



Replay: VBT preview 2008.com

*“To get maximum value from this training call, print this action guide in its entirety so you’ll be prepared to take notes on each tactic I reveal on my *Virtual Book Tour Secrets* call”*

\* FAX: (415) 532-2406 → Page 25

~ Alex Mandossian, Chief Instructor

[www.VirtualBookTourSecrets.com](http://www.VirtualBookTourSecrets.com)

---

## Important Tele-Training Access Information

Date: Thursday - June 5<sup>th</sup>, 2008

Starts: 6:00pm (Pacific) / 8:00pm (Central) / 9:00pm (Eastern)

Dial-In: 1-512-225-3110

Passcode: 77321#

\* Nov. 20<sup>th</sup>, 2002 (Al Gore)

Duration: 2+ hours

\* Book Passage → Blog Post June 5<sup>th</sup>

Topic: **“Virtual Book Tour System”** ~ “Time-Tested 3-Step Marketing Formula Helps You Sell More Books ... Faster, Better And With Almost No Human Effort ... Even When Major Publishers Turn You Down!”

---

### Tips to Get the Most Out of This Training

1. Print this handout so you can take notes during this teleseminar training.
2. Think of how to quickly implement the secrets revealed from this training.
3. Make a deadline to complete at least 3 tips revealed during the training.

**SPECIAL NOTE:** This tele-training will start promptly according to [www.Time.gov](http://www.Time.gov) so please dial-in 5 to 7 minutes early so you won't miss any content. You'll be glad you did ☺



# Virtual Book Tour Secrets™

“Time-Tested 3-Step Marketing Formula Helps You Sell More Books ... Faster, Better And With Almost No Human Effort ... Even When Major Publishers Turn You Down!”

By

**Alex Mandossian**

Heritage House Publishing, Inc.

[www.VirtualBookTourSecrets.com](http://www.VirtualBookTourSecrets.com)

Goals:

- 1) Transparency
- 2) Dialogue
- 3) Continuing Education

Exclusively prepared for:

**Virtual Book Tour Secrets™ Preview Call**

# Which Book or Info Marketing Situation Are You In Now?

- You have written or published your book  
→ The Business Podcasting Bible (200 sold → \$1MM)
- You have a manuscript for publishing
- You have an unwritten book in your heart  
→ Make it a lead generator; biz builder
- You are a publisher or book distributor

Notes:

- \* "How To" or "Info" marketing is most profitable business in world, if you repurpose your books and info products
- \* You can become an Interviewer → \$5K income

**"My life is my message."**

**Mahatma Gandhi** (1869-1948), spiritual leader and pioneer of non-violent, mass civil disobedience (a.k.a. "Satayagraha")

**GREAT NEWS! The time-proven Virtual Book Tour Systems™ you will learn today DO NOT require ...**

<u>Travel / Lodging</u>	<u>Publisher</u>
<u>staff / Employees</u>	<u>Completed Book</u>
<u>Tech Knowledge</u>	<u>Start ASAP</u>

**You will also learn the fail-proof “ATS” Formula to ...**

- a) Repurpose your content for more sales and profits!
- b) Easily accelerate the growth of your online list!
- c) Reduce book promotion costs utilizing teleseminars !
- d) Outsource busy work to reliable vendors to save time!
- e) Make money as an Interviewer if you don't have a book!

**“The greatest problem of communication is the illusion that it has been accomplished.”**

**George Bernard Shaw** (1856 - 1950), Irish playwright and critic; quoted from a personal correspondence to a colleague.

# “ATS” Formula STEP #1:

ASK your target market to ask what's most important about the “promise” of your book.

Target Market = Audience or Readers

**Case Study #1:** [www. AskMarkAndBob .com](http://www.AskMarkAndBob.com)

Notes:

- \* Template with picture, audio, ASK Database, ISC
- \* 1183 new leads

**Case Study #2:** [www. AskJoeVitale .com](http://www.AskJoeVitale.com)

Notes:

- \* 955 new leads ; from #5 to #1 on Amazon in 60 minutes

**Case Study #3:** [www. JustAskTheFrenchWoman .com](http://www.JustAskTheFrenchWoman.com)

Notes:

- \* Alfred Knopf publishing → Random House
- \* 1561 new leads → Repurposed CEO of Veuve Clicquot

**Case Study #4:** [www. HappyForNoReasonBookTour .com](http://www.HappyForNoReasonBookTour.com)

Notes:

- \* #1 best seller, now on webcast & on my blog (25,000 visitors per month)
- \* JV with Learning Strategies

# Fill-In This "Ask" Webpage Template

Welcome to www.Ask\_\_\_\_\_ (Name) \_\_\_\_\_ .com



As a author or Infopreneur,  
what is your single most important  
question about growing your  
business profits through  
Virtual Book Tours

You're listening to:  
Alex M.

DIRECTIONS: Type your question in the space below  
and click the "Here's My Question, Alex!" button

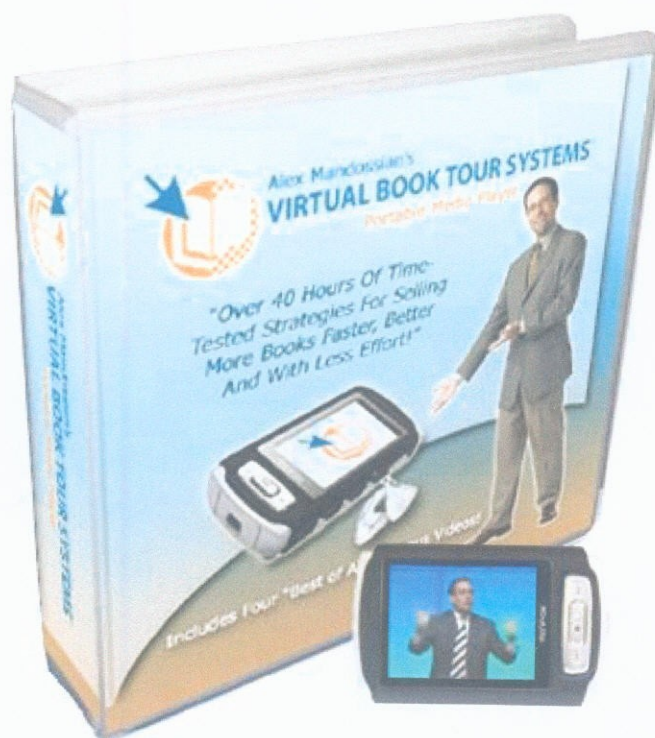
(Your "target audience" website visitors type their questions here)

"Here's My Question, Alex!"

# Your Free Bonus Gift

If you're one of the first 21 listeners who register for the Virtual Book Tour Systems™ tele-series you get this pre-loaded player...

Grab your mouse and get registered at:  
[www.VirtualBookTourSecrets.com](http://www.VirtualBookTourSecrets.com)



**DESCRIPTION:** This is your brand new Portable Media Player that is “pre-loaded” with 44+ hours of Alex Mandossian’s best teleseminars. Carefully listen and study each call (recorded live) so you too will become a master

# “ATS” Formula STEP #2:

THANKS your target market for responding and confirm all Virtual Book Tour™ registrants.

## Case Study #5: Sample email confirmation \* autoresponder

Hi Jane,

Your registration is now confirmed.

This is your electronic confirmation because you registered for our live "Virtual Book Tour" of The Passion Test with Chris and Janet Attwood, co-hosted by Alex Mandossian.

Your Teleconference phone number is: 1-712-432-4030 - (No PIN Code Required)

**IMPORTANT:** We'll start promptly at 9am Pacific / 12Noon Eastern, Tuesday, May 23rd.

Your free chapters are now available at [www.AskPassionTest.com/askthanks.php](http://www.AskPassionTest.com/askthanks.php)

If you want the full story about "The Passion Test" and how to get it for yourself or a loved-on, visit: [www.ThePassionTest|Test.com/Passion/Home/GetTheBook/index.cfm](http://www.ThePassionTest|Test.com/Passion/Home/GetTheBook/index.cfm)

In the meantime, we'll be listening for you during our live call on May 23rd!

We will begin promptly according to [www.Time.gov](http://www.Time.gov) so mark your calendar and be sure to call-in a few minutes early so you're not pre-empted by other teleconference callers.

We'll listen for you,

Alex Mandossian, your Co-Host  
"The Passion Test" Virtual Book Tour  
<http://www.askpassiontest.com/askthanks.php>

# Case Study #6:

www. AskPassionTest .com/askthanks.php

## Ask Janet & Chris Attwood



### Congratulations!

Your registration is now confirmed.

Your electronic confirmation is now being sent to your email address you have just provided us.

The Teleconference phone number is:  
**1-712-432-4030 - (No PIN Code Required)**

This Live 70 min Teleseminar starts promptly at  
**9 AM PST / 12PM EST on May 23.**

Please be on time! We always begin promptly according to [www.Time.gov](http://www.Time.gov) so mark your calendar and be sure to call-in a few minutes early so you're not pre-empted by other teleseminar callers.

You're Listening To  
Alex Mandossian

[Print this page](#)

[Click here](#) to claim your 2 free chapters of Janet & Chris Attwoods book: **"The Passion Test™ Book"**

[Click here](#) to buy one, two, or more copies of the book

Share this opportunity with 3 Friends:

Your First Name:

Your Email:

	Friend's Name:	Friend's Email:
Friend #1:	<input type="text"/>	<input type="text"/>
Friend #2:	<input type="text"/>	<input type="text"/>
Friend #3:	<input type="text"/>	<input type="text"/>

[Tell A Friend >>](#)



\* Play Testimonials #1 \*

Jack Carroll  
Annie Morgan

Robert  
Page 11  
Michelson

## Virtual Book Tours™ of Famous Authors

*Speed of Trust* by Stephen M.R. Covey

*Think Big and Kick Ass* by Donald Trump

*Top Grading* by Brad Smart

*The Success Principles* by Jack Canfield

*Happy for No Reason* by Marci Shimoff

*Secrets of the Millionaire Mind* by Harv Eker

*Rules for Renegades* by Christine C. Lynch

*The Ultimate Sales Machine* by Chet Holmes

*You Can't Take It with You* by Steven Allen

*Last Chance Millionaire* by Doug Andrew

*The Four Hour Workweek* by Timothy Ferriss

*We Got Fired* by Harvey Mackay

*The Attractor Factor* by Joe Vitale

*Five Wishes* by Gay Hendricks

*Double Your Income* by Raymond Aaron

# “ATS” Formula STEP #3:

Sell your book’s “promise” via live tele-conferences, replays and repurposed content.  
\* CEO of New World Library → conducted in Singapore!

**Case Study #7:** www. BeATypeZ .com/replay  
\* 713 new leads → “lead to more important \$!”

## Ask Marc Allen



Marc Allen

### Listen to the Replay ...

Listen here or download the MP3 version of the Virtual Book Tour for *The Type-Z Guide To Success With Ease*.

Click to Listen →   [PodcastNOW](#) \*

Click to Listen →   [PodcastNOW](#) \*

Click to Listen →   [PodcastNOW](#) \*

Click to Listen →   [PodcastNOW](#) \*

\* Right-click and "Save Target As..."

# Repurpose Your VBT For More Profits!



The purpose of your Virtual Book Tour is to generate "Products"



"Repurpose" transcripts to a 3-ring binder!



"Repurpose" recordings to an audio CD set!



"Repurpose" tele-content into a another book!



"Repurpose" transcripts and recordings to a premium online course!

**"The only difference between a problem and a solution is that everybody usually understands the solution."**

**Charles Kettering** (1876-1958), industrialist, inventor of lighting and ignition systems for cars.

# 21 "Repurposing" Ideas Generated from ONE 60-min. Virtual Book Tour!

- |  |                             |                            |
|--|-----------------------------|----------------------------|
| 1) <u>Ebook</u>                                      | 12) <u>Audio Postcards</u>  | 7 Bonus<br>52 tips         |
| 2) <u>Mini Ecourse</u>                               | 13) <u>Autoresponders</u>   |                            |
| 3) <u>CD</u>   | 14) <u>Newsletters</u>      |                            |
| 4) <u>Podcasts</u>                                   | 15) <u>Fax Tip Series</u>   | - Wed<br>Minute            |
| /blog<br>5) <u>Blog Posts</u>                        | 16) <u>Online Audios</u>    | - VBTs                     |
|  | 6) <u>Online Videos</u>     | Blog                       |
| 7) <u>Paper Transcripts</u>                          | 17) <u>Booklet</u>          |                            |
| Consumer<br>Aware<br>Guides<br>8) <u>PDF Reports</u> | 18) <u>Live Workshop</u>    | Alex<br>Audio.<br>com      |
|  | 9) <u>Certification</u>     | 19) <u>Articles - Jeff</u> |
| 10) <u>Pre Loaded Player</u>                         | *20) <u>Upsell</u>          |                            |
| 11) <u>Flash Drive</u>                               | *21) <u>Bonus Gifts</u>     |                            |
|  | *Bonus <u>Resell Rights</u> | - \$3K                     |

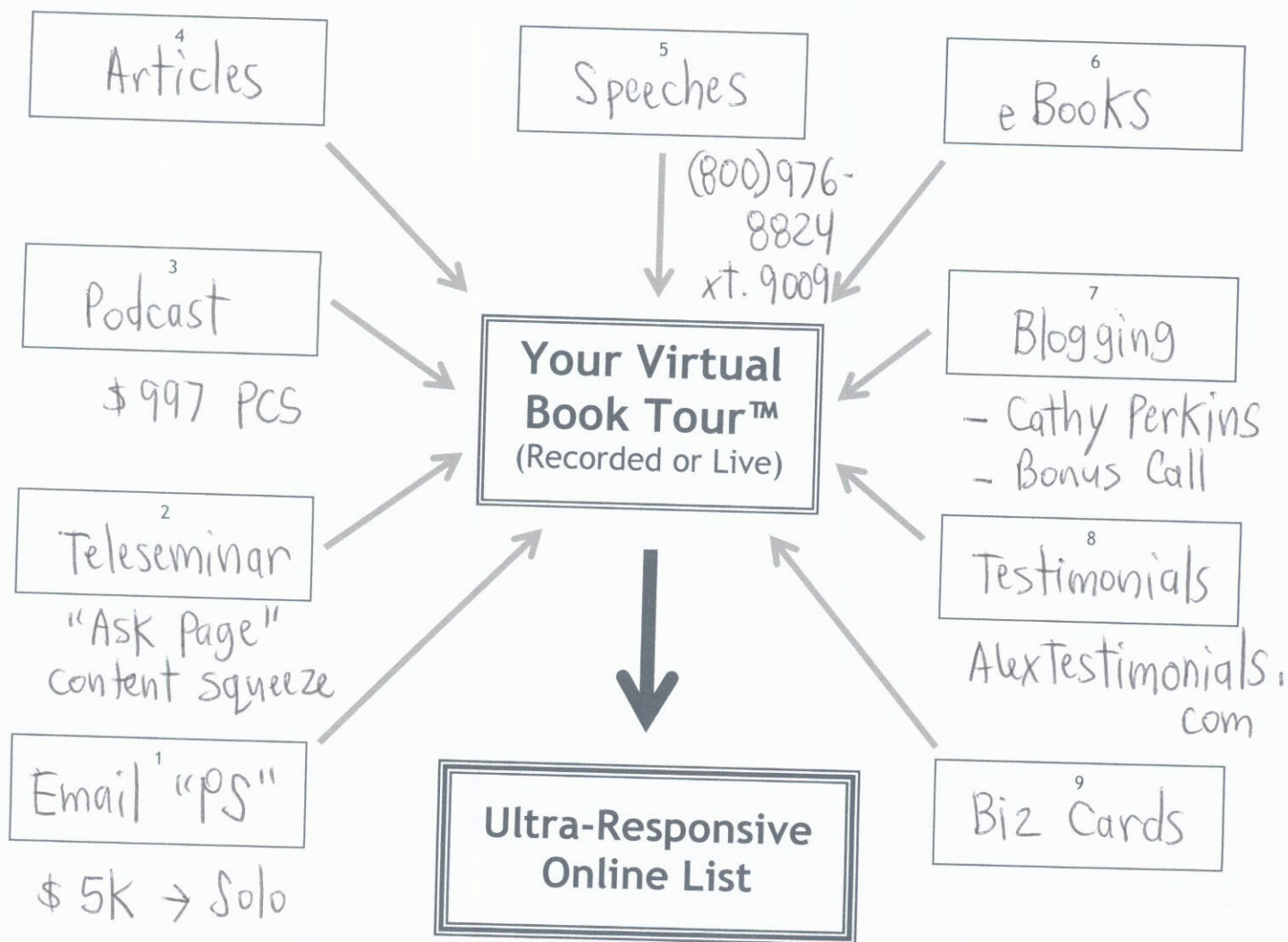
**"Full effort is full victory."**

**Mahatma Gandhi** (1869-1948), spiritual leader and pioneer of non-violent, mass civil disobedience (a.k.a. "Satyagraha")

Speed Money  
Repurposing



# 9 No-Nonsense List Building Strategies



**Additional Notes:**

\* Rite Page : Student (Yr 1) → Affiliate (Yr 2) → Partner (Yr 3)

\* "Ordinary things consistently done... extraordinary"

\* What am I doing to build my list? Today?

→ Revenue officer, Keyword Mgr, PPC Mgr, Article Mgr, Blog Mgr.

# CASE STUDY #8: Build lists with Biz Cards

(Sample "Call-To-Action" the backside of Alex's business card)

Want to discover the 7 secrets to get more done, faster, better and with less effort?

Please visit: [www.ActionSecrets.com](http://www.ActionSecrets.com) ← ← ← ←

You'll get free instant access to Alex's 65-minute teleseminar and you will also be eligible to claim the enhanced PDF transcript (27 pages) at no cost!

The screenshot shows a blue-themed website for "Marketing Minute". At the top left is the logo and a clock icon. A quote from Will Rogers reads: "Even if you're on the right track, you'll get run over if you just sit there." To the right are circular portraits of Alex Mandossian and Seavria Smith. The main content area has a yellow header: "The Fastest And Easiest Way To..." followed by a bold claim: "Get To The Heart of Over \$250,000 of Continuing Education In Less Than 5 Minutes Per Week...". Below this is a list of four bullet points: "How to Find Your Unique Online 'Voice'", "Fastest, Easiest Way To Start Making Money Online", "The Best Method For Prospecting With Online Audio", and "An Overlooked Secret That Increases Opt-Ins by 73%". A "3:48" timer icon is at the bottom left. On the right, there's a "Listen To Alex" section with a "FREE..." offer to claim a copy of Alex's Personal Action Secrets Audio eCourse. It includes a "Member Login" link, input fields for "Enter Your First Name", "And Primary Email Address", and "Are you...", and a "Get Instant Access >>" button. At the bottom, there's a small disclaimer: "We hate SPAM too and promise to never share your email with any third party!"

Automatic list building

**"Only those who risk going too far can possibly find out how far they can go."**

T.S. Eliot (1888-1965), American-British poet and literary critic.


→ Testimonial #2: Waldo Waldman Manny Goldman  
Diane Eble


# CASE STUDY #9: Build lists with testimonials

## David Allen Testimonial:

"The single insight in the 3rd paragraph of page 155 of 'Getting Things Done' is worth one or maybe even five hundred times more than the cost of the book ..."

David Allen has really cracked the code on how to get more things done ... faster, better and with least amount of human effort possible!"

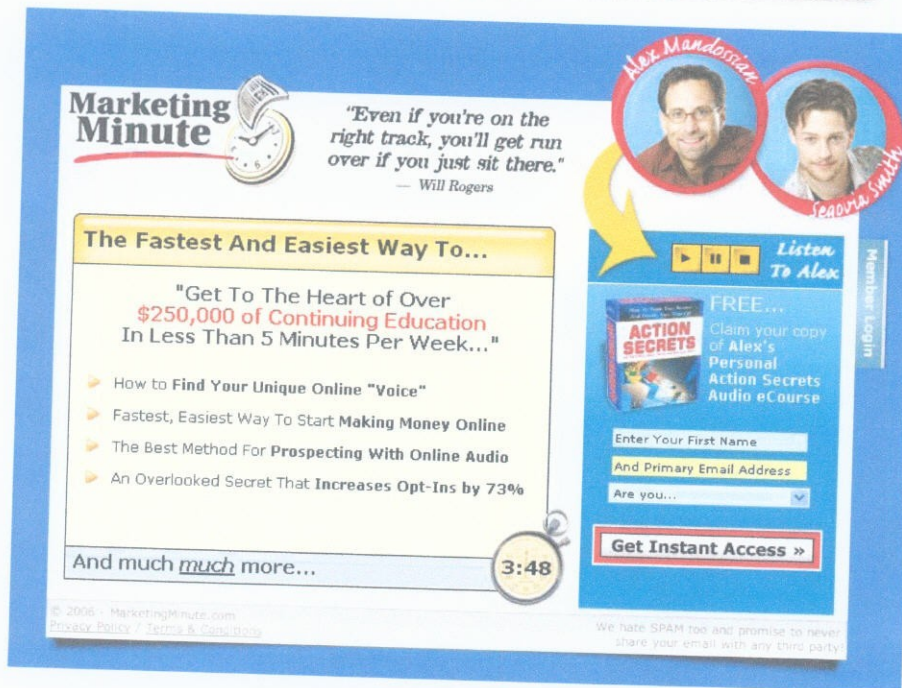


Click This Button To Listen 

Alex Mandossian, CEO/Founder  
Heritage House Publishing, Inc.  
[www.MarketingMinute.com](http://www.MarketingMinute.com)

AlexTestimonials.com

AlexMandossian.com



Marketing Minute

"Even if you're on the right track, you'll get run over if you just sit there."  
— Will Rogers

The Fastest And Easiest Way To...

"Get To The Heart of Over \$250,000 of Continuing Education In Less Than 5 Minutes Per Week..."

- How to Find Your Unique Online "Voice"
- Fastest, Easiest Way To Start Making Money Online
- The Best Method For Prospecting With Online Audio
- An Overlooked Secret That Increases Opt-Ins by 73%

And much *much* more... 3:48

FREE... Claim your copy of Alex's Personal Action Secrets Audio eCourse

Enter Your First Name  
And Primary Email Address  
Are you...  
Get Instant Access >>

Member Login

© 2006 - MarketingMinute.com  
Privacy Policy | Terms & Conditions

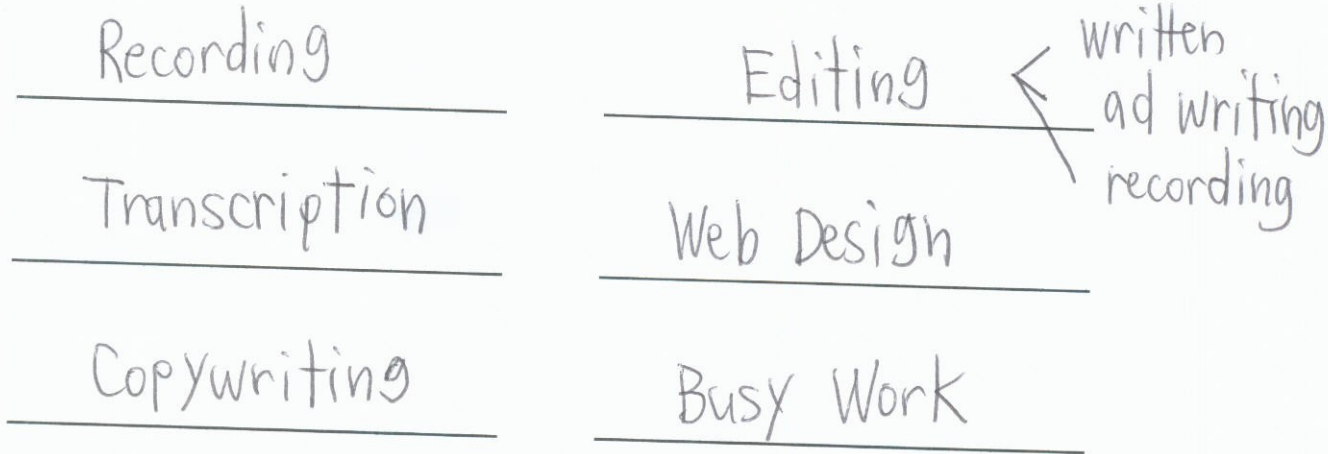
We hate SPAM too and promise to never share your email with any third party.

Builds list and tracks ad source

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

Roy Williams - direct marketer, radio advertiser and best-selling author of the *Wizard of Ads* series.

# “Outsource” These Tasks to Boost Productivity and Reduce Your Stress



Remember This Thought ... Whenever You Find Yourself Doing Your Own Busywork!

Focus on:

WHO? not What,  
How or  
even Why!



Definition of  
“Driver”  
“Star”

**“Find people who play at the things you have to work at.”**

**John Assaraf** - Peak performance expert and author of *The Street Kid's Guide to Having It All*.

# FINAL HANDS-ON WORKSHOP

How many times have you seen this world famous logo during your lifetime?

(Circle Your Answer Below)

- (a) 1-5    (b) 6-20    (c) 21-50    (d) 51-99    (e) Over 100



“True discovery consists not in finding new landscapes, but in seeing the same landscape with new eyes.”

Marcel Proust (1871-1922), French novelist.

## Here's "The 10%" To Remember Most

1. The 3-Step ASK, THANK, SELL (ATS) Formula™ helps you sell a lot more books faster, better, with less effort ... even if major publishers turn you down!
2. The power of "REPURPOSING" info content automatically accelerates your sales and profits!
3. The Virtual Book Tour Systems™ eliminates costly guesswork by encouraging you to always start with your target Market, NOT your MESSAGE!  
(Audience)

**"When the true leader's job is done, all the people say, 'We did it ourselves!'"**

**Ancient Chinese Proverb**

**T. HARV EKER says...**

Founder of "The Millionaire Mind Intensive"

"Alex is the king of Electronic Marketing."

**JAY ABRAHAM says...**

America's highest paid "Marketing Consultant"

"Alex is the 'pre-eminent' strategist when it comes to teleseminar marketing. Study his interviews, follow his teaching - he really knows what he's talking about."

**BARBARA DE ANGELIS says...**

Self-help and Personal Transformation pioneer

"Alex is the master at teaching the 'outer game' to Entrepreneurial professionals. He has taught me how to better utilize the leveraging power of Teleseminars to elicit and accelerate the personal transformations of my students"

**DAVID BACH says...**

Best-selling author of "Finish Rich" series

"Alex Mandossian is hands-down the best interviewer I've ever worked with when conducting Teleseminars."

**DOUG WEAD says...**

Special Advisor to five U.S. Presidents

"I'm looking forward to repurposing my Teleseminar interviews with Alex into high-content, weekly Podcasts that can be instantly downloaded by my listeners."

**BOB PROCTOR says...**

The Law of Attraction Teacher

"I have been interviewed by a lot of people over the past 38 years, but I have never been with anyone who interviews thought leaders as well as Alex. I now know why he's got such a phenomenal reputation"

**BRIAN TRACY says...**

The "personal and business success mentor"

"Alex is a real professional! I very much enjoy working with him and wish him all the best of continued success with Teleseminars in the years ahead."

**JACK CANFIELD says...**

The "Napoleon Hill of the 21<sup>st</sup> Century"

"Alex advised us to conduct 4 teleseminars to fill my 7-day 'Breakthrough to Success' seminar. After 2 calls, we filled our 400-person room and then had a waiting list of 73 people. That's how effective Alex's techniques are."

## The 4 Ways to Get Registered For Alex's Virtual Book Tour Systems™ Tele-Series!



Web: [www.VirtualBookTourSecrets.com](http://www.VirtualBookTourSecrets.com)



Fax: (415) 382 - 1222



Call: (415) 493 - 5567



Email: [register@VBTsystem.com](mailto:register@VBTsystem.com)

If you are still not convinced that Alex's Virtual Book Tour Systems™ is the single most intelligent (and profitable) investment you will make this year...visit this website:

→ [www.VirtualBookTourSecrets.com](http://www.VirtualBookTourSecrets.com) ←

# All of Alex's Virtual Book Tour Systems™ trainings are followed by LIVE Q/A sessions



**VIRTUAL BOOK TOUR SYSTEMS™**  
*Sell More Books Faster, Better And With Less Effort*



*With Your Host  
Alex Mandossian*

## Tele-Schedule: Next Virtual Book Tour™ Trainings LIVE!

**June 9<sup>th</sup>, 2008:** Virtual Book Tour Systems™ (Module 1) - **Monday, 5pm PDT/8pm EDT**  
**Repurposing Strategies** - "How to Repurpose Content and Accelerate Profits"

**June 13<sup>th</sup>, 2008:** Virtual Book Tour Systems™ (Module 1) - **Friday, 10am PDT/1pm EDT**  
**Q/A Live Call** - Get your questions answered on "How to Repurpose Your Content"

**June 16<sup>th</sup>, 2008:** Virtual Book Tour Systems™ (Module 2) - **Monday, 5pm PDT/8pm EDT**  
**List-Building Strategies** - "How to Build Hyper-Responsive Online Lists From Scratch"

**June 20<sup>th</sup>, 2008:** Virtual Book Tour Systems™ (Module 2) - **Friday, 10am PDT/1pm EDT**  
**Q/A Live Call** - Get your questions answered on "How to Build Hyper-Responsive Lists"

**July 7<sup>th</sup>, 2008:** Virtual Book Tour Systems™ (Module 3) - **Monday, 5pm PDT/8pm EDT**  
**Tele-Selling Strategies** - "How to Promote and Sell More Books with Teleseminars"

**July 11<sup>th</sup>, 2008:** Virtual Book Tour Systems™ (Module 3) - **Friday, 10am PDT/1pm EDT**  
**Q/A Live Call** - Get your questions answered on "How to Sell Books with Teleseminars"

**July 14<sup>th</sup>, 2008:** Virtual Book Tour Systems™ (Module 4) - **Monday, 5pm PDT/8pm EDT**  
**Outsourcing Strategies** - "How to Outsource Your Busywork to Reliable Vendors"

**July 18<sup>th</sup>, 2008:** Virtual Book Tour Systems™ (Module 4) - **Friday, 10am PDT/1pm EDT**  
**Q/A Live Call** - Get your questions answered on "How to Outsource Your Busywork"

**July 28<sup>th</sup>, 2008:** Virtual Book Tour Systems™ (Bonus Call) - **Monday 10am PDT/1pm EDT**  
**VBT BONUS CALL** - "How to Get Maximum Value from the VBT System Flow Chart"

Typo →

# Your Virtual Book Tour System™ Priority Voucher

1-Pay of \$1,297 or  3-Pay of \$447

- Module 1: "How to Repurpose Your Content and Accelerate Profits"
- Module 2: "How to Grow an Online List and Create Literary Circles"
- Module 3: "How to Promote and Sell More Books with Teleseminars"
- Module 4: "How to Outsource Your Busywork to Reliable Vendors"

**All tele-trainings are recorded and transcribed!**

## Free Bonuses Available Registrants Only

- Virtual Book Tour™ Website Templates ..... \$5,300
- Virtual Book Tour™ Email Templates ..... \$3,500
- Alex's Pre-loaded MP4 Player (Lifetime Access) ..... \$2,900
- Literary Circle Software™ (Lifetime Access) ..... \$1,800
- 52-Week Teleseminar Audio Postcard Coaching ..... \$ 249
- Alex's Private Vendor List ..... Priceless!
- Alex's Private Resource List ..... Priceless!

Free BONUS GIFT Value ..... \$13,749

Only 21 pre-loaded players available for today



Full Name: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Fax Number: 415-532-2406

City: \_\_\_\_\_

State \_\_\_\_\_

Zip \_\_\_\_\_

Email: \_\_\_\_\_

Phone \_\_\_\_\_

Payment Method (Circle One):

Visa

Master Card

Amex

Discover

Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ / \_\_\_\_\_



YES, I want to become one of Alex Mandossian's Affiliate Partners for future teleseminars

Authorized Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_