



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

*~ Alex Mandossian, Chief Instructor*

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

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## Important Tele-Training Access Info

Date: Thursday - July 2<sup>nd</sup>, 2009

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

Dial-In: 1-512-225-3110

Code: 77321#

Duration: 2+ hours

Topic: **Virtual Book Tour Secrets** “How to Sell More Books and Information Products ... Faster, Better and Easier”

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### 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 ☺

# The Four Key Questions

**WHY** is the Virtual Book or Information Product Tour strategy so important to growing your business?

1)

2)

3)

**WHAT** is a Virtual Book or Info Product Tour by definition?

**HOW** is a Virtual Book or Info Product Tour implemented on a step-by-step basis?

1)

4)

2)

5)

3)

6)

**WHAT IF** you decided to say “YES” to the formal training?

1)

2)

3)

# “ATS” Formula STEP #1:

\_\_\_\_\_ your target market to ask what’s most important about the “promise” of your book.

Target Market = \_\_\_\_\_ or \_\_\_\_\_

Case Study #1: www. \_\_\_\_\_ .com

Notes:

Case Study #2: www. \_\_\_\_\_ .com

Notes:

Case Study #3: www. \_\_\_\_\_ .com

Notes:

Case Study #4: www. \_\_\_\_\_ .com

Notes:

## List 2 of Your “Target Market” Niches

Examples: *single moms, professional speakers, spiritual healers, college students, retired professionals, massage therapists, authors, CPAs, coaches, network marketers, married couples, veteran real estate investors, human resources personnel, CEOs, etc.*

Niche #1: \_\_\_\_\_

Niche #2: \_\_\_\_\_

## List 2 of Your “Topics of Expertise”

Examples: *changing limiting beliefs, creative writing, time-management, yoga, teleseminar marketing, networking, fundraising, book promotion, weight-loss, money management, negotiation, accelerated learning, spiritual psychology, teaching piano, etc.*

Topic #1: \_\_\_\_\_

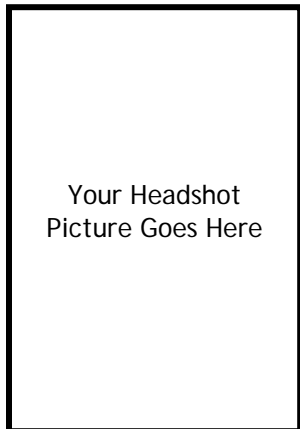
Topic #2: \_\_\_\_\_

**“Doing isn’t difficult. Deciding is.”**

**Foster Hibbard** - renowned professional speaker  
and former Director of the Napoleon Hill Academy.

# Fill-In This "Ask" Webpage Template

Welcome to www.Ask\_\_\_\_\_ .com



As a \_\_\_\_\_,  
what is your single most important  
question about \_\_\_\_\_

---

---

You're listening to:

---

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

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

"Here's My Question, \_\_\_\_\_!"

# Here's ONE Important Reason to Say "YES" to the VBTS Formal Training

## **Bonus Gift Highlight #4:**

**Personal, 1-on-1 tele-coaching for 52 weeks (\$15,600 Value)**



**DESCRIPTION:** Every Tuesday night at 6pm Pacific/9pm Eastern, you have 1-on-1 access to tele-coaching on any electronic marketing topic that's relevant to your business growth. It happens weekly for 52 weeks after the formal training has ended and Alex pays his Chief Coach to conduct these sessions live!

To review the other bonus gifts, visit:

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

(Click on the "Bonus Gifts" tab at the top of the page)

## “ATS” Formula STEP #2:

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

### Case Study #5: Sample email (off-page) confirmation

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: "Thanks" URL (on-page) confirmation

WWW. \_\_\_\_\_ .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)**

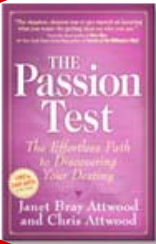
This Live 70 min Teleseminar starts promptly at  
**9 AM PST / 12PM EST on May 23.**

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:

Friend #2:

Friend #3:

[Tell A Friend >>](#)

## Virtual Book Tours™ of Famous Authors

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

*No Matter What* by Lisa Nichols

*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

*Think Big and Kick Ass* by Donald Trump

# “ATS” Formula STEP #3:

\_\_\_\_\_ your book’s “promise” via live teleconferences, replays and repurposed content.

Case Study #7: [www.\\_\\_\\_\\_\\_.com/replay](http://www._____.com/replay)

## 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 → [play/pause controls] PodcastNOW \*

Click to Listen → [play/pause controls] PodcastNOW \*

Click to Listen → [play/pause controls] PodcastNOW \*

Click to Listen → [play/pause controls] PodcastNOW \*

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

# Introducing the "Bookinar" Method

Case Study #8: [www.\\_\\_\\_\\_\\_.com](http://www._____.com)

Bookinar interviewer and author



Bookinar advantages and benefits



The 3 steps to complementary registration



## THE WORLD'S FIRST BOOKINAR

**ALEX MANDOSSIAN    NOAH ST. JOHN**




Alex Mandossian asks the questions you want to know from Noah St. John, author of **The Secret Code of Success**

Join us in a **life changing** teleseminar series from the comfort of your home or office

**4 nights to a New You** – Feb. 5, 12, 19 and 26 at 8 pm EST/5 pm PST

### JOIN ALEX & NOAH TO...

- Dump your head trash for good
- Clear the clutter from your life
- Destroy the little assumption that's costing you a fortune
- Discover the two questions that will explode your daily productivity
- Double your income while taking more time off
- Align your life's purpose to create a rich, fulfilling career
- Stop trying to use willpower to reach your goals
- Forge systems of accountability that build long-term wealth and success
- Find the courage to make even the toughest decisions
- Embrace the process of money making that only truly rich people do

...AND MUCH MORE!

You're just 3 simple steps away from your breakthrough...

STEP 1:	STEP 2:	STEP 3:
<p>Claim 1, 2 or more copies from your favorite bookstore.</p> <p>If you're only buying one, buy from <a href="http://Amazon.com">Amazon</a></p> <div style="text-align: center; border: 1px solid gray; border-radius: 5px; padding: 2px; width: fit-content; margin: 0 auto;">amazon.com</div> <p>If you're buying 2 or more, buy from <a href="http://BN.com">BN.com</a>, or <a href="http://Borders.com">Borders</a></p> <div style="text-align: center; border: 1px solid gray; border-radius: 5px; padding: 2px; width: fit-content; margin: 0 auto;">BARNES &amp; NOBLE</div> <div style="text-align: center; border: 1px solid gray; border-radius: 5px; padding: 2px; width: fit-content; margin: 0 auto;">BORDERS.</div>	<p>Come back to this page and enter your:</p> <p>Confirmation Number: <input style="width: 100%;" type="text"/></p> <p>Full Name: <input style="width: 100%;" type="text"/></p> <p>Primary Email: <input style="width: 100%;" type="text"/></p> <div style="text-align: center; border: 2px solid red; padding: 5px; width: fit-content; margin: 0 auto; font-weight: bold; color: white;">Submit &gt;&gt;</div>	<p>Once you hit Submit, you will receive an email with instructions to the Bookinar home page.</p> <p>On the home page, you will receive your Bookinar Action Guide and detailed information on how to make this a rich and rewarding experience.</p> <p>We can't wait to share this experience with you on <b>February 5, 12, 19 &amp; 26!</b></p>

Case Study #9: [www.\\_\\_\\_\\_\\_.com](http://www._____.com)

Register	Curriculum	Success Stories	Video Reviews	Bonus Gifts	Guarantee
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“The Amazing Wealth Secrets of a 64 year old N.Y. Times' Bestselling Author Who Raced 350 miles to the North Pole”



How the powerful techniques he revealed in a hotel room that absolutely floored me can explode your income...  
doing exactly what YOU Love to do...

Listen to Alex and Raymond 

**If you want to Double Your Income Doing What You Love**, then please grab your mouse and scroll on down to read Alex's "Open Letter" you see below...

It'll take just 10 minutes out of your day, but what you discover will last you a lifetime...

Because once-and-for-all, Raymond Aaron and Alex Mandossian will spoon-feed you the skills and tools to get what you want (double your income) and want what you have (doing what you love) ...

Now, the system revealed below is different from anything you've ever seen ... (really).

## Promote Your “Bookinars” in These 3 Ways

1. After a purchase \_\_\_ or more books from Amazon
2. After a \$\_\_\_ affiliate partner preview teleseminar
3. After a \_\_\_\_\_ Virtual Book or Info Product Tour

Case Study #10: [www.\\_\\_\\_\\_\\_.com/CTCpreview](http://www._____.com/CTCpreview)

## Attention Entrepreneurs, Soon-to-Be Marketing Superstars, Small Business Owners...

You're Just One Click Away from Doubling, Tripling, Even Quadrupling the Sales of Your Business – **without** Raising Your Marketing Budget One Cent!



Are you ready to discover how to...

- Determine the best marketing channels for your particular business almost instantly
- Organize all your marketing s into a coordinated campaign that increases customer lifetime value by 60 to 120 percent or more

Case Study #11: [www.\\_\\_\\_\\_\\_.com/CTC](http://www._____.com/CTC)

## 12 Profit Accelerators that Could Quadruple Your Business in the Next 15 months Alone...



Live and Direct from the Money-Making Superstars Who Discovered Them (and Brought in \$18 Million Extra in Revenue in the Process)

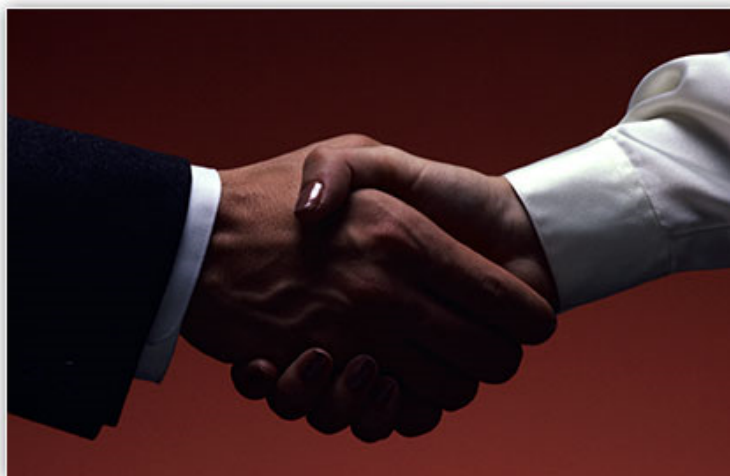


# Here Are 2 More Reasons to Say "YES" to the VBTS Formal Training

Reason #1: Invite your Accountability Partner...

## **Bonus Gift Highlight #8:**

**Accountability Partner (\$1,500 Value)**



**DESCRIPTION:** This is an unprecedented bonus gift offered by any Continuing Education course. You'll get to invite ONE (1) Accountability Partner at no expense to you (or him/her) so you can hold each other "accountable" throughout the training modules.

Accountability Partners get private access to every live training and bonus gift (except for the Portable Media Player) for as long as you're a student in "good standing." As long as tuition is paid on ONE credit card, Accountability Partners can help you cover tuition!

Reason #2: Get your free 5-module pass to...

WWW. \_\_\_\_\_ .com/bookinar

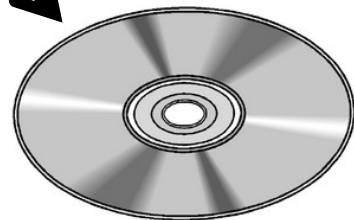
# Repurpose Your VBT for More Profits



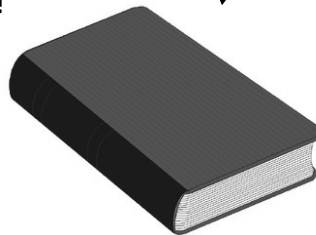
The purpose of your Virtual Book Tour is to generate "Products"



"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) _____  | 12) _____    |
| 2) _____  | 13) _____    |
| 3) _____  | 14) _____    |
| 4) _____  | 15) _____    |
| 5) _____  | 16) _____    |
| 6) _____  | 17) _____    |
| 7) _____  | 18) _____    |
| 8) _____  | 19) _____    |
| 9) _____  | *20) _____   |
| 10) _____ | *21) _____   |
| 11) _____ | *Bonus _____ |

**“Full effort is full victory.”**

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

# Why the Traditional Book Distribution, Sales & Promotion Model Is Obsolete

MESSAGE → → → MEDIA → → → MARKET

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# Why the Virtual Book Tour Secrets™ Strategy Eliminates Your Guesswork

MESSAGE ← ← ← MEDIA ← ← ← MARKET

—

—

—

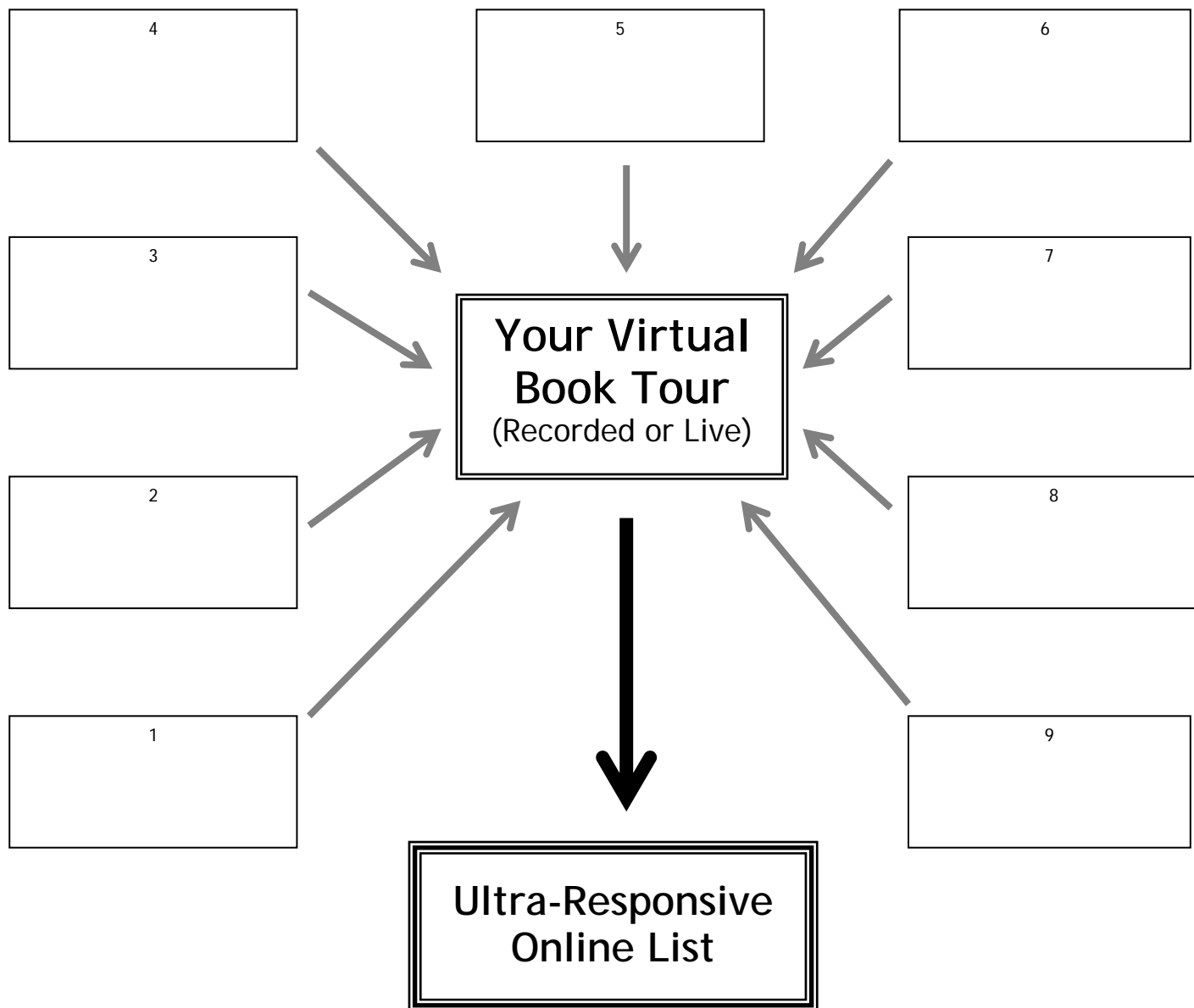
# What Is Your Fail-Proof ATS™ Formula?

STEP #1: \_\_\_\_\_ STEP #2: \_\_\_\_\_ STEP #3: \_\_\_\_\_

“We are what we repeatedly do.”

Aristotle (384-322 B.C.) Greek philosopher, Plato’s protégé and mentor to Alexander “The Great.”

# 9 No-Nonsense List Building Strategies



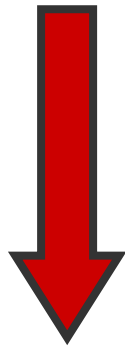
**"Only those who risk going too far can possibly find out how far they can go."**

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

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

_____	_____
_____	_____
_____	_____

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



“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*.

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

1. The 3-Step \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ (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 " \_\_\_\_\_ " info content automatically accelerates your sales and profits!
3. The Virtual Book Tour Secrets™ eliminates costly guesswork by encouraging you to always start with your target \_\_\_\_\_, NOT your MESSAGE!

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

**Ancient Chinese Proverb**

# WHAT THOUGHT LEADERS ARE SAYING ABOUT ALEX MANDOSSIAN



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

*"I consider Alex Mandossian to be the king of Electronic Marketing."*



**JAY ABRAHAM says...**

*"Alex is the 'pre-eminent' strategist at teleseminar marketing. Follow what he teaches because he really knows what he's talking about."*



**BARBARA DE ANGELIS says...**

*"Alex is the master at teaching the 'outer game' marketing. He has taught me how to leverage power of Teleseminars and grow my business."*



**CHRISTOPHER HOWARD says...**

*"Alex taught me more about Teleseminars in 90 minutes than I've learned in all my years. My company now utilizes his tele-strategies because they work."*



**JAMES ARTHUR RAY says...**

*"My staff and I are grateful to Alex for transforming our virtual trainings from a modest level of success to 'off-the-charts' ...his system works!"*



**DAVID BACH says...**

*"Alex Mandossian is hands-down the best tele-interviewer I've ever worked with and his 'Virtual Book Tours' really work."*



**MARK VICTOR HANSEN says...**

*"Alex is my good friend and master's master at Teleseminars ... he always delivers the content he promises."*



**BRIAN TRACY says...**

*"Alex is a true professional. I really enjoy working together and wish him continued success with his students in years ahead."*



**JAY CONRAD LEVINSON says...**

*"Listen to Alex because teaches you how to convert your most skeptical prospects into lifelong customers."*



**TOM ANTION says...**

*"The time-tested strategies that I learned from Alex Mandossian have made me a small fortune in my Internet business."*



**BOB PROCTOR says...**

*"In the past 38 years, I've never ever been with anyone who interviews as well as Alex. I now know why he's got such a phenomenal reputation."*



**JACK CANFIELD says...**



*"Alex helped promote our Breakthrough to Success seminar. We not only filled all 400 seats, but we also had a 'waiting list' of 73 people! Alex's marketing techniques work."*



Enroll before July 3<sup>rd</sup> deadline (5pm Pacific/8pm Eastern) at:

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

## The 3 Ways to Get Registered for Alex's Virtual Book Tour Secrets™ Tele-Series

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


2.  Fax: (415) 382 - 1222  


3.  Call: (415) 493 - 5567  


Enrolling just became easier with your 3-pay option ... and Alex's "WIN-LOSE" Guarantee.

Get the full story below (Deadline: 7/3/09)  
→ [www.VirtualBookTourSecrets.com](http://www.VirtualBookTourSecrets.com) ←

(Click on the "Guarantee" tab at the top of the page)

# All Virtual Book Tour Secrets™ trainings are followed by LIVE Q/A sessions with Alex



## VIRTUAL BOOK TOUR SECRETS™

*Sell More Books & Information Products Faster, Better & Easier!*

[Print This Page](#)



### Please Clear Your Calendar to Attend These Live Training Calls



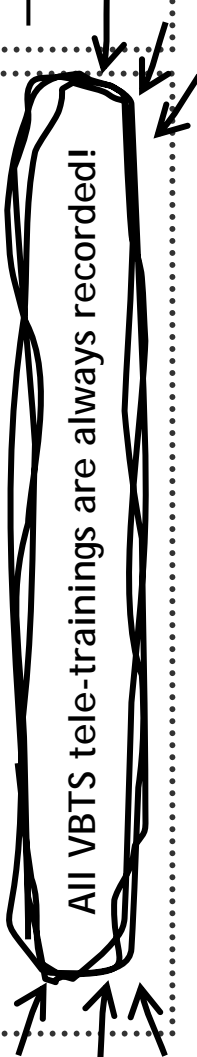
*With Your Host  
Alex Mandossian*

- 
- July 6<sup>th</sup>, 2009:** Virtual Book Tour Secrets™ (Module 1) ..... 5pm Pacific/8pm Eastern  
Repurposing Strategies - "How to Repurpose Your Content and Accelerate Profits"
- July 8<sup>th</sup>, 2009:** Information Marketing Bonus Faculty Training ..... 10am Pacific/1pm Eastern
- July 10<sup>th</sup>, 2009:** Virtual Book Tour Secrets™ (Q/A for M1) ..... 10am Pacific/1pm Eastern  
Live Q/A Call - Get your questions answered on "How to Repurpose Your Content"
- 
- July 13<sup>th</sup>, 2009:** Virtual Book Tour Secrets™ (Module 2) ..... 5pm Pacific/8pm Eastern  
List-Building Strategies - "How to Build Hyper-Responsive Online Lists From Scratch"
- July 15<sup>th</sup>, 2009:** Information Marketing Bonus Faculty Training ..... 10am Pacific/1pm Eastern
- July 17<sup>th</sup>, 2009:** Virtual Book Tour Secrets™ (Q/A for M2) ..... 10am Pacific/1pm Eastern  
Live Q/A Call - Get your questions answered on "How to Build Hyper-Responsive Lists"
- 
- "REVIEW WEEK"** Please review Modules 1 & 2 in Members Area ..... <<Module Monday OPEN>>
- July 22<sup>nd</sup>, 2009:** Information Marketing Bonus Faculty Training ..... 10am Pacific/1pm Eastern
- 
- July 27<sup>th</sup>, 2009:** Virtual Book Tour Secrets™ (Module 3) ..... 5pm Pacific/8pm Eastern  
Tele-Promotion Strategies - "How to Sell More Books and Info Products with Teleseminars"
- July 29<sup>th</sup>, 2009:** Information Marketing Bonus Faculty Training ..... 10am Pacific/1pm Eastern
- July 31<sup>st</sup>, 2009:** Virtual Book Tour Secrets™ (Q/A for M3) ..... 10am Pacific/1pm Eastern  
Live Q/A Call - Get your questions answered on "How to Sell More Books and Info Products"
- 
- August 3<sup>rd</sup>, 2009:** Virtual Book Tour Secrets™ (Module 4) ..... 5pm Pacific/8pm Eastern  
Outsourcing Strategies - "How to Outsource Your Busywork to Reliable Vendors"
- August 5<sup>th</sup>, 2009:** Information Marketing Bonus Faculty Training ..... 10am Pacific/1pm Eastern
- August 7<sup>th</sup>, 2009:** Virtual Book Tour Secrets™ (Q/A for M4) ..... 10am Pacific/1pm Eastern  
Live Q/A Call - Get your questions answered on "How to Outsource to Reliable Vendors"
-

# Your Virtual Book Tour Secrets™ Priority Fax Voucher

1-Pay of \$1,497 or  3-Pay of \$517

- 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 Sell Books & Info Products with Teleseminars"
- Module 4: "How to Outsource Your Busywork to Reliable Vendors"



**All VBTS tele-trainings are always recorded!**

## Free Bonuses Available Registrants Only

- Virtual Book Tour™ Website Templates ..... \$15,300
- Alex's Private Email Swipe File ..... \$ 4,500
- Personalized 1-On-1 Phone Coaching (52 weeks) ..... \$15,600
- Literary Circle Software™ (Lifetime Access) ..... \$ 1,800
- Complementary access for 1 Accountability Partner ..... \$ 1,500
- Alex's Private Vendor and Resources Lists ..... Priceless!
- Lifetime Alumni Access to future VBTS Trainings ..... Priceless!

**Free BONUS GIFT Value ..... \$38,000+**  
**(Deadline: Friday, July 3<sup>rd</sup> at 5pm PT / 8pm ET)**

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

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

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

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

Payment Method (Circle One):     Visa     Master Card     Amex     Discover

Credit Card #: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ / \_\_\_\_\_

YES, I do want to become one of Alex's Affiliate Partners for future teleseminar trainings

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_ Time: \_\_\_\_\_