

# Virtual Book Tour Systems™

## (Module 1 “BENEFIT” bullets)

--How To Sell Books Faster And Easier—Even If Major Publishers Have Turned You Down

--The Secrets To Finding Major Affiliates Who Will Literally Clamor To Sell Your Product

--How To Get Strategic Alliance Partners To Line Up To Work With You More Often

--Is Your Book The “Message”? Not By A Long Shot...And I'll Show You Why

--Why Taking 100% Responsibility is CRUCIAL To Mastering Your Marketing Success

--How 44 Months Of Bloodied Noses And Skinned Knees Can Translate Into A Boatload Of Cash

--Why “Monologue” Marketing Is Great For The Ego...But Bad For The Pocketbook

--Why Creating Your Message First Will Doom Your Project—Every Single Time

--The Definition of "Wild Success" ...And How You Can Easily Achieve It Not Only In Your Business, But In Every Area Of Your Life

--Why The Current Publishing Model Is Now Obsolete...And The Sink-Or-Swim Changes You MUST Make To Ensure Success

--How To Keep Your "Baby" From Ending Up In A Toilet Stall (And Not To Be Read...This One May SHOCK You!)

--The 2600 Year Old Marketing Model That Tips The Odds Of Success In Your Favor—Every Time!

--How A Chance Encounter With A Former Presidential Candidate Literally Opened My Eyes And Changed The Way I Look At Book Publishing Forever

--Why Book Signings Are The Absolute WORST Way To Market Your Book (Or Information Product)

--18 Tried-And-True Tactics To Transform Your Struggling Book Sales Into A Seven Figure Goldmine

--A Little-Known Technique For Selling Your Product To The Same Person...Over And Over Again

--How To Turn A Freely Available Public Domain Product Into Your Own Personal ATM In Just Minutes

--Are You The Hub...The Spoke...Or The Wheel? Once I Understood This Principle, My Income Soared To Millions Of Dollars In Record Time...And I'll Explain It To You In Precise Detail

--It's The Least Profitable Strategy In Publishing, Yet Hundreds Follow It Like Lemmings Into Book Oblivion. I'll Reveal What It Is...And How To Avoid It Like The Plague!

--How To Create Something Once...And Make Money On It Every Day For The Rest Of Your Life

-- An Easy-To-Implement Marketing Strategy That My Ebook Writer Friends Said Would Never Work...Until Pocketing \$180,310 From It

--How To Instantly Add 30%...40%...even 50% To Your Profit Margin With Just One Simple Tweak To Your Marketing (adding audio to 3 ring binder)

--How A Budding Author Brought 1,000,000 Visitors To His Website Using A Simple Viral Marketing Tactic Even My 7-Year-Old Can Implement In Record Time!

--Why The Principle Of Redundancy Can Accelerate Profits Faster, Better, And With Less Effort

--The 4 Step Action Plan That Will Skyrocket Sales And Put Your Book's (And Info Product's) Profits On Auto-Pilot

--The Single Most Important Aspect That Compels Prospects To Buy Your Book...Before They Even Open The Cover!

--How To Quickly And Easily Find A Starving Audience For Your Prefect Message-To-Market Match!

--Is Bribing Your Prospects Ethical? YES...But Only If You Follow These Simple Steps

--The Best Ethical Bribe You Can Give...And It Won't Cost You A Single Red Cent

--The Amazing Power Of Transparency...And How It Translates Into Massive Profits

--How To Maximize Your Profit Margin With Less Time And Effort...For As Little As \$200 A Month

--My Own Private Resource List That Makes Me Millions Every Year

--A Seldom Used Technique For Connecting With Your Audience That's 100% Guaranteed Never To End Up Lost In A Spam Filter

--How To Get FREE Access To A Killer Mastermind Group Who Can Help You Achieve Your Goals Faster And Easier Than Ever

--The Foolproof Method For Becoming One Of My Strategic Alliance Partners In The Shortest Time Possible

--The Incredible Story Of How An Author Went From Selling Only One Single Copy Of His Book To Selling Tens Of Thousands Using Virtual Book Tour Principles

--How A Budding Author Found An Entirely New Market For His Book That He Never Knew Existed

-- Should You Write The Book...Or Should The Book Write YOU? I'll Reveal The Answer!

--My Easy-To-Follow, Step-By-Step Road Map Showing You Exactly How To Launch A Virtual Book Tour With Maximum Profits And Minimal Effort

--Plug-And-Play Templates That You Can Set Up And Have Online In Just Minutes

--A Brilliantly Elegant (Yet Unbelievably Simple) Sales Technique To Find Out EXACTLY What Your Audience Is Dying To Know

--The Three 3 Little Words You Can Add To Your "Thank You Page" To Boost The Number Of Callers On Your Teleseminars—Every Time

--How To TRIPLE Your Teleseminar Callers By Asking Just One Simple Question.

--The Secret Tactic I Use To Sell Loads Of Books...Before Holding The First Virtual Book Tour

--Invent Or Improve? One Leads To Riches...The Other To Disaster—And I'll Reveal the Answer!

--How To Properly Compile The "Author's Notes" To Make Your Virtual Book Tour Flow Smoothly And Easily

--The "Thank-You" Page Template That's Made Me More Money Than Any Other I've Ever Used

--The Most Powerful Tool For Increasing Traffic, Building Massive Prospect Lists, And Adding Even --More Profits To Your Bottom Line...With Only A Few Minutes Work Every Week.

--How A One-Time Gift Can Translate Into A Lifetime Of Cash Flow (Hint: It's All About Pre-Loaded Media Players...And It Takes Practically No Work On Your End!)

--The Simple Tool That Writes Your Book Without Writer's Block!

# Virtual Book Tour Systems™

## (Module 2 “BENEFIT” bullets)

- How A Virtual Book Tour Creates Hyper Responsive Lists Of Starving Audiences Almost Instantly
- The Secret To Creating Marketing Intimacy...And Why It's Crucial To Your Sales
- How To Turn Your Annual Income Into A Monthly Income As Quickly As Possible
- 5 Things You Can Do Today To Build A Massive List Of Buyers Who Will Clamor For Your Product
- How To Turn 35,000 Prospects Into \$3 Million In Sales
- The One Question To Ask Yourself Every Morning...And How It Can Create Wealth Beyond Belief
- Strategies Or Tactics? I'll Show You Which Will Make The Greatest Impact On Your List Building Efforts
- 21 List Building Opportunities (And How You Can Tap Into Many Of Them Today...For FREE)

--\$2 Million A Month From A “Dead” Marketing Technique? YES! And I'll Reveal It To You...

--The Single Most Important Element Your Articles MUST Have To Drive Tons Of Traffic

--How A Few Minutes Of Blog Posting Translates Into A Tidal Wave Of Traffic(And It Doesn't Cost You A Penny!)

--How To Maximize Your List Building Strategy Using Online Press And Media Releases

--A Seldom Used, Yet High-Impact Way To Get Automatic Traffic With Only A Few Lines Of Text...

--Confused By Google Adwords? I'll Hand You An Incredibly Powerful (And Totally FREE) Tool That Will Drive Prospects To Your Site In Just 15 Minutes!

--The Fastest And Easiest Way To Build A Monster List Using Someone Else's High Traffic Website

--How One Simple Line Of Copy Can Translate Into 500 New Leads Every Year

--How To Build Profitable Relationships That Are Like Virtual Treasure Maps Leading To Treasure Chests Full Of Treasure Maps

--How One Tiny Change To Your Business Card Can Add 1500 Names To Your List—With No Effort On Your Part!

--How To Generate Enormous Profits From An Immensely Valuable (Yet Mostly Ignored) Piece Of Online Real Estate

--Why A Joint Venture Is NOT The First Place You Should Look To Build Your List

--My #1 Way Of Building Traffic And Branding My Business (And It's NOT What You Think!)

--The Amazing Story Of How One Simple Book--Left In A Car Wash--Snowballed Into A Multi-Million Dollar Industry.

--How To Make Mounds Of Money From Free Speaking Engagements

--The Secret Formula For Getting Your Prospect To Tell You Exactly How To Sell To Them

--The Fastest, Easiest Way To Turn Opt-Outs Into Ecstatic Customers Who Will Buy Again And Again

--How To Boost Your List By 35% --Or More—With Your Customers Doing All The Work For You

--The Secret Source For Getting Your Book Noticed By Highly Influential Radio And TV Producers

--An Ultra-Cheap Method For Sucking Other People's Buyers Into Your Lists (VERY Powerful, Because Proven Buyers Will Most Likely Purchase Again...And Again...And Again...)

--Today's Hottest Technique To Build Ultra-Responsive Lists...And How You Can Start Right Now For FREE

--The Hands-Free Way To Build Instant Online Credibility And Generate Day-In, Day-Out Traffic

--How "Playing A Role" In Your Message Can Translate Into Thousands Of Clicks To Your Website

--A Brand New Source For Getting Your Press Release To Thousands Of Potential Customers

--How A Marketer Used A Free Video To Generate An Extra 20,000 Views Of His Press Release

--How A Clueless Husband Used The Power of PR To Give His Wife An Unforgettable Valentine's Day Gift

--The Insider Story About How I Became The "\$25,000 An Hour" Marketer...And How You Can Too (I Know Because I've Done It!)

--The 4-Step Action Plan To Take Your Book From Struggling To Selling Out In The Fastest Possible Time

--10 Killer Case Studies You Can Shamelessly Steal From And Apply To Your Own Business

--3 Awesome Tools I Personally Use To Help Build Incredibly Responsive Lists

--4 Of My Favorite Resources To Help You Leapfrog From Obscurity To On-The-Map In Less Time Than You Would Think

--The 3 Essential Elements Of A Profitable Ezine

--Why You (As A Writer And/Or Publisher) Have A Tremendous Advantage Over Other Marketers In Building Hyper Responsive List

--The Single Most Valuable Resource For Getting Your Message In Front Of Tens Of Thousands Of Mega-Targeted Subscribers

--4 Easy To Follow Tips To Maximize Your List Building Learning Curve In Minimum Time

--My 3-Step, So-Easy-A Caveman-Could-Do-It Formula For Creating Gigantic Lists From Scratch

- My Incredibly Selfish Motive Behind All This...And How It Can Make BOTH Of Us Boatloads Of Cash
- 6 Under-The-Radar Blogs You Must Know About To Help Fast-Forward Your List-Building Efforts
- A Mega-Successful Website You Can Model TODAY And Start Making Money With Your Book
- How One Tiny Change On A Book Cover Can Translate Into Massive Website Traffic
- Wanna Get Paid While You're Building A List? I Do It All The Time...And I'll Show You My Step-By-Step Process
- Free Or Fee-Based Teleseminar? I'll Tell You Exactly What To Do (And When) To Maximize Your Profits
- How Giving Away A Couple Of Free Chapters Can Translate Into An Avalanche Of Opt-Ins
- A Highly Clever Method For Effortlessly Gathering Email Addresses--Without A Squeeze Page!
- How To Find Out What Your Audience REALLY Wants...Before Writing One Word

--How To Turn Your Book Into A Business Card...And Use That Same Information To Make You Money Over And Over Again.

--How An Ancient Greek Structure Can Teach You The Core Elements Of Building A Hyper Responsive Online Database From Nothing - Like Starting From Scratch!

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## **Virtual Book Tour Systems™ (BONUS: E-Book Creation Workshop)**

--The One-Minute Solution To Finding The Perfect Topic For Your First Ebook

--Are You The Ideal Ebook Author? I'll Reveal What It Takes To Write Ebooks That Put Wads Of Cash In Your Bank Account

--Sell Your Ebook Or Give It Away? I'll Tell You What Works...And What Doesn't

--My Personal Step-By-Step Plan For Creating Ebooks That Generate Mounds Of Cash

--The Sneaky Little Way To Create An Ebook Virtually Overnight

--How To Start Making Money From Your Ebook Before It's Even Finished (I LOVE This Strategy!)

- The Secret Behind Every Successful Ebook Author's Success
- How Ebooks Can Double...Triple...Even Quadruple Your Profits (In Faster Time) Over Physical Books
- How Big Should Your Ebook Be? I'll Give You The Answer!
- A Simple, 5-Word Message You Can Scrawl On A Post-It Note That Will Transform Your Mindset, Turbo-charge Your Writing Efforts, And Help You Write An Entire Ebook—Start To Finish--In 3 Days
- The Difference Is In The Details: My Suggestions For The Best Ebook Fonts, Spacings, And PDF Creation
- The REALTruth Behind Protecting Your Ebook From Theft (This Will Surprise You!)
- The One Ebook Topic You May Want To Avoid...And Why
- The Little Known (Yet Highly Essential) Element That Every Top-Selling Ebook Has...And How You Can Virtually "Copy And Paste" It To Your Own!
- The Biggest Mistake That Practically Every Ebook Author Makes...And How To Avoid It

--An Amazingly Simple, Yet Behind-The-Scenes Tactic For Writing Chapter Heads That Pull Readers In

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## **Virtual Book Tour Systems™** **(Module 3 "BENEFIT" bullets)**

--The One Thing You MUST Do Before Starting Your Teleseminar To Boost Your Audience's Response

--How To Turn A Simple Consumer Product Into A Money-Making Commercial Product With One Tiny Change...

--17 Embarrassing Teleseminar Marketing Mistakes...And How To Avoid Them

--How Pressing 3 Buttons On Your Phone Can Increase Your Recording Quality by 1,100%

--The One Crucial Error That Can Cause Your Audience To Mistrust You—Immediately

--My Amazingly Easy Method For Keeping An Audience Riveted To The Topic (Not To Mention Your Sales Message)

--The "Duh" Mistake I've Made Dozens Of Times...And How I FINALLY Overcame It...

--A Simple Technique (Hint: We Learned It In Kindergarten) That Will Save You From Red-Faced Embarrassment When Introducing Your Guest

--The One Question To Ask Your Guests That Will Suck You Listeners In And Have Them Glued To Their Phones During The Call

--Cordless Phone? Cell Phone? I'll Tell You What You MUST Use...And Why

--How A Wrong Passcode Can Become A Total Nightmare (As Well As A Sales Killer)

--A Website Resource That's CRITICAL To Your Success

--My Insider Secret For Giving Your Transcripts More "Backbone" In Your Branding Efforts

--The Can't Miss Method For Q&A Lines...And The One Thing You Must NEVER Do

--How To Avoid Refunds From Broken CDs—Every Time

--Two Buttons That Can Make Your Teleseminar Replay A Breeze For Your Prospects To Listen To

--The One Thing To Do (On The Day Of Your Call) That Will Double Or Even TRIPLE Your Number Of Listeners

--From Pizza Orders To Burping Guests: Alex's Most Embarrassing Teleseminar Moments (Get Ready To Laugh!)

--How To Stamp Your Sales Message On Your Prospect's Brain—And Keep It There

--My 4-Step Action Plan To Get Your Virtual Book Tour Off And Running With Very Little Effort

--How To Turn A FREE Virtual Book Tour Into A \$90 Million Dollar Payday...And Then “Repurpose” The Campaign For Even More \$\$\$!

--The One Piece Of Software I Use To Capture Memorable Web Pages In Just Seconds

--The Essential Writer's Resource That Transforms Your Words From Passé to POWERFUL With One Click!

--How Teleseminars Magically Create “Marketing Intimacy” With Your Prospects (CRUCIAL To Your Sales Success)

--The Secret To Making Your Prospects Fall Madly In Love With What You Do.

--5 Questions To Ask Yourself Before Going Live To Insure Your Teleseminar's Success.

--How To Achieve A Level Of Focus That "Splits Arrows" (Extremely Powerful!)

--The 6 Components That Transforms Good Teleseminars To GREAT Teleseminars In Practically No-Time Flat...

--The Secret Power Behind The World's Best Selling Book...And How You Can Use It To Your Advantage Today

--The Power Of Confession...And How To Use It To Maximize Your Results For The Rest Of Your Business Life!

--How The Difference Between Sympathizing And Empathizing With Your Prospects Can Affect Your Sales

--My 9-Step Teleseminar Timeline That Puts Your Response Rates On Steroids

--The 6 Principles You Must Include In Every Teleseminar To Ethically Influence Your Listeners

--A Hidden (But Absolutely FREE) Resource For Finding Winning Titles, Subtitles, And Sales Copy—Instantly

--4 Call-To-Action Techniques That Are Both Cost-Efficient And Proven To Work...Time And Time Again

--9 "Action Devices" That Capture Sales FAST

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## Virtual Book Tour Systems™ (Module 4 "BENEFIT" bullets)

--The Single Biggest Impact On Your "Freedom"...And Why It's So Important To Your Business

--How To Build A "Virtual Bench" That Can Help You Make Millions

--Why Affiliates Are NOT The Most Valuable Asset In Your Business

--The Most Overlooked Secret To Success (That's Been Under Your Nose All Along)

--The Perfect Time Frame For An Initial Consultation...And Why Going Longer Is A Red Flag

--How To Keep A Vendor From "Vomiting" All Over You (You Gotta Hear This!)

--4 Key Questions To Ask Yourself For Before Doing Business With Someone Else...Especially A New Strategic Alliance Partner!

--The One Attribute Every Successful Vendor Must Have...And Why You Should Fire Them Immediately If They Don't

--The "Keys To The Castle" And Why You Should Celebrate When A Vendor Asks You This Certain Question

--How Screwing Up Can Lead To A Relationship That's More Meaningful (and Profitable)

--Why You Should Rejoice If A Vendor Doesn't Have Time To Work With You

--"Organic Sticking Points" ...And Why They're So Crucial To Finding A Winning Vendor

--If Your Vendor Pulls This Tactic, You Can Never Trust Them Again...I'll Tell You What It Is

--How To Turn Snags Caused By Other Vendors Into A Cash Generating Machine For Your Business

--The Single Most Important Element Your Vendors Must Have Before You Hire Them (Hint: It's NOT Skill)

--I'll Hire A Vendor Based On This One Attribute Over Someone Who's 100 Times More Talented—EVERY TIME...And I'll Tell You What It Is

--3 Personality Traits To Look For In A Vendor...And Why You Should Never Hire Them If One Pops Up

--How To Find People Who Play At Things You Have To Work At

--A Very Simple (But Highly Effective) Way To Build Rapport With Ultra-Reliable Vendors

--2 Fantastic Tools (That Cost Less Than A Soda) You Can Use To Boost Profits TODAY

--The Fastest, Easiest Way To Hire A Copywriter That Knows Your Product Inside And Out

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## **Virtual Book Tour Systems™** **(Bonus Call: Write A Book In 12 Hours Workshop)**

--How To Fast Track Your Writing Process While Simultaneously Building Your Business

--It's Not Your Idea That's Going To Make Your Rich...It's This One Critical Component

--How To Craft A Clear, Call-To-Action In Your Book That Drives Sales And Profits

--The One Key Factor You Need To Focus Your Writing On To Insure Success For Rest Of Your Life

--The Worst Business Practice In The World Today...And How You Can Avoid It Like The Plague

--Why Everyone Needs Not Only A Digital Ebook, But A Physical Book As Well

--How To Establish Your Expert Status In Any Marketplace

--2 Secrets About How Your Brain Works That Can Improve Your Authoring Skills Immediately

--How to Eliminate "Poor Writer's Syndrome" From Your Writing Mindset Forever

--The One Question You Must Ask Yourself Before Writing Your First Word And Beyond...

--3 Easy Tips To Finding Out EXACTLY What Your Audience Wants To See In Your Book

--The Importance Of Self Reflection...And How It Can Drastically Affect Your Book's Sales

--Why You Should Ditch Your "USP" For a "UPP"...And Why It's 10 Times More Powerful!

--A Simple Exercise (And A FREE Gift) That Can "Awaken The Author Within"

--The Secret "Power" (You Can Easily Tap Into) That Will Help You Write a 100 Page Book in 12 Hours

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## **Virtual Book Tour Systems™** **(Bonus Call: High Energy Covers Workshop)**

--A Simple Exercise (You Can Do Right Now) To Instantly Improve the "Energy Levels" Of Your Marketing Materials

--How Applying One Super Easy "Muscle Checking" Tactic Can Help You Create Killer Book Covers

--Success Trainer Jack Canfield's Amazing Discovery...And The Hidden Connection Between You And Your Reader (It's NOT What You Think!)

--Creating "Feel Good" Covers Is Easier Than You Think...And You'll Find Out How

--How A Skeptical Manufacturer's Rep Became An Instant Believer

--A Fast, Easy Exercise You Perform (While Listening To This Call)  
That Instantly Reveals What Your Subconscious is REALLY Thinking

--The REAL Reason Why Some Books, Websites, And PR Materials  
Make You "Feel Good" ...And How You Can Apply This Same, Easy-  
To-Implement Principle To Your Own Marketing

--Why One Book Makes You Sleepy While Another Keeps You Glued  
To The Page (VERY Important To Making More Sales!)

--2 Incredible (And Affordable) Resources That Can Transform The  
Energy Level Of Your Materials From Dull To Dazzling In Record  
Time...And Sometimes A Little Longer 😊

--Tips And Techniques To Ensure That Your Colors Impact Your  
Readers In The Desired Fashion

--2 Commonly Used Design Techniques You Should ALWAYS  
Avoid...And Why