

Teleseminar Secrets Preview Call

1 Goals

- Continue learning with AM
 - Motivate
 - Persuade
 - Influence
- Preview call
 - Transparency
 - Dialogue
 - Continuing education
- Promise
 - creating winning info products
 - growing massive prospects lists
 - accelerate wealth
 - by unlocking the power of your telephone
- Cover Page
 - Increases Attendance
 - # of registrants
 - Tele-attendance tactic
 - Teleseminar timeline tactic: start content 10 minutes into the call
 - Print it -> take notes
 - Value Boosting Tips
 - Quickly implement
 - Make a deadline to complete 3 tips
- Motivators
 - WHY?
 - 1-on-Many better than 1-on-1
 - Same
 - 1% conversion with 100 listeners
 - 100% conversion with 1 listener
 - WHAT?
 - Ordinary telephone
 - Calling into a commercial bridgeline
 - With Moderator
 - Participants
 - HOW?
 - Anywhere Registration
 - Live event
 - Message
 - Mouth
 - Mouse
 - Recorded
 - Repurposed
 - WHAT IF?
 - Preview calls
 - Tele-fundraisers
 - Coaching training
 - Affiliate training
 - Virtual Book Tours
 - Membership Calls
 - Paid Consultations
 - Tele-Critique

2 Unique Advantages

- More Profit, Less Cost
 - "Starbucks story"
 - 60x more impact than website
 - Greater marketing intimacy
- Ultra Responsive List
 - Highest value list
 - not size quality
- Eliminates Rejection
 - No cold calls
 - No one "makes" invited guests listen
- Anywhere, Anytime
 - Speakers can be anywhere
 - home office
 - recovery room
 - side of the road
 - public events
 - while traveling
 - airport hotel
- More Marketing Reach
 - Participants can be anywhere
 - spoken word has more reach than written word
 - exercising housework
- Total Promotional Control
 - You set pricing
 - Make more \$\$\$ from explaining a book than selling the book
- Techno-Dummy Friendly
 - templates available
 - no technical skills required
- Repurposing Speed
 - CD
 - Blog post
 - Articles
 - 3-ring binder transcript
 - eBook
 - Online audio recording

3 Mistakes During Teleseminars

- Not Requesting Testimonials
 - What: Request during testimonials
 - How: Pre-record them for total content control
 - Example: www.TeleseminarSecrets.com/testimonial
- Cordless or Mobile Phone
 - Why: static wrecks recording quality, running out of battery
 - What: use classic, inexpensive landline telephones
 - Example: www.TeleseminarSecrets.com
- No CTA Website
 - Why: The AIDA Formula
 - Attention
 - Interest
 - Desire
 - Action
 - The Teleseminar does A & I
 - The CTA website does D & A
 - Get attention
 - Capture interest
 - Create desire
 - Provoke action
 - How: The CTA website must already be there before the Teleseminar
 - Provokes action even before an offer is made
- Missing "Actionizer"
 - What: reasons why prospects should act now
 - How: by creating justifiable scarcity
 - Contrast
 - CTA: what a prospect should do
 - Actionizer: why should a prospect do it now
- Forget to Record the Call
 - Why: All teleseminars have the potential to be world-class info products
 - How: Monetize the recording into new info products
 - Use infrastructure to record
 - Make 2 even 3 backup recordings
 - Cause confusion
- Failure to Follow Handout
 - Why: Confused minds don't buy
 - Why they should listen
 - What you're talking about
 - How what you're saying works
 - What if they utilize it in your life
- Not Opening Properly
 - How: In the first 5 minutes of the call
 - WHO is on the call
 - HOW the Teleseminar came to be (the story)
 - WHY listeners should stay and learn

4 Mistakes Before Teleseminars

- Forgotten Time Zones
 - Why: confusion
 - How: Eastern, Pacific, GMT, etc.
 - What: reduces attendance
- No Thank You Page
 - What: after registration, page with participation details
 - How: The more reminders, the better
 - Why: increases attendance
- No Email Reminders
 - What: email before the call
 - Why: increases attendance
 - How: at least one email reminder the day of the call
- No CTA Website URL
 - How: Put it all over the communications
 - Why: People don't notice it
 - What: Make it easy for your listeners to say "yes" to you
- No "Actionizer" Offer
 - What: Affiliate program
 - How: Affiliate training calls
 - Example: TeleseminarSecrets.com/blog
- Lack of Affiliate Tools
 - How: Affiliate marketing build-up
 - 60 days
 - 2/3 listeners come thru affiliates
- Emailing Wrong PIN Code
 - Example: give moderator code to all participants
 - Example: give a guest a participant code
- Not Pre-Recording Testimonials
 - Why: Maintain control over content
 - How: Avoid no-shows
 - Shortened
- No Audio on Web Page
 - Why: Predictability = Trust
 - Emotional link
 - Audio invitations on landing page
 - Audio testimonials

5 TSS

- Offer
 - 1. Pre-Loaded LearnPod
 - What: all previous TSS materials and bonuses
 - 2. Recording Rights
 - What: Record the TSS transcripts in your own voice
 - Package and sell the recordings under your own brand
 - 3. Website Templates
 - 4. Lifetime Alumni Privileges
 - 5. Accountability Partner
 - Why: For You: Hold you accountable to "do this stuff!"
 - For Alex: Potentially becoming an alliance partner
 - What: Invite a partner for no additional cost
 - How: webmaster, friend, business partner, spouse
 - 6. 50% Off all other courses Alex Teaches
 - TeleseminarSecrets.com/previewbonus.pdf
 - 21SeminarSecrets.com
 - 7. Bonuses
 - Free access to T. Harv Eker Millionaire Mind: AccessToHarv.com and Code: SA1648
- Testimonials
 - Jack Canfield
 - What: Promoting physical seminars
 - Participants determine content through questions
 - Virtual Book Tours
 - Why: Confidence in the value of what he teaches
 - #1 world expert in using teleseminars for "Class act"
 - Do 3 teleseminars to promote physical seminar
 - Double registrations
 - 500,000 copies of teleseminar recordings sold to date
 - Who-is-who list of people Alex has worked with
 - Wide variety of business situations
 - Best at: Communicating powerful techniques, Using simple tools
 - Eben Pagan
 - Why: Best at: Communicating powerful techniques, Using simple tools
 - First level -> Second level -> Third level
 - Jeff Herring
 - Student -> Affiliate -> Partner
 - Second Generation Testimonial
 - Testimonial on Curriculum organization
 - List building strategies
 - Cathy Perkins
 - Faculty: article writing
 - Second generation
 - Faculty: blogging and marketing intimacy
 - Blogs and Teleseminars go hand-in-hand
 - Connie Reagan Green
 - Small list -> Highly Responsive List
 - Client care, not customer service
 - High touch connections with the list
 - Double the list: ask people to bring more people
- Process
 - Year 1: Student
 - Year 2: Affiliate
 - Year 3: Partner
 - Every March
 - Example: embedded video on TeleseminarSecrets.com
- Reunion

Tips

- Conditional Coaching
 - 1. Invite 12
 - 2. Coach 1/2 hour for free
 - 3. Choice
 - 4. Typical conversion: 2-3 / 12
- Paid Consultation
 - 1. X pays expert for public consultation
 - 2. X sells tickets to y people
 - 3. Typically, X makes a profit
- Daily Question
 - "What 5 things did I do today to..."
 - attract traffic? build my list?"
 - Take back marketing responsibility

Tools

- Webcast
 - TeleseminarSecrets.com/webcast
 - <\$50/month; 2,000 tele-slots
 - InstantTeleWebcast.com
 - David Kolb
- WWHwif Model
 - Why?
 - What?
 - How?
 - What if?
- Typology
 - I can I cannot
 - People
 - Two voices in the same body
 - Practice/Exercise
 - Amplify the "I CAN" voice
 - Diminish the "I cannot" voice
 - lower pitch louder
 - higher pitch mock it
- Bonuses
 - Teleseminar Secrets for Independent Professionals
 - www.TeleseminarSecrets.com/previewbonus.pdf
 - www.21SeminarSecrets.com
- Affiliate Program: AlexAffiliateCenter.com/signup
- EZineArticles.com

Wisdom

- Promote, Lead
 - Lead with content
 - Promote with passion
- Sloppiness, Perfection
 - Sloppy Success is far better than Perfect Mediocrity
- Change
 - Marketing changes minds
 - Promotion changes behavior
- Game
 - Marketing
 - attention interest
 - Inner A & I
 - Outer D & A
 - Confused Minds Do Not Buy
 - Predictability = Trust
 - Not knowing what you don't know
 - Not doing what you do know
 - not as bad as
 - It's about the prospect, not the product
 - First WHO, then WHAT
 - Ordinary things consistently done produce extraordinary results

Pop Quiz

- Which one is NOT a recommended 1. time-proven Teleseminar format?
 - Client FAQ
 - Virtual Book Tours
 - 1-on-1 Cold Calls
 - Preview Calls
- Which one is Alex' 3-Step PARTNERSHIP process?
 - Affiliate -> Partner -> Student
 - Student -> Partner -> Affiliate
 - Affiliate -> Student -> Partner
 - Student -> Affiliate -> Partner
- Which one is NOT a recommended "reminder" method to boost your tele-attendance rate?
 - Voice Broadcasts
 - Fax Broadcasts
 - Radio Ads
 - Audio Podcasts
- How many free calls does Alex recommend before doing a paid call?
 - 1
 - 2
 - 5
 - 20
- What is the ideal time to encourage your audience to take action during the teleseminar?
 - Minutes 1-5
 - Minutes 10-40
 - Minutes 60-65
 - Never

Teleseminar Timeline

- Time 0-10': Welcoming
- Time 0: Introduction
 - WHO is on
 - HOW the call happened
 - WHY listen
- Time 0+10': Content
 - Case studies
 - Stories
 - Endorsements
- Time 0+15': Call-to-Action #1
- Time 0+30': Call-to-Action #2
- Time 0+40': Call-to-Action #3
- Time 0+50': Ethical Bribe
 - Magic word
 - Pop quiz
 - Contest
 - Key points
- Time 0+55': Summary
 - CTA #4
 - If applicable
 - Later
- FAQ

List Building Techniques

- Business cards
- Google Adwords
- Other Teleseminars
- Public Speaking
- Articles
- Email P.S.
- Press Releases
- EZines Ad
- Blogging
- Tell-A-Friend
- Testimonials
- Affiliates
- Rebate affiliates \$18 of the \$20
- Package Inserts
- Physical Seminars
- Continuing Education

Vendors Attributes

- Deadline Sensitive
 - Better than accountability
 - Actually meet deadlines
- Problem Solving
 - Have you seen this problem more than twice?
 - Ask prospective vendors the question!!!
- Networking Skills
 - Treasure maps -> treasure chest
 - Asking for referrals shows networking capability
 - Give 5-20 minute free consultations
 - Offer conditional free consultations
- Boundary Based
 - If not: too much time spent with prospects who take advantage of them
 - Focus first on Who, then on What
 - More deals with fewer partners
- Relationship Focused

Steps

- Find Your "Micro-Niche"
 - Market -> Niche -> Micro-Niche
 - Sports -> Golf -> Golf Putting, Golf Swing
 - Sports -> Basketball -> Dribbling
 - Investing -> Stocks -> Options Trading
- Seek 40 Thought Leaders
 - You: Do 100% work, Bear 100% of the cost
 - Them: Mail to their list
- Ask 3 JV Questions
 - 1. Do you have more prospects than paid customers on your list?
 - 2. Do you want to "monetize" those prospects into customers?
 - 3. do without costing you anything in advance?
- Use "Ask Squeeze" Pages
 - Extract names & email addresses
 - Examples: AskBobProctor.com/replay, AskJamesRay.com/replay
 - Use TSS templates
- Conduct Tele-Interview
 - Interview questions: from the Ask campaign
- Record and Transcribe Call
 - Both you and thought leader
 - Keep 100% of profits
- Repurpose and Resell
 - You: get revenues
 - Thought Leader: gets the branding

Case Studies

- AskJackCanfield.com
 - What: Free live calls, \$10 for replay, \$15 after 8 days
 - How: Monthly teleseminars at the same time of the month
 - Why: Promotes the interviewer to the interviewee's students, Predictability
- InstantTelewebcast.com
 - What: Software, Membership site
 - How: 5pm Pacific, 6pm Pacific, 2-part promotion, Free call, Pure promotion, 45 minutes to promote Call #2, Offer: \$1 trial for 7, 14, or 21 days, Paid call (\$1), Training call for the product, 120 minute teleseminar
 - Why: Book is the Study Guide, Paid Bookinar Series
- DoublingIncomeSecrets.com
 - What: Tested at a VBT with Raymond Aaron
 - How: \$497, 5 modules
 - Why: If a VBT gets GREAT reviews, Then create a 4-5 module bookinar, Micro-fundraising
- SmartStartGiving.org
 - What: in small amounts over time
 - How: Raising \$\$\$, tele-fundraising