



“To get **your maximum value** from this training call, **print this handout** in its entirety so you will **be prepared to take notes** on each secret I reveal during the teleseminar!”

~ Alex Mandossian, Chief Trainer
www.VBTsystem.com

↖ Mention 2 x
in 5 min.

Important Tele-Training Access Information

Date: Thursday ~ August 17th, 2006

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

Dial-In: 1-512-225-3110 * Welcome VBT Students ↗ Page 15

Passcode: 88123# → Mention # of Nanos SOLD

Duration: 2 hours → Mention Special Guests/listeners

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 the 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 so please dial-in 5 to 7 minutes early so you won't miss any content. You'll be glad you did ☺

- (1) Transparency (2) Writing books vs "explaining" books
- (3) More money, less effort (4) Al Gore book signing story

GREAT NEWS! The time-proven Virtual Book Tour System™ you will learn today DOES NOT require ...

↓
Why
Free
VBTs?
↓
Case Studies

Travel / Lodging

Major Publisher

Staff / Employees

Completed Book

Technical Know-How

Ad Budget

Book = 200 page biz card; Phone = book distribution center; Laptop = ATM!

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!
- e) Outsource busy work to reliable vendors to save time!
- d) Profit as an INTERVIEWER if you don't have a book!

"Do my best to convince you to..."

"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.

Objectivity: No book yet → aerial view 50,000 feet → David Allen

Which Category Are You In?

- You have written or published your book
- You have a manuscript for publishing
- You have an unwritten book in your heart
- You are a publisher or book distributor

That's Me! →

“Doing isn’t difficult. Deciding is.”

Foster Hibbard, renowned public speaker, wealth guru and former Director of the Napoleon Hill Academy.

* open lines : ASK!

“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

Message — Media — Market → \$ Who is mktg genius? ^{“Tell Alex Page”}

Results: 1183 new leads

Case Study #1: [www. Ask Mark And Bob .com](http://www.AskMarkAndBob.com)

Access TO LEADERS PRESENTS... **Ask Mark and Bob**

If you had one chance to ask us any question about our book "Cracking The Millionaire Code" what would your single, most important question be?

Mark Victor Hansen and Bob Allen

Directions: Just type-in your most important question below (please be specific as possible) and then click "Here's My Question, Mark and Bob!". You'll get 3 free chapters of "Cracking The Millionaire Code" within a few minutes of submitting your question to us. Enjoy!

First Name:

Primary E-Mail:

Here's My Question, Mark and Bob!

CRACKING THE MILLIONAIRE CODE
Your Key to Enlightened Wealth
MARK VICTOR HANSEN
ROBERT G. ALLEN

Notes: * Mega Book Marketing → THIS PRESENTATION !

* Build list (Module 2) → Pg. 30 → Explain book on VBT ; then create "SQUEEZE" page (templates) ; then auto/robotic EXPLANATION → Book sales (More \$, less work!)

Results: 955 new leads (questions → repurpose)
Beat Harry Potter #1 Amazon!

Case Study #2: www. AskJoeVitale .com

Access TO LEADERS PRESENTS...

Ask Joe Vitale

“What’s your single, biggest challenge that’s preventing you from attracting more wealth (or anything else) you feel you deserve out of your life?”

Joe Vitale

Directions: Just type-in your most important question below (Please be specific as possible) and then click "Here's My Question Joe!"

(The nectar of content)

First Name:

Primary E-Mail:

▶ Here's my Question, Joe!

THE ATTRACTOR FACTOR
5 EASY STEPS FOR CREATING WEALTH (OR ANYTHING ELSE) FROM THE INSIDE OUT
JOE VITALE

Notes:


* Tested email templates → hotel room at speaking event;
from #5 to #1 in 50 minutes (R.K. Rowling)

* Interviewer (Napolean Hill) → keep promoting book

Results: 1561 new leads ; Knopf ; Joe Mercola

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

Ask Mireille Guiliano

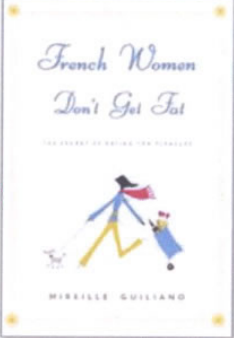


Mireille Guiliano

If you had one chance to ask me
any question about my book
French Women Don't Get Fat
what would your single,
most important question be?

Directions: Just type in your most important question below (**please limit to one question and be specific as possible**) and then click "Here's my question, Mireille!" You'll get **1 free chapter** of "French Women Don't Get Fat" within a few minutes of submitting your question to me. Enjoy!

First Name:
Primary E-Mail:



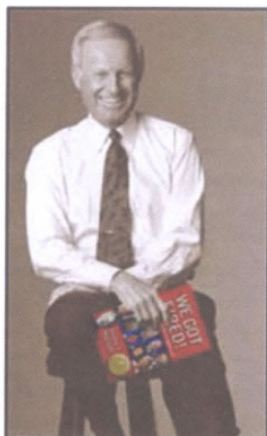
Notes: * Takes 4 weeks without direction or templates or resources or vendors (who know what they're doing)

* Order Form: Web & Email templates, Private resource and vendor list → 31-page (order form)

Results: 367 leads ; Randy Gilbert → 700+ books

Case Study #4: www. Just Ask Harvey .com

Ask Harvey Mackay



"If you had one chance to ask Harvey Mackay ONE question about his new book "We Got Fired" what would that question be?"

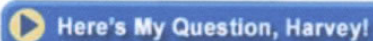
(Please be specific as possible)

Directions: Just type-in your most important question below and then click "Here's My Question Harvey!"

 Harvey Mackay

Your First Name:

Your Primary E-Mail:

 Here's My Question, Harvey!

Notes: * Soft cover : "Fired Up!" retitled

Muhammed Ali ; Lou Holtz ; Larry King ; Jesse Ventura

* Publishers → Fiction & Non Fiction (Imagine Stephen King!)

* Idea : List → Paperback ie Romo SEPT (Harper Collins)

Results: 957 new leads; 722 new questions; 1,600 sales

Case Study #5: [www. SpiritCenteredRelationships.com](http://www.SpiritCenteredRelationships.com)

Ask Gay & Kathlyn Hendricks

What's your single most important question on how to experience greater love and harmony in your personal relationships?

JOIN US FOR A LIVE TELE-GATHERING ON APRIL 18TH, 9AM PST / 12 NOON EST

Directions: type-in your most important question below (be as specific as possible) then enter your **First Name** and **Primary Email** and click the "Here's My Question Gay & Kathlyn!" button below.

First Name:

Primary Email:

Here's My Question, Gay & Kathlyn >>

SPIRIT-CENTERED RELATIONSHIPS

Amazon Best-Seller!

→ Hay House Home Page

Notes: * Write books vs. Explain Books

* That's why Pg 15 iPod Nano → Transparency

* Listen with 2 sets of ears ① Content ② Context

* Literary Circle → illumination U → Alex Co-Founder

→ "World's most successful book publicist" ←

↳ Arielle Ford
www.fordsisters.com

Case Study #6: www. Ask The Persuader .com



Ask The Persuader



"What is your single most important question about how to deeply persuade anyone in order to sell more, negotiate better, or get more of what you want from your clients?"

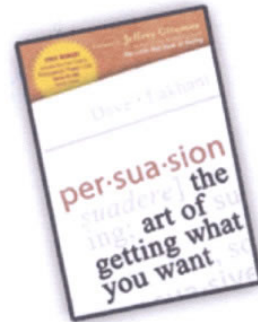
Directions: Just type-in your most important question below (please be specific as possible) and then click "Here's My Question, Dave!". You'll get a free chapter of "Persuasion: The Art of Getting What You Want" within a few minutes of submitting your question to us. Enjoy!

Dave Lakhani

First Name:

Primary E-Mail:

Here is my question, Dave!



Notes: * Call on Dave Lakhani

(1) What happened? (2) Expectations (How it happened?)

(3) Results (4) Repurposing ideas → More \$, Less Money

* Pet Projects → Future? VBT in marketing mix

Result: 417 new leads, 426 questions → \$500

Case Study #7: www. Ask Bobbi Now .com



Ask Bobbi Now



What is your most important question about how to accelerate your career and life path to success?

*JOIN US FOR A LIVE 70-MINUTE TELESEMINAR
WEDNESDAY, JULY 12, 2006 (6PM PDT / 9PM EDT)*

You're Listening To Bobbi DePorter

Directions: type-in your most important question below (be as specific as possible) then enter your **First Name** and **Primary Email** and click the "Here's My Question, Bobbi >>" button below.

Get Your Free Chapter **NOW**

Here's My Question, Bobbi >>

Notes: * Co-Founder of QLN

* Student of Georgi Lozanov (accelerated learning)

* Student of Buckminster Fuller → Mega Book U (Orlando)

* Joe Chapon / Bobbi De Porter run Super Camp

HANDS-ON: Design Your "ASK" Page

Welcome to www.Ask Harv Eker.com!

Your Headshot
Picture Goes Here

What's your single most important question about how to discover the secrets of your millionaire mind and master the Inner Game of wealth?

Join us for our LIVE Virtual Book Tour on:
Date: Wednesday, Feb 16th ↑ Promise of book

You're listening to Harv Eker

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

Market = Reader = Genius

ASK Genius → Great Book

First Name:

Primary Email:

Here's My Question, Harv >> ← Better than "Submit"

We hate SPAM and respect your email privacy!

unmute and get "response"

“ATS” Formula STEP #2:

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

Case Study #8: Sample autoresponder 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

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

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 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>

-Singapore over 40 books, 300 visitors 10x average book signing

Case Study #9:

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 so mark your calendar and be sure to call-in a few minutes early so you're not preempted by other teleseminar callers.

You're Listening To Alex Mandossian

[Print this page](#)

THE Passion Test
The Ultimate Test Planning Your Future
Janet Egan Attwood and Chris Attwood

[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 >>](#)

3 keywords!
\$1,800 coding
Rick Raddatz
Tell A Friend →
Carly Goodwin song

Ethical Bribe

Why sell only 1 book?

16 of 100

2.4

Small hinge swings
big doors... 100 → 138 routinely

Page 14
Dan Millman "Peaceful Warrior"
Founder of New World Library: Eckart Tolle "The Power of Now"

"ATS" Formula STEP #3:

Dr. Deepak Chopra "The Seven Spiritual Laws of Success"

Sell your book's "promise" via live tele-conferences, replays and repurposed content.

Case Study #10: www. BeATypeZ .com/replay

Ruby Yeh → Multi-Media Book Sold, Give book away free
- Readers want "experiences", not words

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..."

- 417 new leads
- 426 questions
* Multi-Media = Experience

Your Free Bonus Gift

If you're one of the first **21** listeners who register for our **Virtual Book Tour System™** course you get this **FREE** pre-loaded iPod!

Register now at: www.VBTsystem.com

Name registrants who already are "safe" with initial 21 iPods

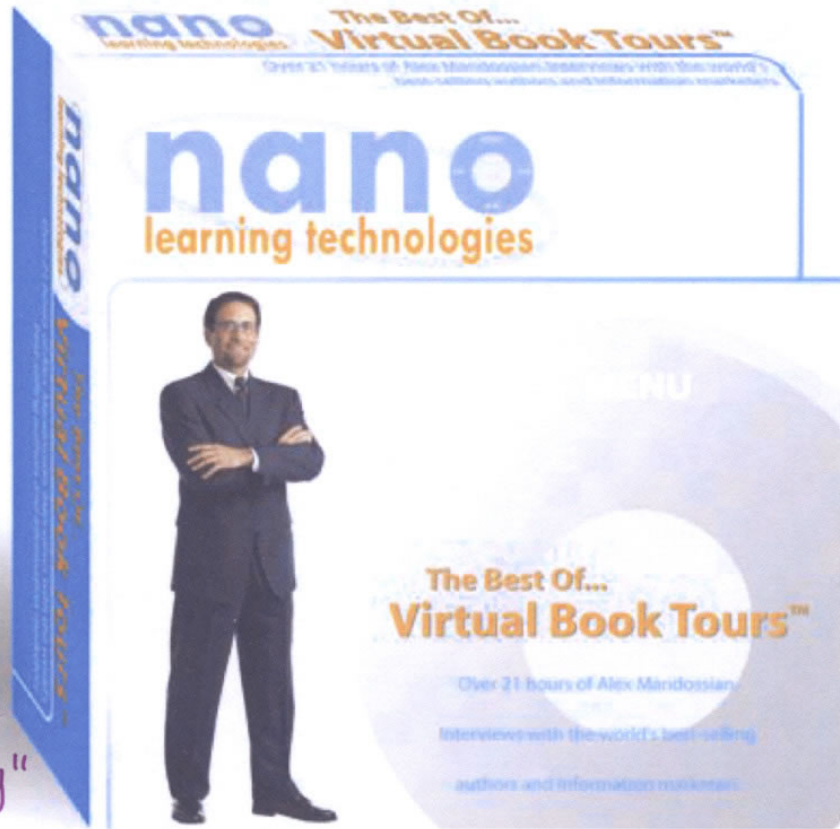
Empty = \$150

PreLoad = \$2,900

Education not

Entertainment

iPod Nano is another way of "Repurposing"



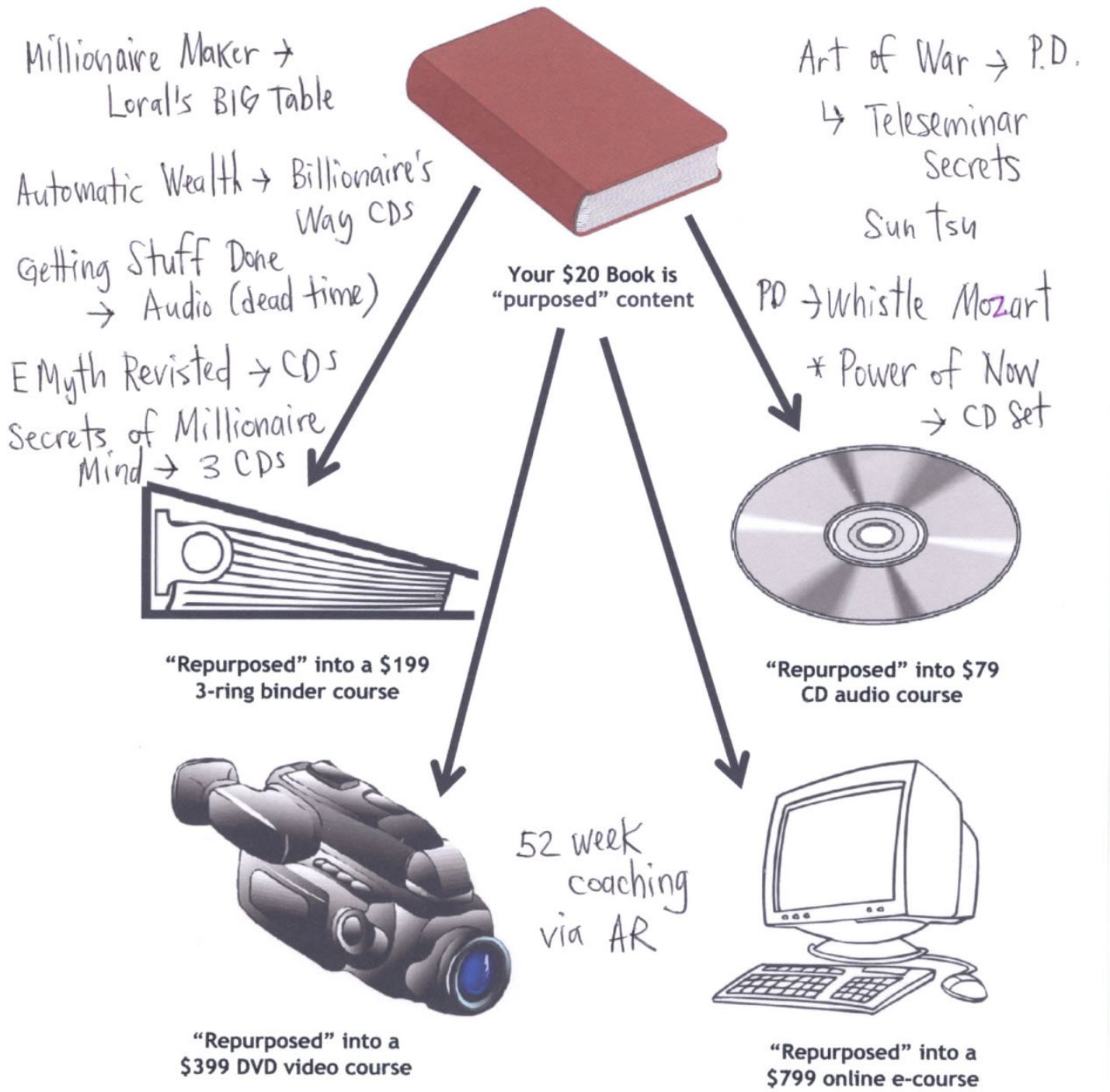
Steve Jobs = iTunes = Entertainment

Alex = iLearning (Learn Pod) =

Education!

Education fetches more \$

“Repurpose” Content For Accelerated Profits

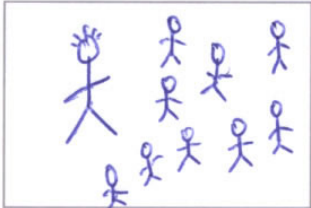


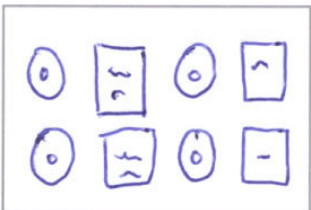
We're after "progress" not "perfection".

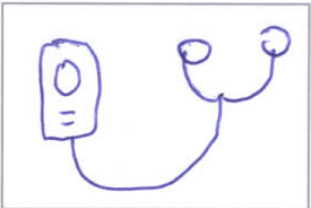
HANDS-ON: "Repurposing" Your Content


"Book" Format →  → Value: \$ 20

↓
"Repurposing" Ideas

a) Public Speaking →  → Value: \$ 7500

b) CD Set →  → Value: \$ 59

c) Pre Loaded iPod! →  → Value: \$ 2,900

e) Autoresponder →  → Value: \$ Free

TSS 52 week
Audio Coaching
is \$249 value

"Last thing people will give up is their suffering"

More "Repurposing" Ideas For Ca\$h

Idea #1: Automatic audio coaching for 52 weeks via pre-recorded/pre-written auto responders.

EXAMPLE: 52-Week Teleseminar Audio Coaching (\$249)

Idea #2: Record and transcribe your teleconferences and develop premium "How To" courses.

EXAMPLE: Alex's Teleseminar Secrets™ course (\$1,800)

3-ring binder "course fetches 10x as much as book"

Idea #3: Pre-Loaded iPods for resale at your public speaking or teleconference engagements.

write vs explain!

EXAMPLE: "Best of Alex" Virtual Book Tours™ (\$2,900)

iPod Nano preloaded is "content-driven" → sexier than

"We don't see things as they are; we see things as we are."

Anais Nin (1903 - 1977), novelist and diarist.

simple hardware, yes!

More money less effort

Sales Tools That Will Maximize Your Productivity While Minimizing Effort

Resource #1: [www. CopyTalkNow .com](http://www.CopyTalkNow.com)

- **FAST:** same day turnaround (up to 3 email addresses)
- **EASY:** technical know-how NOT necessary (by phone)
- **LOW-COST:** unlimited voice dictations for \$1.67/day

Resource #2: [www. AudioGenerator .com](http://www.AudioGenerator.com)

- **FAST:** works great even with Internet dial-up modems
- **EASY:** instantly records by phone or PC microphone
- **LOW-COST:** unlimited online audio clips for \$0.99/day

Resource #3: [www. Tell A Friend Generator .com](http://www.TellAFriendGenerator.com)

- **FAST:** automatically grows your online mailing list(s)
- **EASY:** all you do is cut and paste one line of code
- **LOW-COST:** unlimited lifetime usage at zero cost!

Productivity = Max results, min. time.

Leverage = Max
Productivity with
min. Effort.

Freedom = Max leverage with ZERO Guilt

“We are what we repeatedly do.”

Aristotle (384-322 B.C.) Greek philosopher
and mentor to Alexander “The Great.”

Results: Over 1,300 responses; not possible to extract great content without this simple tool. Page 20

Your Fail-Proof Automated Sales Tool

Greg Link interview → Speed of Trust

Ask Database

Resource #4: [www. Ask Database .com](http://www.AskDatabase.com)



“Seek first to understand, then to be understood.”

Dr. Stephen Covey ~ Habit #5 from his International best-selling book, *The 7 Habits of Highly Effective People*.

Case Study #11: www.AskStephenCovey.com/teleseminar



Stephen Covey

"Join Me To Discover The Principle-Centered Habits That Can Catapult You From Effectiveness To Greatness"

Thursday, October 14th (6pm - 8pm / 9pm EST)

Count me in, Dr. Covey! Please Register me for your LIVE! 70-minute international teleconference on the evening of October 14th, so I too can get private access to you at a fraction of your \$65,000 public speaking fee.

During this International teleconference, I'll learn the principles of...

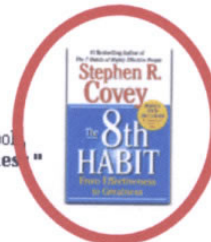
- **Staying Motivated** – Success strategies to stay motivated and complete important routine tasks, even when there's no instant gratification
- **Conquering Roadblocks** – Success habits that help eliminate procrastination, fear of failure and self-sabotage in the workplace or at home
- **Finding Talent** – Tactics to know when to work with proven talent and pay more for experience vs. working with raw talent with leadership potential
- **Making Changes** – How to convert debilitating habits into highly effective habits to support your life's purpose
- **Political Failures** – Why so many political leaders do not apply the power of Habit 6 - Synergize – in the U.S. and overseas
- **Implementation** – Success strategies to uncover a "Life's Purpose" and create meaningful Mission Statements you can be passionate about on a daily basis
- **Leadership Strategies** and much, much, more!

I will confirm my registration for Stephen Covey's LIVE! 70-minute Teleseminar as follows:

- **VIP Code Registration** - Saves \$40 on tuition!

Free Unadvertised Bonus Gift!

Exclusive pre-release chapter of Dr. Covey's latest book "The 8th Habit - From Effectiveness To Greatness"



© 2006 Heritage House Publishing, Inc. ALL RIGHTS RESERVED

Audience writes sales copy →

Market = Marketing Genius

Must give away free chapters;

T.O.B. or X thousand words

→ Wally Amos samples on Wilshire Blvd.

Your Fail-Proof Automated Sales Tool

Resource #5: www.LiteraryCircleSoftware.com

Crusaders
↓
Focus group
made easy

↓
Never
write your
book in
a cocoon.


Imagine having a literary circle for EVERY book you write. This software makes it easy for you to do just that ...

Software that quickly and easily gathers your readers with a common purpose

Literary Circle

SOFTWARE

Member Spotlight



What I Do For A Living: Vocalist, voice coach

Types Of Books I'm Most Interested In: Romance, Poetry & Spiritual Growth

Why I'm In This Literary Circle: To meet other readers

My Email:
GloriaL@Yahoo.com

Gloria Landimare

First Name:

Last Name:

What I Do For A Living:

Characters remaining: 600

Types Of Books I'm Most Interested In:

Characters remaining: 600

Why I'm In This Literary Circle:

Characters remaining: 600

“You become your questions.”

Anthony Robbins ~ world renowned personal development trainer and best-selling author.

HANDS-ON: Message-To-Market Match

WHO is my target MARKET? (Please, be very specific)

newbie
real
estate
investors

Authors, infopreneurs (info marketing entrepreneurs),
Publishers who want to sell more books
faster, better and with less effort. Single dads,
moms, prof.



Which MEDIA sources will give my target MARKET the fastest and easiest access to my MESSAGE?

moms at home.

Fore-closures

Lease options

Internet, radio, postcards*, teleseminars*
webinars, CDs, DVDs, iPods, Podcasts,
online book stores, ezines, articles, PR,
JV emails, public speeches, Interviews, etc!
People: librarians, book store mgrs.

WHAT is my MESSAGE or the "promise" of my book?

How to sell, promote and "repurpose" books
and info products faster, better, with less
effort... even if on a shoestring budget

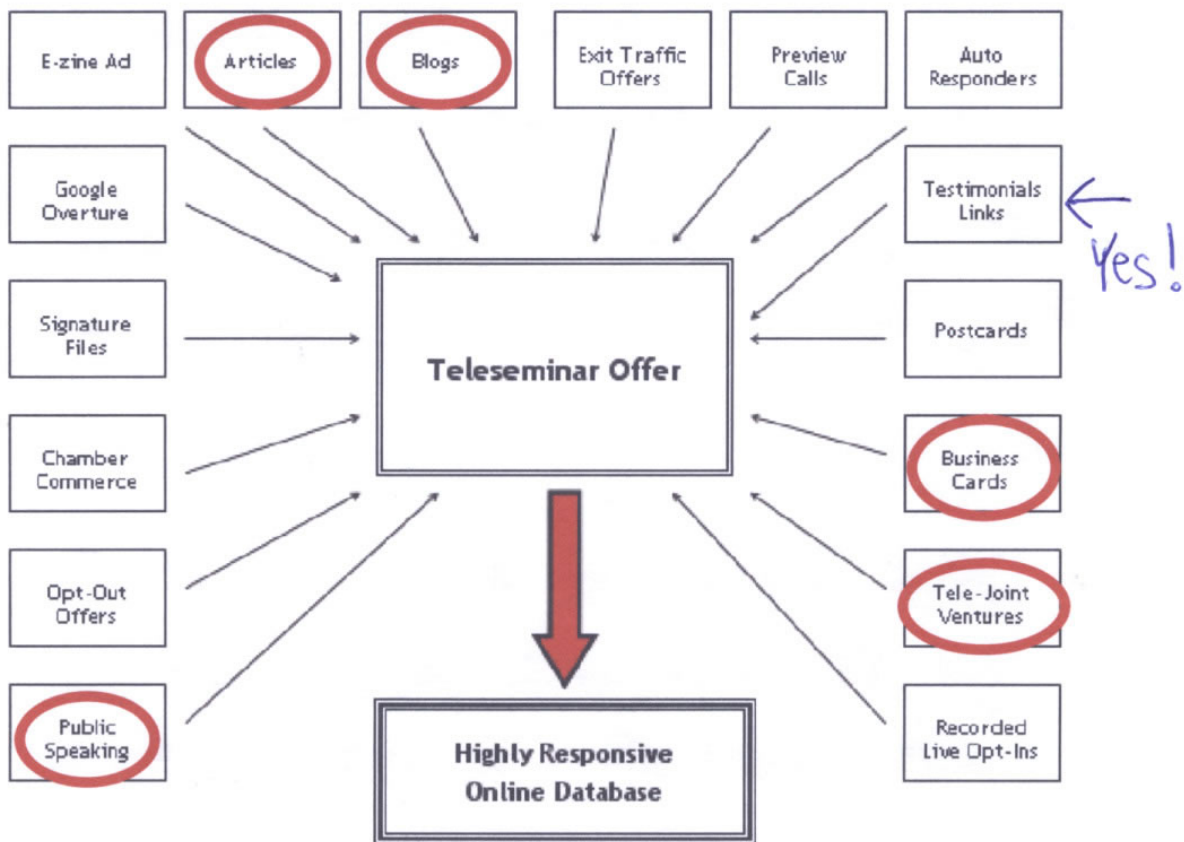
Want To Discover What Your Six Most Overlooked List-Building Sources Are?

Chambers of Commerce Local Librarians Google Adwords

Trade Associations Testimonial Links Interviews - free

↑ very powerful

FACT: Many Virtual Book Tour System™ authors have built their lists to 10,000+ utilizing just 5 of these tactics:



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.

“Outsource” These Tasks To Boost Your Productivity And Reduce Stress

Audio Recording

Audio Editing

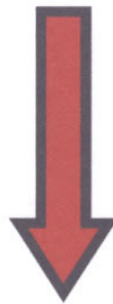
Transcriptions

Web Design

Sales Copy

Event Coordination

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*.

Yale Study: 40% - 20 min; 30% - 24 hrs (70%)
20% - 1 week (90%)

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This Is “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 the publishers turn you down!
2. The power of “REPURPOSING” book content automatically accelerates your sales and profits!
3. The Virtual Book Tour System™ eliminates costly guesswork by encouraging you to always start with your target MARKET, NOT your MESSAGE!

“When the true leader’s job is done, all the people say, ‘We did it ourselves!’”

Ancient Chinese Proverb

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

- 
orderonline
1. Visit: www.VBTsystem.com
- 
orderbyfax
2. Fax: 1 - 415 - 382 - 1222
- 
orderbyphone
3. Call: 1 - 415 - 493 - 5567
- 
orderbymail
4. Email: register@VBTsystem.com

If you are still not convinced that Alex's Virtual Book Tour System™ tele-training is the single most intelligent (and profitable) investment you will make this year, visit:

→ www.VBTsystem.com ←

Alex's Virtual Book Tour System™ tele-trainings start promptly at 10am Pacific / 1pm Eastern (Every tele-training is followed by Q/A sessions)



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

[Print This Page](#) 



*With Your Host
Alex Mandossian*

This Is Your 4-Module Tele-Training Schedule

October 5th, 2006: Virtual Book Tour System™ (Module 1) - 10am PDT/1pm EDT
Repurposing Strategies - "How To Repurpose Content And Accelerate Profits"

October 6th, 2006: Virtual Book Tour System™ (Module 1) - 10am PDT/1pm EDT
Q/A Live Call - Get your questions answered on "How To Repurpose Your Content"

October 12th, 2006: Virtual Book Tour System™ (Module 2) - 10am PDT/1pm EDT
List-Building Strategies - "How To Build Hyper-Responsive Online Lists From Scratch"

October 13th, 2006: Virtual Book Tour System™ (Module 2) - 10am PDT/1pm EDT
Q/A Live Call - Get your questions answered on "How To Build Hyper-Responsive Lists"

November 2nd, 2006: Virtual Book Tour System™ (Module 3) - 10am PDT/1pm EDT
Tele-Selling Strategies - "How To Promote And Sell More Books With Teleseminars"

November 3rd, 2006: Virtual Book Tour System™ (Module 3) - 10am PDT/1pm EDT
Q/A Live Call - Get your questions answered on "How To Sell Books With Teleseminars"

November 9th, 2006: Virtual Book Tour System™ (Module 4) - 10am PDT/1pm EDT
Outsourcing Strategies - "How To Outsource Your Busywork To Reliable Vendors"

November 10th, 2006: Virtual Book Tour System™ (Module 4) - 10am PDT/1pm EDT
Q/A Live Call - Get your questions answered on "How To Outsource Your Busywork"