to me. It's been voluntarily given. I've asked and been given permission to do that. It's just another way to get around the spam filters.

We used www.AskJoePolish.com to promote this call. That turned into a teleseminar, and we sent out a voice broadcast. We also sent out a fax broadcast, which is simply using the fax machine. Again, no spam filters.

We filled up this call. We generated about 280 people on the call. Joe was dead broke in the early 90's, and now he's a multi, multi, multi-

*You must
test — it’s
all about
testing*

millionaire. He did it using strategies like this. He’s been one of my teleseminar-marketing students. He was on *Teleseminar Secrets*.

An audio postcard is an email that’s a link. It opens up with www.AudioGenerator.com. It has the look and feel of an audio postcard. I found that audio postcards work terrific. They use voice, and they get people on the call.

Another one is a website. There should be audio on the site. We have done an A/B split-tested whether the audio should play automatically or the audio should not play automatically. It is fairly close and can go either way for which would work better for a teleseminar. It is something you should test yourself.

I’ll tell you, the people who came from my sphere of influence probably wanted the audio that plays automatically. They’re so used to it.

People who come from another list and are not used to it, may not respond as well. Imagine if opt ins were measured with auto-audio or permission-based audio.

The name of the game is to test. Nothing is right or wrong except which testing makes it so. If William Shakespeare were alive today, he’d be saying that these days.

Judith: Alex, one of the most important things you said during the course is that you cannot fail. Everything is testing. That is so stuck in my mind.

I grew up in a family of perfectionists. I’ve been very critical and hard on myself. That was so freeing to just help me say, “Let’s try this, or let’s try that.” All we can do is test. It makes it fun.

Instead of writing in a cocoon or giving a one-on-one interview, draw a crowd — do it for free and get feedback

Alex: It makes it a lot of fun. All you need to do is make an event like P.T. Barnum did. Instead of writing in a cocoon or giving a one-on-one interview, draw a crowd — do it for free, and get feedback.

People have asked, “Well, how do I know if I should charge or not charge?” I say, “Do it for free. Do a free teleconference.”

This is a huge tip everyone. Listen carefully. Do it for free. Then tell people, “If you would like the audio transcripts, please visit” and give them the website URL. Let them know that they can purchase it there.

If 20% or more of your attendees purchases with all of the audio reminders and everything else that you do before and after the call, then you have a hit. Turn that into a product.

If less than 20% do, typically it’s never 20%, it’s either 40% or 2%, I have found that to be the sweet spot. That’s a great way to know whether to charge or not to charge.

Another great way to get people registered is to do a replay. Now, every call should have a replay if it’s paid. If it’s not a fee-based call, I don’t believe in having a replay.

*Use an
ethical bribe
to get opt
ins*

If you go to www.AskHarvEker.com/replay, I had it one there. It's the audio replay that is uploaded to www.AudioGenerator.com after that particular virtual book tour.

That was the ethical bribe to get opt ins at www.AlexandHarv.com.

Again, go to www.AlexandHarv.com. I'm getting opt ins there as a result of the replay. We did it once, and it was 70 minutes of the teleseminar.

I'm getting more mileage out of that than you can imagine. I've sold more *Secrets of the Millionaire Mind* than any living human being. I'm being given an award for it, and I haven't done anything. I've sent out three emails and done one teleseminar.

That's the power of teleseminars. If you're doing any type of virtual book tour or selling some kind of information product, give away a little piece of it.

If you go to www.AskMarkandBob.com, the way you get people registered is through an ethical bribe of giving away a few free chapters as we did. It's up there right now. You can see the cover of the book, *Cracking the Millionaire Code*.

Jim: Alex, let me stop you for a second. The first time I heard the word “ethical bribe,” I immediately thought of the implication of the word “bribe.”

I thought, “Whoa, what is he talking about?” I now understand what you mean. Could you just elaborate on that phrase?

*An ethical
bribe is
simply
giving
something
away in
exchange for
something*

Alex: Ethical bribe is an oxymoron. The only reason I don’t have a problem with the word bribe is I’m being transparent with it. Bribe has a negative connotation, just like the word manipulation has a negative connotation.

On the other hand, persuasion does not. Now, I don’t know why manipulation does. If you’re talking about manipulating a thing, it’s not negative. If you’re manipulating a person, it does.

If you’re talking about persuading a thing, they say, “What?” If you say something about persuading a person, that’s more acceptable.

For some reason, bribery has a negative connotation. I like to call a spade a spade. It is bribery. It is quid pro quo. If it’s of high value, you’re going to give me your name and email address.

I call it an ethical bribe. It’s kind of like “recorded live.” It’s an oxymoron. That’s what an ethical bribe is. Let’s call a spade a spade. You are giving something away in exchange for something.

In this case, it’s an email address and name. You’re trying to get a registration. I’ve given away CDs to get registrations. I’ve given away MP3 downloads to get registrations.

*You just have
to follow
checklists on
what to do
when you go
through
“Teleseminar
Secrets”*

I have given away recorded messages that I’ve done from previous years for registrations.

Ninety-five percent of what I’m talking about I’m reading from my checklist in the course. It’s very, very simple. The checklist is all here.

Ninety-five percent of what we’re talking about is free. The only thing that costs money is the physical postcard. A voice broadcast is like 10¢, a fax broadcast is even less. A CD may cost about \$1. Most of it is done by email.

Remember — free. That’s a magic word. All of what you’re doing is creating content, getting people to register for a call. This is what we’re talking about with registration strategies.

Actually, the call this eBook came from was recorded and transcribed. It is going to be a registration strategy to help sell and promote the continuing education course of *Teleseminar Secrets*. Is that true or false?

Judith: Absolutely. That is true.

Alex: We do this once. That’s why we’re not mentioning a lot of dates, and that’s why we had that introduction.

Jim: That’s right.

If you are struggling with one-on-one coaching, teleseminars are the way to go for you

Alex: You mention the introduction the way you did. Jim did that.

The reason Jim did that is we want this to be an evergreen session. Rather than doing it in a cocoon as a private interview, we’re doing it, and we’re attracting a crowd because we know it’s that important.

Judith: It is really that important. We want to stress that Jim and I would not have asked Alex to do this if it hadn’t been so profoundly life-changing for us.

We knew it was important for all the people who have been working in the privacy of their offices struggling one-on-one with their clients.

We realize how difficult that can be and how liberating your message is, Alex.

Onto question four. I want to ask you what are the most effective and cost-efficient tactics to get more tele-registrants to show up?

Jim: We want them to show up on the call. They’ve registered. Although, they don’t have to actually get on the call. How do we get them on the call?

*By having
a replay you
can get
more access
to more ears
listening*

Alex: It's very interesting. People think that 100% of the people who register will actually show up. That is a myth. It has never been true. The reason it's not true is that it's not convenient for people to show up to a call.

That's why it's important to have a replay. By having a replay, you can get more access to more ears listening. Here are the facts. These are very high numbers. This is after years of trial and error.

First, we'll discuss the paid call and how to get people to attend a paid call. This means that someone paid \$40 or more for a teleconference. Sixty-six percent or two-thirds of the people who registered will show up. Imagine one-third will not show up for a call they paid for.

If it's a free call, and you can get 50%, then you are doing off the charts. You have hit one out of the park. Typically, it's about 10% to 20% tops.

I've been hired to take a company from 5% to 35%. They were delighted. Think of the additional attraction of live-time ears that are listening for the special offer.

Here's a special offer. Go to www.AllAboutTeleseminars.com. You will find *Teleseminar Secrets*, the course. It is two manuals, 18 CDs, a bunch of FAQs and all of my web templates.

The web templates cost me \$3,000 alone.

*We have
enthusiasm
for the
process of
helping*

That’s not what they’re worth. That’s what they cost me to put together. You also get all of my resources and my webmasters. These are the people who put the pages up.

Still, the biggest challenge, even though I involved all of that as bonus gifts and as part of the package is, “Where do I start? There’s a lot of information here. Can you coach me?” My answer has been, “No, I can’t. That’s not what I do.”

I don’t do that anymore. I don’t do one-on-one coaching. Jim and Judith are coaches. To me, whether it’s marketing therapy or personal therapy, coaching requires hand holding.

What are they willing to do? This is the offer. I’m making it now specifically for a reason. That reason is I’m going to teach you how to do the same thing.

If you go to www.AllAboutTeleseminars.com and choose either the payment plan or the non-payment plan, Jim and Judith offer coaching calls. Judith, why are you doing this, and why do you think we talked about this as a great bonus gift?

Simply put, it’s the area that’s been egregious for me that I couldn’t fulfill. Yet, you’re willing to do it for me. The reason you’re willing to do it for me is that it’s no longer one-on-one for you.

Judith: Exactly. It’s no longer one-on-one. Jim and I have so much enthusiasm for the process of helping. First though, we had to

*If we can do
this, you
can do it*

help ourselves. We’ve been working with some other people who were in your course.

We’re all helping each other. We’re way ahead of the learning curve. It will be our pleasure to help people get started. We want to help people think outside the box — to be inventive and creative.

We want to help them see all the many ways they can build their career through teleseminars. We’re looking forward to it. It will be a very inspiring and energetic time.

Jim: I just want to clarify something. Judith said, “We’re way ahead of the curve.” Well, I don’t want you to misunderstand that. I happen to have some computer skills. Judith was essentially afraid of the computer.

But, with respect to doing teleseminars, we didn’t get started in this until just six months ago. We are, from what we understand, way ahead of the curve of some of the people who were taking the course at the same time. We also know about this due to the fact that we’ve done it.

We are willing to be able to help people along. The point I’m making is that if we can do this, you can do it.

Judith: Absolutely.

*What you
teach, you
master*

Alex: One of the biggest reasons is that what you teach, you master.

This is just as much for you as it is for anybody else. What’s beautiful for me as the ultimate instructor is, now, I have a consumption coach or in this case pair of coaches. Isn’t that right?

Your coaching is done once a month. All the coaching will be about is questions and answers about the course — how to consume the course.

All we do is record, we transcribe and we have a 12-month coaching product. This is then something that can be resold.

How powerful is that? A 12-month teleseries, and they’re doing it for free for a very specific reason. They’re creating a product out of it.

Evangelically, they know that one-on-many is far better than one-on-one.

Jim: And practically, we know that by doing it, we’ll also learn more.

Alex: That’s right. When listening to *Teleseminar Secrets*, you were on those FAQs until midnight sometimes.

Jim: Midnight — no, no, no.

Alex gave the course. The course content was two hours per session. Then, there were questions and answers after the two hours.

There were eight modules and eight Q&A sessions. We live in New York. Alex lives in California. We were up until 2:00 in the morning.

Email reminders via autoresponder are very important

Alex: I wanted to answer all the questions while people were thinking about them so I wouldn't have to do it later on.

Jim: We hung in, and it was worth every dime, every minute.

Alex: I'll never forget it.

Well, email reminders via autoresponder are very important. Fax and voice broadcast even more important. They're going past the spam filters. There are no spam filters with voice broadcast.

How about an autoresponder? An email reminder is a broadcast done manually. An autoresponder is just doing it automatically.

Because *Teleseminar Secrets* was a high-ticket item, I had people who ordered the series called one by one by an actual person. Why not? In fact, there was a human being behind that process.

Another way to increase attendance is to use a magic word near the end of the call

People were just astonished that they were getting a phone call.

Another way to get people in attendance is by using a magic word. At the end of maybe 40 to 50 minutes you give a magic word.

Another way to get the people to attend a call is to have a good title and subtitle. I think we are really onto something. People understand one-on-one.

I think coaches, consultants and independent professionals will get this. Going from one-on-one to one-on-many is really important. The topic is *Teleseminar Secrets for Independent Professionals*.

The secret is to take you from the one-on-one situation to one-on-many. The power of leverage. I think we've found something here. The title and subtitle of your teleseminar will get them on the call.

A note sheet or a work sheet is also an attractor. An example of this is in your notes/cheat sheet on page three. Here, you see question number four. Questions will get people on your call. They want to know the answers.

What about a live FAQ? I've had live FAQs going upwards of four and a half hours. You've heard that correctly. Four and a half hours. Why should I not continue?

I've got nothing better to do. My family is asleep. I live in the Pacific Standard Time Zone. I'm walking in at 1:00 a.m. and my wife, Aimee, is saying, "What are you doing? Did you get a glass of

*Live FAQs
at the end
of a call are
great*

milk, water or something?” I said, “No. I just finished a *Teleseminar Secrets* call. She said, “Are you crazy?”

I said, “It’s either that or answer the questions next week. I don’t want to do that. I want to do it now. Get it done with, and it’s over. Live FAQs at the end of a call are great.

Imagine a \$1 call that forces continuity. In other words, if they stay on for 30 days after the \$1 call, then their credit card automatically gets billed. We tell them many times throughout.

I’ve done it many times. For instance, www.AudioGenerator.com, www.ASKDatabase.com and www.InstantVideoGenerator.com. It has literally doubled, tripled and quadrupled the subscription base.

That is something I’m very proud of. I think I’m one of the pioneers. Forget about pioneering. Take the arrows off of my back, pull them out and you don’t have to have any in yours. You’re not pioneering. Follow that methodology.

Having universal time, where everybody shows up on time, is very important. People then will know you are very serious.

If you have a teleseries you want to have a schedule. By going to www.StopMyStressNow.com/schedule.pdf, you will see an example of a schedule. There is another one available at www.StickStrategySecrets.com/schedule.pdf.

*We believe
in over
delivering*

By going to any of those URLs, it pulls up a note sheet, the schedule, the cheat sheet or whatever it is that you have to get people on the call.

The final one is www.AudioGenerator.com/ag.pdf. By pulling that down, you'll find one of our AudioGenerator™ evergreen calls.

It's a \$1 call. There are five tips to fill in at the very bottom. When people fill that in, we give them a bonus gift. I've never seen anyone else do it. I hope you do it. That is a summary of attendance strategies of my continuing education .

Remember, if you're going to have a teleseries, have a transcript, an Executive Summary, a hands-on worksheet, a checklist like the one I'm reading from and online FAQs.

It will no longer be one-on-one. It'll be one-on-thousands. That's what we did with *Teleseminar Secrets*.

Jim: Thank you for the the richness of what you're delivering and the generosity. You always talk about over-delivering. Boy, do you do that.

Now, back to the questions. Number five — What's the fastest and easiest way to develop a winning teleseminar that is content-rich?

*Always turn
call waiting
off when
conducting a
teleseminar*

Alex: This is all about curriculum. Rather than tell you about what should or shouldn't be on the curriculum, let me tell you the 10 biggest mistakes people make during a call.

Listen carefully. These are the things that you want to avoid. Then the curriculum or your area of expertise will take care of itself. You won't have any egregious mistakes, or I call it razor wire along the greased shoot from the beginning until the end.

The number one biggest mistake is having call waiting turned on. That is a horrible mistake. If you have call waiting turned on, then you're interrupted twice every time you get a call. Beep. Beep. That's rude, and it ruins the integrity of the recording. Don't do it.

Not starting on time is a huge mistake. Let's say your call waiting is off. By the same token, you start 10 minutes late. You are no longer predictable or trusted. Please start on time and according to www.Time.gov.

How about entry beeps. That's another big mistake. If you have more than 50 people, take the beeps off. If someone comes in at 40 minutes into the call, everyone else is going to say, “Wow, this person didn't think the content was very important. They're coming on 40 minutes late.”

How about if it keeps beep, beep, beep, beep, beep? You can't even hear the content. I've been there. I turn beeps off. If you're only

*Always be
on a land
line when
on a
teleseminar*

expecting 20 callers, then turn the beeps on. You make it sound like there are a ton of people on the call. We want social proof.

The next big mistake is no land line. You're using a cell phone. This is a big mistake. What if the battery runs out? What if it's a cordless phone? That's almost as bad. Sometimes you hear static if you're near the computer. Use a land line.

What happens if you fail to follow the handout? I follow my handout to the tee. This is another big mistake — failing to follow up on the handout. You want to follow up so that people can write notes.

What about no backup recording? You need to have at least two recordings being done of each call. You have to have a backup.

How about forgetting a transcription, yet you promised it? Not all calls should be transcribed and delivered, especially free calls. What if you forget to deliver it? That is egregious, and it's wrong.

How about giving out the wrong passcode? I have given the moderator code to all my listeners. I've had 2,000 people on the moderator code. Talk about a nightmare. I've made all of them. I've made every mistake.

Do not make my mistakes. Believe me, it's embarrassing. I can save you all that public display of humiliation. There is no way you can mute out a moderator. I learned it the hard way. I had to knock everyone off the call.

*What the
rear end
can endure
the mind
cannot
absorb*

How about a forgotten time zone? If you don't put “Eastern Standard Time” or “Pacific Standard Time” in there, how are they supposed to know when to call in. At least put a few time zones in there, so people understand.

I like to put Central, Eastern and Pacific time zones in. Sometimes, people put GMT. People from the U.K. like GMT. I don't typically do it. The basic reason is because I don't have space to do it. It's another big mistake to omit the time zones.

Here are some very quick mistakes that people make. They don't mute out guests during the call. All heck can break loose if the guests are not muted out. What if you have a guest who is not so nice.

People want their 15 minutes of glory that Andy Warhol talked about — even on a teleseminar. If you mute them out, there's no worry, whatsoever.

I'm going to go beyond 10 because it's fun. Another big mistake people make is no email reminder. This is a huge mistake. We talked about that before. People forget, so remind them.

Let's talk about product creation as it relates to the curriculum. You have a product and you want to put it on audio. Allow listeners to fast forward and fast rewind. Fast forward and fast rewind.

What the rear end can endure the mind cannot absorb. That's almost a mantra I have. I allow people to fast forward and fast

*You can't
brand
yourself
with a
spiral book*

rewind with the super snazzy player in www.AudioGenerator.com. All of my replays utilize that.

Some replay examples are:

- ✓ www.AskHarvEker.com/replay
- ✓ www.AskJoeVitale.com/replay
- ✓ www.AskDavidBach.com/replay.

Take a look at those case studies, and you will see that all of them have the super snazzy player.

Here's another big mistake. As an information marketer, you have no business having spiral notebooks as a transcript. It may be less expensive but you can't brand yourself on spiral.

You can brand yourself with a three-ring binder. Try to stand up a spiral notebook by itself. It doesn't work. It's extremely annoying. You have to lay it flat on its back, and, again, you're not branded.

If you go to an Alex Mandossian Information Product, my face is lined up from one side all the way to the right. From left to right. All of my products have spines on them.

I use DVD cases for the CDs and not jewel cases. This is another mistake people make — using jewel cases. They break easily and have no spine.

Brand yourself. Spend a little more for a three-ring binder for the product and for the CD. Use a regular DVD case. DVDs and CDs are the same size. That is just a touch on curriculum strategies.

*It is worth
it to spend a
little more
on the 3-
ring binder
and DVD
case*

Judith: We do a class called Smart Dating for Success Every Time. The class just grows and grows as we invent more and more product around it. It's not necessarily product to sell. It's part of the whole package.

Alex: That is a brilliant idea. Here's a quick idea to put a smile on your face. You can have “recorded” rights. Not written or reprint rights but recorded rights.

I'm doing a teleseminar series in Singapore from my home but the bridge line is in Singapore. I'm doing six calls and answering 10 questions. The questions I'm going to be answering are the 10 most important questions about how to start a profitable Internet marketing business.

My partner, Aaron Sim, is in Singapore. I go there once a year and give presentations. At the end of each call, I'm asking Aaron to please transcribe it, and make it so it's readable. In other words, you can read it out loud.

*Recorded
rights are
very
powerful*

We’re giving it to our students. They have six different choices that come in packs of 10. They can actually read the answers to the most important questions like how to get started and build a very profitable Internet marketing business.

It’s going to be in their name. It’s going to be their byline. All they do is read it and boom, they have an instant product. They get to keep 100% of the profits. That is a bonus for them as a result of purchasing my *Teleseminar Secrets*.

Recorded rights are very powerful. It is a strategy that works. You can have an instant product in your name. All you’re doing is answering important questions to bring people into your database.

Let’s move on — question number six on page four of your notes

Judith: How can practically any professional service business create a series of “industry expert” interviews to build greater income streams through brand recognition?

Alex: The bottom line is you want to be a Napoleon Hill. What did Napoleon Hill do before he wrote *Think and Grow Rich*? He interviewed the 500+ most successful men and women in the world.

*Interviewing
an expert can
lead to profits*

Andrew Carnegie sponsored him. Andrew Carnegie just gave him introductions. Napoleon Hill did all the work for about 20 to 25 years. Be a Napoleon Hill. Start interviewing experts.

By interviewing experts you can do many things. The first thing you can do is brand them. You can joint venture with them.

The third thing is you can keep 50% of the profits from the call. The fourth thing is you can do all the work, and give 100% of the proceeds to the expert. That expert can then go on his or her way. You can make all the money on the after-sales.

The fifth thing is you can do half of the work and have half of the list, and the expert can do half of the work and have half of the list. You both split it 50/50.

The sixth thing is you can just pay a fee to the expert for just showing up. This is something like a speaking fee. The expert gets nothing else but a fee for the speech. You then keep the content, co-brand with the expert, and you create a series.

I have done this with www.AccessToLeaders.com. Joe Polish, my good friend and partner, has done it with www.GeniusNetwork.com, and you can do it, too.

You can get access to anyone if you edify him or her. I've had coaching clients that went into the dental and restaurant industry.

*Visibility is
far more
important
than ability*

We have carpet cleaners do this. Please become a Napoleon Hill. You will be shocked at what can happen.

I've done it with virtual book tours. Look at www.AskMarkAndBob.com, www.AskTheFrenchWoman.com, www.JustAskHarvey.com. I'm doing my best to get access to Bill Clinton. If you go to www.AskBillClinton.com, you will see that it is an ASK™ audio pitch to him.

I'm doing the same thing with www.AskSteveJobs.com and www.AskGeorgeLucas.com. In their offices they're getting a framed picture. In the very middle of the picture it says, for example, “Hi President Clinton. Alex here. We've never met but please visit me at www.AskBillClinton.com. Hopefully our paths will cross online.”

You can go there and listen to what he'll be listening to. This is something you can do, too.

That is a joint venture strategy. I covered two full hours of all the different types of joint ventures I've done from a standing start. I knew none of the men and women I've interviewed.

I knew absolutely none of them. It was all from a cold call, and it was all from being out there. If you're visible, believe me, it's a lot easier. Visibility is far more important than ability.

I'm sure you know many people like that. If you have ability and visibility, it's even better. Those are some joint venture strategies. You need to become a Napoleon Hill.

*If you want
to be
original,
you will
become
broke*

Jim: Okay, Alex. Let's say I have all of this product. I've got a garage full of product, but I don't know how to get my teleseminar audiences to actually convert into customers versus just prospects.

How do I do that? How do I get them to buy on command? By the way, this is question seven on page five.

Alex: In the first five minutes you talk about who is on the call and give a little background. Next you talk about how the call came to be. In other words, the story behind the call.

Then, you talk about why people should be listening. Why? Why? Why? For instance, you could let them know that why they're listening is that they can make six figures utilizing teleseminars. Actually, I'm making seven figures. I know that's not believable. That's why I say I make six figures.

What if you make an extra five or even four figures through teleseminars? If you have 1/10th or 1/100th of the success, the ground has been plowed for you.

The same is true for those of you who decide to walk in back of it or decide to swim behind the wake that has already been plowed through the water, then you will succeed. But, if you want to be original, you will become broke.

As the inventor of the USP or the Unique Selling Proposition, Rosser Reeves said, “Originality is the most dangerous word in

*Originality
is the most
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word in
advertising*

advertising.” So follow this recipe. In the first five minutes it’s all about who, how and why. Then between minute 10 and minute 40 you make an offer. I’ve made the offer six times.

I’m very transparent about it. If you know what’s good for you, please take advantage of *Teleseminar Secrets*. I have a two-prong guarantee where I put my money where my mouth is.

The first prong is this. For the first 30 days, it’s guaranteed no matter what. If for some reason, you don’t like the third period on the eighth page and you write me and say, “You know what, Alex, I didn’t like the third period on the eighth page. Can I have my money back?” My answer is, “Yes.”

After you keep it for thirty days, all you need to do is utilize five of the strategies inside the course. The course is extremely robust as Judith and Jim have been talking about.

It is the de facto standard in teleseminars. I’m very proud of it. If you don’t generate 10 times the return on investment in that 365 days, call me up, and I’ll write you a check. That’s the guarantee.

Now, I didn’t make that guarantee between minute 10 and minute 40, but I made the offer at least four times between minute 10 and minute 40 telling you to go to www.AllAboutTeleseminars.com. Why?

The most number of people on a call will be between minute 10 and minute 40. People usually drop off after 40 minutes. By the same token, less people are actually on the call at minute 10.

*Ask for
feedback
early and
ask for them
to do it
during the
call*

If you'll notice I asked for feedback or testimonials at the beginning of the call.

There are two ways to get access to it. Please make it about Judith and Jim — not about me.

You can go to www.TeleseminarSecrets.com/feedback, and you can give us a written testimonial. Step two is an audio testimonial and step three is your picture, should you desire to upload it.

There's another way you can do it even faster via email. Do you have that email address Jim or Judith?

Judith: Yes. You can simply go to your email and write to us at Testimonial@TheMagicOfDifferences.com. Simply drop us an email telling us what you liked or disliked about this class.

We are simply asking for your testimonials.

Alex: Now, www.OtherSellingStrategies.com is a \$1 teleseminar. If you get \$1 from someone, that's a commitment. You get rid of tire kickers who are just there to eavesdrop. One dollar is a commitment.

Next, say you have free content and you sell the course after the call. In other words, you sell the audio transcripts after they've experienced it. What a great way to generate cash as a selling strategy.

*You should
have a
payment
plan for a
teleseries*

How about having a payment plan? We have a four-pay plan for www.AllAboutTeleseminars.com. Go there and check it out. We have a four-pay plan. I don't see many people doing that.

We know that money is hard to come by these days so we want you to get your return on investment so that's why the four-pay plan is up.

In fact, what Judith and Jim did was raise the prices of their teleseminars. I didn't even think that it would work, and it did.

Jim: That's right.

Judith: Oh yes. It worked fabulously. We were told right away that it was way too inexpensive. We knew it. Now we're right up in the ballpark where we need to be with Smart Dating and our other teleseminars.

Alex: The bottom line is to remember that it's not like a platform speech. You want to make what I call continuing education. That's another strategy. It's not a product. It's continuing education.

This is being offered from two people who are students and, now dear friends of mine who started from a standing start.

Get them to give their feedback while they are in the moment of the call

Jim: We have also enlisted Fernando Cruz. Mr. Cruz is not only our marketing director. He’s also a guy who is an absolute genius at the computer. He is going to be the technical guy on our calls.

Alex: Oh, great. I should be on those calls. I’m a technophobe.

The first five minutes you will cover the who, how and why. The most people are on the call between minute 10 and minute 40.

Please make your offer at least twice during that time.

Ask for feedback during the call. This is very, very important. People can jot down the way they can give you feedback. Do it during the call. I have found that they won’t give it to you after the call. They will give it to you during the call.

That’s if they jot it down, they will. They are in the moment, and they’re in their emotional state.

There are numerous other ways to sell from the platform. In this case, the seat. I cover two hours of that in the course. Why don’t we go onto number eight?

Judith: Absolutely.

*Outsourcing
is the reason
why seven
figures is
possible
with one
employee*

Last question — number eight on page five. How can service business owners offload their busy work to reliable vendors so they can triple their income and double their time off?

I think this is such an important question. Those of us who have been working one-on-one usually do everything ourselves.

How can people offload their busy work to reliable vendors, thereby increasing their income and their time off?

Alex: Well, not long ago I set out a goal, and I put pressure on myself with all of the goals on my lists. Those lists have included believing in me with my different types of how-to products.

It was believing that what I really wanted was to make seven figures, and believing that I want to do it with two children in diapers. I want to do it working from home with one employee. That was my goal.

I did it. I'm now writing a course called *How I Made Seven Figures with Two Children in Diapers Working from Home with One Employee*. I probably will make more money from that how-to course than the year that I actually made the seven figures.

Actually, it's going to double this year, and I think it will triple next year. It accelerates due to the power and leverage of teleseminars. Outsourcing is the reason why seven figures is possible with one employee.

*Hire people
who love to
play at
things that
you have to
work at*

That’s how it’s possible. It’s outsourcing. As my good friend, John Assaraf, says, “Hire people who love to play at things that you have to work at.”

I don’t know how to put up a web page so I outsource that. Make sure that the attributes of your outsourcing partners give you initial consultations, make sure they’re relationship-focused and are boundary-based.

Also, make sure they send you referrals and that they’re process oriented. They have to be deadline sensitive. Otherwise, they’re not of much value to you.

Make sure that they’re accountable and resourceful. Also, make sure that they have networking skills. They need the ability to network with other vendors so that you create your own vendor network. That’s where most of my vendors have come from.

With *Teleseminar Secrets*, if you decide to invest in this continuing education course, you get all of my vendors and resources. Why do I do this? Because now you’re a part of an inner circle.

I will not give those to people who won’t invest.

There’s also a Mastermind group. You can participate in that so you can find other like-minded people, some of whom have a net worth that are in the stratosphere. The thing is they didn’t know much about teleseminar marketing in the beginning.

Your vendors should be resourceful, and they must be good conflict managers

Outsourcing strategies are all about finding people who play at things that you have to work at. I think the most important thing is that you're boundary-based.

If you become a problem child to that outsourcing vendor, I hope they let you go.

I have been let go by certain vendors. About four or five years ago I was a problem child. I kept saying, “I've got to get ahead. I've got to get ahead.” I basically tortured them verbally.

I used to say, “Come on. Let's get this thing done.” I wasn't verbally abusive, but I would push. I would say, “Come on. What is going on here?” I know that they have lives.

One vendor let me go. The vendor said, “I have to fire you.” I said, “Why?” He replied, “You're a problem child.” At that moment, it struck me that I not only would let go of problem children, I also could be let go as a problem child by a vendor.

I kept on that vendor, and I came back to apologize incessantly. That vendor taught me more than I've ever learned from anyone else before. That vendor was probably my best teacher as a coach without even intending to do so.

Make sure that they are boundary-based and are very accountable. Make sure they make referrals and are deadline sensitive. You also want them to be resourceful. They need to be conflict managers.

If your vendors don't get you the bad news faster than the good news then let go of them

If they don't get you the bad news faster than the good news then let go of them. They're not good vendors.

Outsource everything that you find to be hard because there are people who play at things that you find hard.

What we just went over were the eight modules.

Judith: Also, I just want to add, Alex, while they're not vendors, you also spend a fair amount of time helping people understand how to get affiliates and how to do joint ventures so that other people are helping you grow your business.

It's not just falling on your shoulders, but you are getting a community surrounding you to help you with the development of your list and your work.

Alex: People have never understood why I could be a number one affiliate to fill seminars like the Big Seminar, the System Seminar and virtually any seminar that I'm involved with.

Mark Victor Hansen's Mega Marketing Magic and all of the Mega events, I do through my vendors. They referred me. Even when they could get an affiliate link they won't use theirs, they'll allow me to use mine.

Your vendors can make your most robust source of referrals

They do this because they're doing it as quid pro quo as a favor or almost spiritual tithing for all the business that I've given them.

I've had two vendors name their children after me and one was a girl. Her name is Alex. What's interesting is that if you treat your vendors like family, I think it's the most robust source of referrals.

I hope you take advantage of that capability. Don't take advantage of the vendors themselves but the capability of outsourcing in order to triple and quadruple your time off.

I no longer believe in the Calvinist ethic of “The harder you work the more money you make.” I believe that you can double or triple your time off even if you're tripling and quadrupling your income.

Why not? Why not double your income and triple your time off?

Judith: Absolutely.

Alex: That's the lifestyle. That's what we've talking about. Not one-on-one. It's one-on-many. I do hope that you decide to get access to this information.

*You have to
be decisive*

Jim: I would just like to say that I’m holding in my hands the 9 CD cases for the *Teleseminar Secrets* course. They’re very well put together.

There are two CDs in each case so there are 18 CDs plus two three-ring binders with transcripts of every one of the modules that are on the CDs.

Some people learn better by listening. Some people learn better by reading. Some people learn better by using a combination of these.

This is really a terrific package, Alex. I commend you. They’re magnificent to just look at let alone use. That’s what is available to you. I think people should take advantage simply because we did, and it is working beautifully for us.

Judith: That’s at www.AllAboutTeleseminars.com. There are many, many bonuses that Alex has added that now come with the course.

We are looking forward to working with you very much. We want to help you build your business. We want to share with you how we have built ours. We are continuing to share in that way. It will be great fun.

Alex: One of the principles that Napoleon Hill talks about so often is being decisive. At this point, it’s time to make a decision. Yes or no. Wherever you are, it’s just making that extra step that can add another zero to your income and to your bank account. Teleseminars can get you there.

*Teleseminars
can get you
where you
want to be
with your
income*

Judith: Absolutely. We do encourage you to take that next step if you want to grow your business and move from one-on-one to one-on-many.

Alex, we want to thank you for taking the time out of your busy schedule to be with us. We appreciate you sharing all of your wisdom with us. It's just been terrific.

Jim: I want to say this publicly. You're a man of your word. Your generosity in giving away a ton of information in this session is commendable. You continually do this.

Clearly giving it away generously the way you do reaps it in return, and I honor you for that.

Alex: Thank you, Jim. Thank you, Judith. I consider you both lifelong friends so this is just the beginning. It's not the end.

Judith: That's right. We feel the same way.

Jim: And with that, we will say so long for now. Thank you for taking the time to read this session. Please visit us at www.AllAboutTeleseminars.com.

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”



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