Teleseminar Secrets Preview Call

Tips
- Conditional Coaching
- Paid Consultation
- Daily Question

Tools
- Webcast
- WWHWif Model
- Typology
- Bonuses
- Affiliate Program: AlexAffiliateCenter.com/signup
- EZineArticles.com

Wisdom
- Promote, Lead
- Sloppiness, Perfection
- has more reach than
- Change
- Game
- Confused Minds Do Not Buy
- Predictability = Trust
- 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
1. Which one is NOT a recommended time-proven Teleseminar format?
2. Which one is Alex' 3-Step PARTNERSHIP process?
3. Which one is NOT a recommended "reminder" method to boost your tele-attendance rate?
4. How many free calls does Alex recommend before doing a paid call?
5. What is the ideal time to encourage your audience to take action during the teleseminar?

10 Teleseminar Timeline
1. Time 0-10': Welcoming
2. Time 0: Introduction
3. Time 0+10': Content
4. Time 0+15': Call-to-Action #1
5. Time 0+30': Call-to-Action #2
6. Time 0+40': Call-to-Action #3
7. Time 0+50': Ethical Bribe
8. Time 0+55': Summary
9. FAQ

9 List Building Techniques
1. Business cards
2. Google Adwords
3. Other Teleseminars
4. Public Speaking
5. Articles
6. Email P.S.
7. Press Releases
8. EZines Ad
9. Blogging
10. Tell-A-Friend
11. Testimonials
12. Affiliates
13. "Ask" JV
14. Package Inserts
15. Physical Seminars
16. Continuing Education

8 Vendors Attributes
1. Deadline Sensitive
2. Problem Solving
3. Networking Skills
4. Boundary Based
5. Relationship Focused

1 Goals
- Continue learning with AM
- Preview call
- Promise
- Cover Page
- Motivators

2 Unique Advantages
1. More Profit, Less Cost
2. Ultra Responsive List
3. Eliminates Rejection
4. Anywhere, Anytime
5. More Marketing Reach
6. Total Promotional Control
7. Techno-Dummy Friendly
8. Repurposing Speed

3 Mistakes During Teleseminars
1. Not Requesting Testimonials
2. Cordless or Mobile Phone
3. No CTA Website
4. Missing "Actionizer"
5. Forget to Record the Call
6. Failure to Follow Handout
7. Not Opening Properly

4 Mistakes Before Teleseminars
1. Forgotten Time Zones
2. No Thank You Page
3. No Email Reminders
4. No CTA Website URL
5. No "Actionizer" Offer
6. Lack of Affiliate Tools
7. Emailing Wrong PIN Code
8. Not Pre-Recording Testimonials
9. No Audio on Web Page

5 TSS
- Offer
- Testimonials
- Process
- Reunion

6 Case Studies
1. AskJackCanfield.com
2. InstantTelewebcast.com
3. DoublingIncomeSecrets.com
4. SmartStartGiving.org

7 Steps
1. Find Your "Micro-Niche"
2. Seek 40 Thought Leaders
3. Ask 3 JV Questions
4. Use "Ask Squeeze" Pages
5. Conduct Tele-Interview
6. Record and Transcribe Call
7. Repurpose and Resell

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