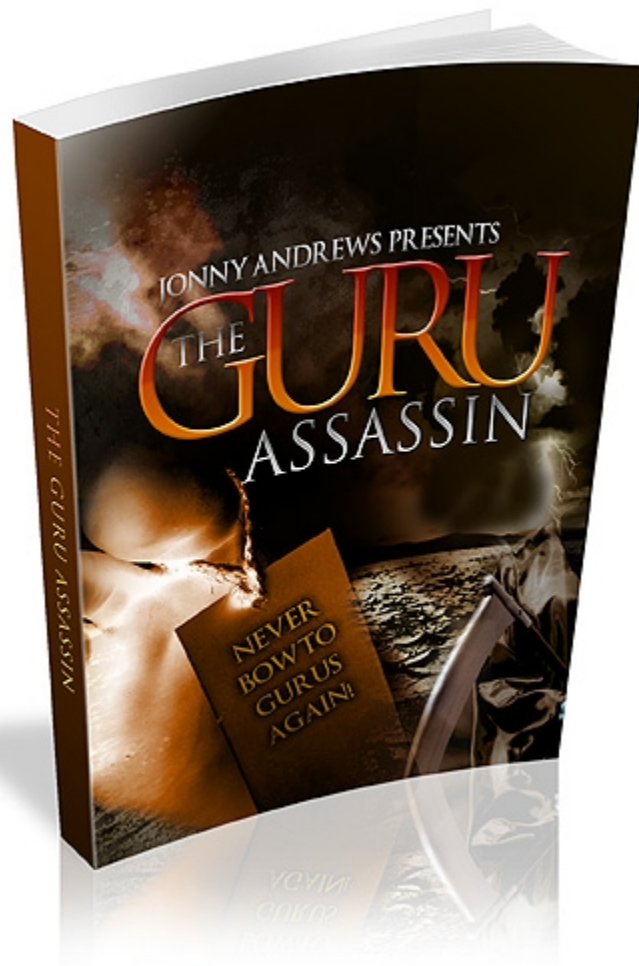


John Ritskiwitz Teleseminar Profits Part I



John:

I'll tell you a little about me and how I kind of got started with teleseminars first so that you know where I'm coming from. I guess it was the mid to late 80's I worked for Emhart Corporation in the marketing department, and basically Emhart was a hardware company. The department I was in also sold electronic magnetic keycards for hotels.

They had hotels all over the world: Korea, Guam... with multiple ones on the Hawaiian Islands. These were our clients and the biggest hotel we had was in Waikiki at the time. We would do these training teleseminars, they called them conference calls back then- but the same thing. We'd do those a couple times a month where, for example, Waikiki and others who had been with us a while, and who were big would tell our other customers and prospects what they were doing. They were acting as a testimonial for us.

It was used to educate them [the customers and prospects], but it was also used to make sales. We would show them some of the ways they were using our products and how it was helping them, saving them time and money etc. and we did pretty well using that approach. Back then it cost a lot, plus, in our case we had to deal with international calls. They weren't as easy or cheap as they are now and only corporations could afford them. Now anyone can really afford them.

On this call I'm going to show you ways to use teleseminars. Some of them you may not have thought of before. There are really lots of things you can do. Everybody knows we can get on the telephone and we can deliver pure content. Or, we can do content and we can do a pitch at the end. We'll cover those too, but there are many other things that even brick and mortar and retail stores and that sort of thing should be getting in on the act.

Along the way, I'll give you some case studies as well. I'll also tell you about the commonest mistakes. Some of them I've learned, along with some tips to maximize your profits. At the end of the call, I'm actually going to reveal an extremely powerful way to get really great testimonials that you can ethically use to promote a product that doesn't exist yet. I know that doesn't sound ethical but it's really with a twist so you'll probably want to stick around for that.

This isn't going to be that long of a call, I'm just going to get right to the meat and keep this call short and to the point.

Teleseminars, they're particularly great because it's cheaper and it's more convenient for everyone to attend rather than trying to get everyone together in person as in a seminar. So let's start off by talking about some of the ways that you can use teleseminars.

- I mentioned one of the more obvious uses is to sell things. For example, a little while back I did a call with Michael Fortin and David Garfinkel. They had a product they released called *Breakthrough Copywriting* and it was sort of a joint

venture where I became an affiliate of theirs and we did a call where basically the call was like 95% content. It was only the last 5 or 10 minutes or so where they said, “oh by the way, we developed this product that goes into much more detail that we were able to reveal here”. Then they would go and they would talk about everything. It really was a huge success for them, a huge product. It took them a year to put together and that’s what we did.

We're not going to do that tonight. This is going to be for content and I'll tell you why. There is a use that I'm going to be using that this is for and you can certainly be part of that.

- You can also use calls where, if you want to say elevate your status in a particular market, you can interview experts. You become better known through association. So let's say you're breaking into a certain field, and you're just not as well known and people know other experts and you can do that. You'd be surprised at how easy it is sometimes to get them to do it – and we can talk about that a little bit as well.
- You can also use them to build social proof. When I say social proof I mean that it's sort of similar to when you still end up talking about what you're doing while they go to the forums online, they post about it, they talk about it and basically kind of elevates your status. This is because it gives you a little more proof in that social environment so that when you do release a product or service they're already aware of it, at least you've built up some momentum there. They kind of look at you a little differently than if you just try to deliver it cold. It's a powerful thing, when you have the “masses” in your corner, talking about your project.
- A favorite of mine is to build your list. It has been well said that the list is king and obviously you want to build a mailing list, online, offline, both. Of course, everybody should be doing both. You want to build a list of people that really comes to appreciate what you're delivering because you're delivering them valuable content, you're delivering them things they appreciate that they really want to know about.

You go out of your way to find out what it is they want and you bring it to them. Of course sometimes you're going to send them a sales letter or you're going to give them a soft sell or what have you but most of the time I usually like to give between 2/3 and 3/4 valuable content and just over deliver and then occasionally I may put something I'll try to market. But building your list is certainly a way to do that.

And it's interesting a lot of these things I'm talking about can really be combined. I'll give you an example of what I did combining the previous three, building a list, building social proof, and interviewing experts.

Back in February of this year I did a conference call with Michael Fortin, David Garfinkel, Yanik Silver, and JP Maloney and the subject was “offline marketing”. We were kind of going after the online marketers in a way because we all felt that people who do online marketing really neglect offline marketing, and if they really did some simple things offline they could really double their money or triple their profits. I mean, there's just a lot of potential there.

I got these guys together, and I said, “hey, what do you say we do this call, it'd be pure content, no selling”. That was of course because of the previous reasons. We did it, and I'll tell you a little bit more about how that all came together, but I want to keep the ball rolling on these things for now. That just kind of shows an example of what we did do delivering pure content to build my list, social proof, and interviewing my experts.

A lot of people didn't know me. I'd been doing direct marketing for the last dozen years or so but I've been only doing more online stuff in the last couple years. So this is a great way to try to get people to know who you are. Most people know who Yanik and the other folks are, so by doing a call with them helps. Certainly a bonus for a product or bonus is great.

You do a teleseminar. A bonus could be that they could attend it live, or that they get the recording. Ideally it should really be both. Certainly if you can, do it live and then you provide that as a bonus and after that, a recording by CD or download. Training is another thing and I mentioned back when I was with Emhart back in the 80s, and we did these teleseminars as training tools but of course they were sales tools as well. So, when I say training, obviously all these times try to keep sales in mind and try to sell whenever you can.

Another way is educating your customers about products and services you offer. A lot of people have customers, they have clients, and the customers need to know that you deliver this.

Let's say you're a landscaper and let's say you cut their lawn and you may do some gardening. But they may not know that you also do some type of masonry or maybe you do some different services and trees and manicuring trees and things like that. If you can educate your customers about other things that you offer that they might not know about, they just might buy them. So sometimes they might not buy it because they don't know you do it. So that's another way of doing it.

Again, most of these things have to do obviously with you're going to gain something out of it and that's the whole point of it. You want to gain sales, you want to build your list, you want to gain social proof, or what have you. And, like I said, training and educating your customers certainly can have a soft sell on the way, or you can do pure content throughout the whole call followed by a pitch at the end.

We're kind of doing some variations here. Here's a big one. A lot of people don't do this or overlook this. A lot of people have got an idea for a product, maybe an info product.

And they research their market and they know people are hot for this stuff. So they go out and they spend whatever- year, year and a half, even if it's six months, whatever, creating this product, course, or what have you. And then they go out there and they try to sell the product after the fact. Well, that's great but I definitely don't recommend that, if you can avoid it.

One of the great things about teleseminars is that you can use them to create a product. You can get people on the call and you can certainly charge for it. Certainly charging for it adds more perceived value rather than giving it away for free. Even if you're charging a minimal amount, if they pay for it they feel that they should be there. So that could be an incentive. You use this as a backend sale, a front-end sale, an up sale, or whatever.

You can take the recording – obviously you want to use it over and over again. You can make money for the call itself. You can do a call where you're kind of talk about- I've done a lot of calls like these where you give them valuable content up front about a particular topic – something that they want to know about. Then you start selling at the end or, like I said, a soft sell throughout, where you're actually selling a teleseminar series, if you will, and you can charge for that and those people can get on maybe a series of calls and you're going to record them all.

Well, when it's done you certainly don't want to say, okay that's that; I made my money and we're done. You record it and then you can sell it in a course with a pile of CDs. Or a number of companies that do this very, very cheap now for packaging and fulfillment, lots of places that do this for you.

I talked a bit about what I'm going to be doing with this call and that's sort of what I'm doing here. I'm getting it out a little more, but basically what I'm doing is, I'm recording this call, I'm not going to make the call available as a free download like a lot of people do, although this call will certainly have content. What I'm going to be using it is that it's going to be a piece of a product that I'm in the process of developing. So I'm actually doing what I'm talking about.

This particular call I'm not charging for, but I've only sent it out to, like what I said, a small group of people – one of my smaller lists of people that I generally send mostly just content to. I never did any sort of joint venture or announced this so I expected it to be somewhat small, and hopefully more intimate than most of them. So I'm going to talk a little bit about that as well but that's essentially what I'm doing here. And if you're one of the people that eventually purchase this product, you'll see I am doing this and it's something you should definitely be doing.

Another really novel approach that you can do is to use teleseminars to test the market. So let's say you set up an opt-in page, squeeze page where you want to get their name and their email address but you put a survey on there. The teleseminar that you're going to give is the incentive. You say if you want to go on this call... you see, lots of people know about opting in to get on a free teleseminar and are glad to do so if it's something that

they really want to know about. But you can also put a survey on there asking questions about what it is they want in that particular niche market.

So you'll do two things. One, you'll build a list and you also find out what they want. And what you do is you keep repeating this. So, you do a teleseminar as an incentive and of course you're going to record it because you never know when you might need it. Even if you have no plan you should always record it. And then you just keep repeating it over and over again with the same market so that your list keeps on getting bigger and bigger and you get more and more feedback about what they want. So eventually you can figure out how to get them what they want.

And it may be a series of calls that you've done and you compile that together and you go ahead and package them up as a bunch of CDs. Include a manual and transcripts and that could be a very high ticket item especially if you make it a physical product, which tends to have a greater perceived value than online download. And doing *Traffic Secrets*, of course, Jeff Walker's *Product Launch Formula* and even the *Breakthrough Copywriting* that I talked about earlier that Michael Fortin did, Garfinkel – these are all hard products that are actually shipped.

Another advantage to hard products is that they're less likely to be asked for refunds because they have to pack it and ship it and send it back and it has to be in good condition and all that, resalable condition. So there's a lot of usage for that as well.

Another use is building your brand identity and establishing you as the expert. That's mostly often used to sell coaching, or consulting services. Actually, teleseminars are great for both the pitch and you can actually do the actual coaching calls through teleseminars.

And I talked about combining these tactics, and really you can do all three. You would do a teleseminar establishing you as the expert and what you have to offer, you get a hungry market that comes in, you sell them the coaching services, the consulting services. You do actual coaching calls, and you record them. Then you package them and release it as a course. So you really want to leverage everything as much as possible. You don't want anything to go to waste. I just got even the calls I talked about earlier with the million dollar roundtable with Yanik and company; I still use that as a lead generation device, which is basically building your list.

There's also other things I try to leverage in as much as possible. So future products that I may develop in offline marketing is applicable here – why not include that? It could be even be a bonus.

Another thing that most people don't think about is the tele-surveys and focus groups. You want to find out what your market wants. And, Mark, you talked about this earlier, about getting people to be more interactive on your calls. This is a great way to do that. Because they love to participate and talk about what it is they want and you'll find that you'll build momentum as soon as someone pipes up and says, “You know what I really

want? I want this. For some reason I can't..." And other people will be like, "Yeah, you know what, that's right. I think the same way." So you get this sort of consensus, this, I hate to be kind of so crude about it, but kind of a herd mentality, in a way, but in a good way. Is that kind of, Mark, what you were saying earlier about what you were trying to do about getting more interactivity? You want us to talk about that a little bit?

Mark:

Yeah, that's true. I like when you said as far as opening it up for the Q&A, getting people interactive, I'm having trouble getting a large portion of the callers that are on the call interacting on the calls. I maybe get one or two or three people that don't mind voicing opinions but it seems for whatever reason when I'm teaching live in front of a class I can get everybody piping up but take that same class and put it on a teleseminar and for some reason people are a little bit shy in that setting at least that I've been running in to.

John:

Yeah, and a lot of times the people put the phone on mute and put the speaker phone on - and that's it. They're probably typing on the computer or surfing their email while they're doing it. It's not the same if you've got them in a little live setting where you've got their attention. And for folks who've joined, that's Mark Eckonroad, - did I say that right?

Mark:

Correct.

John:

From Phoenix, Arizona. We were chatting before we started the call, before the recording began, but one of the things Mark was talking about was getting that sort of interaction. Tell us how these surveys and focus groups can help with that, but it's not obviously the one tactic. You obviously want to give them an incentive to participate.

And I'm going to make a note here because at the end of this call I'm going to be talking about - and for those of you who joined, I mentioned that at the conclusion of this call - I'm going to be talking about a great way to get testimonials that if you've got an upcoming product, that doesn't quite exist yet, you'll be able to leverage the testimonials on content that you've already done. And that's also a great incentive to get people to participate. So I'm making a note here so I don't forget that.

Anyway, let's go back to where I was. We were talking about some of the uses of teleseminars that most people may not think of or use. And we just talked about focus groups and that sort of thing.

Another thing that a lot of people like to use is newsletters as far as list building. Some people sell them, like I said, about the perceived value of hard products that are mailed rather than delivered online - John Reese, Dan Kennedy, they all have newsletters that

you subscribe to and pay for and they get mailed to your house, but not everybody likes writing newsletters.

Not everybody is a writer, not everybody has the time to write. A teleseminar can be used as a great audio newsletter. Some people would rather just kind of jot down an outline of what they want to talk about and go on the call, build their list and invite their people to come on, record them, and then let people download the recording. Or ship them the CDs. Well, that's another use as well.

Here's something that Dan Kennedy talks about a lot. And this is something that I'm going to be testing soon. But, audio brochures and audio salesletters are basically CDs, is a giant long 60 or 90 minute or whatever audio that's on a CD. They're very popular these days because they're effective. People will listen to 60 or 90 minutes in the car for example but they won't always read 60 or 90 minutes worth of copy. The perceived value again is higher.

They're more likely to set aside a CD to listen to that later than they will with a salesletter. Once the sales letter gets put aside, it's more likely it failed to do its job and you put it aside and forget it. But a CD with a sales message will probably get picked up again for, say, the morning commute. Plus, like the Emhart example I mentioned earlier, you can get your distant customers on the call and you get audio testimonials in their own voice and that's powerful. So it's a great thing. I suggest a lot of people try.

So these are a lot cheaper than they used to be, they're very cheap to produce and mail and like I said, I'm going to be testing this shortly. The call I did with Michael Fortin and David Garfinkel for *Breakthrough Copywriting*. I recorded a call and I actually am going to have it made into CDs and I'm going to be shipping it out to prospects. This is a campaign. It's funny. It started online with their website. It went offline with the teleseminar which was promoted online, and now it's going to go even further offline via direct mail. So this is another great way to leverage everything you have at your disposal.

You don't want anything to go waste as long as it is profitable. So always be on the lookout for additional ways to leverage what you've already got. A lot of people here have things, whether it's things they have for resale rights or things affiliate stuff. Just as *Breakthrough Copywriting* is certainly their product not mine. I did a joint venture with them- I'm an affiliate of theirs, so I'm selling their product, but I'm still going to make a chunk of change even doing that. So a lot of people have things and they just kind of have them sitting on the hard drive or they don't know what to do with it. If you kind of look at all these different things you can probably test different ways and see which ones are the most effective for you.

I mentioned earlier too, that the *Million Dollar Roundtable* recording is a lead generating device. You really can put that recording to work continuously for you for years after the call ends. And I mentioned audio sales letters. Another cool thing with that is you can test several variations of such a call and use the version that sold the most as your control,

all things being equal with the market and the offer. This is sort of like split testing your audio sales letter before you even mail. Like I said, I haven't tried that one yet, but I'm going to this summer.

And you know, a lot of people think that teleseminars are great for info products and they're really not great for retail brick and mortar businesses. But one of Dan Kennedy's Platinum Members, Michael Cage, talks about an example where he's got marketing consulting clients.

One of his clients is a retail paint store. That paint store primarily sells paint to contractors and what he pretty much did was they were trying to figure out a way to get their sales up and Michael came up with the idea. "Well let's do this. Let's make a Gold Club"- I think he swiped that from Dan - "but we'll make it kind of a Gold Club where for your clients that buy a certain amount of paint, they get to go on these monthly teleseminar calls where we talk about how to increase their marketing and how to do the things they want to get". Just by doing that I think he said that they tripled their sales and that really doesn't surprise me.

It really can be used for anyone. In fact, I've got a client I just started working with yesterday and we're already talking about, we're trying to get them to build their list. He's basically a rug dealer, and we're trying to get him to build his list and one thing we're considering doing is bringing in someone that's an expert in home décor or home decorating, interior design, and you know, doing a similar thing with it, with a teleseminar where he'll go and offer some stuff and of course using a lot of the techniques I described here to try to increase sales. So, that's something I'm going to try.

But again, it doesn't just have to be for info products. It doesn't just have to be online. You really have to use your imagination. So certainly those are not all the things. There's tons more and I think there's... a lot of them are combinations, a lot of them are making a little more money. Those are the main ones that I happen to think of off the top of my head. A lot of them I use and some of them from other marketers I've talked to that they've used...

I want to get a little bit into the format, too, that the call can be in. I'm not going to spend a lot of time here, I just want to keep this call rather short and to the point. The most common, I think, or the two most common, I think, one is the lecture mode. That's kind of what we're doing here, where you have someone, either one person or more than one. Basically, they talk and everybody else listens. That's common in a lot of ways. Certainly for doing some sort of pitch or sale.

Then you've got your Q&A, which is sort of a panel discussion with scripted answers. You can combine them, of course, doing the lecture with the Q&A, but generally you have one or more people going back and forth to keep the momentum going. You can do an interview. You can do sort of a round table where you basically don't have scripts and things. You kind of have topics you're going to discuss, and you see that a lot on the old

political cross fire I remember that's gone now. They used to go back and forth and things got heated there, but they don't have to here.

Another thing is hotseats. Marketing hotseats are very popular where you get people that talk about their marketing problems and you ask them questions and you say, "you could try this, how about you do this? I suggest you do..." They call it the hotseat for obvious reasons but you're really trying to help them. And everybody else who's not on the hotseat is listening because a lot of the things that you're saying apply to them as well, or could apply if they adapt it.

Case studies are a good thing. I try to use case studies almost every call as possible because it's a great way to illustrate the kind of... Even if you get a little out there, if you use a case study, somebody out there might say, "oh, that makes sense now". So case studies are good.

Then you have the single calls or the series. You might do one call, but you might also break it up for several reasons. Maybe your content is too long to fit into one call. Maybe if you're doing coaching, you have assignments or steps that they have to take in between the calls, so there's a lot of ways to do that.

Another thing you can use if you don't really have the expertise for the subject matter you're trying to break into it – you know, if you're doing a call on hair replacement but you're not a doctor, you don't know much about that – you can maybe have several lecturers on the call or do an interview.

That's kind of like I mentioned a little bit earlier when I did the *Million Dollar Roundtable* call earlier this year. I had been doing a lot of stuff offline for years but really only been doing online stuff for not too long. And I wanted to kind of align myself with some people that my prospects knew and looked up to.

I approached – I think the first person I talked to actually was Yanik Silver because Yanik had actually purchased one of my headline swipe files and we had emailed back and forth a few times and I just kind of threw the idea out there. JP Maroney was another guy. Talked to him for a while for the last couple of years, I think on Michael Fortin's forum which is a great forum- www.CopywritersBoard.com. Great not only for copywriting but plenty of marketing as well.

I approached Yanik and asked him to do the call. He said sure, he'd love to do the call. When I had Yanik kind of involved, it was easier to approach other people. JP was already in, because I had talked to him about it. I talked to Michael Fortin because he was the next person I had known and talked to quite a bit. David Garfinkel – I subscribed to his newsletters and his stuff for probably a good year and a half or so. Hadn't really talked to him much, but asked him.

I think part of the fact that Yanik and Michael and company were already aboard helped, but certainly David is the nicest guy. I think if you really go to a lot of these people and

you're sincere and you tell them what you want to do, they'll help you because even after that call, David said, "do you want to do another call? just let me know..." That was a content call. That was, like I said, more to build social proof kind of establish yourself as an expert and also to build your list and it did all three.

So I recommend that if you haven't done that, go to some people that are in your target that are kind of gurus – I hate the term guru, but, you know, certainly experts in their field that you want to break into. Or maybe you want to do more with and see if you can get them involved because it's really not as hard as people think. A lot of people are just afraid to approach them, but a lot of people – I've yet to be turned down (and if you are, you move on to the next person).

That's enough about formats. There's more, and there's combinations but I think the idea... I'm going to talk a little bit about resources and then I'm going to give you some tips and some mistakes that I've made and maybe others have too, but you want to avoid them.

Teleseminar, really all you need is a recorder. It's great because everyone pretty much has a phone. You don't need any complicated software. Webinars is what you do online, and that's great but the few I've been on always seem to have problems. Problems with people on dialup and it's breaking up. I try to steer away from them but Harlan Kilstein did with John Carlton and David Garfinkel and Perry Marshall – they did a packed call and they had maybe thousands of people on there and sometimes that's just not practical to do on a teleseminar. But I also know that Dan Kennedy and Bill Glazer did one and I think they had like 6,000 people.

They had to shop around for a provider and they got it somehow and it worked but I personally used www.FreeAudioConferencing.com but I actually have the paid version. There's plenty of companies out there that will let you do this for free. Another one is www.FreeConferenceCall.com and you get up to 96 lines or something like that. I don't necessarily like them. I don't dislike them. I've heard some stories where especially at night, like tonight, if it's using a line around this time, a very popular time for people to have these teleconferences, these teleseminars, so there could be problems with bandwidth issues and that sort of thing. I've personally never had that problem but I've heard others who have.

But anyway, I have the paid version because I like www.FreeAudioConferencing.com for the basic reason that you pay a flat rate. I think I'm paying like a little over \$100 a month. I get like 200, 300 lines, I'm able to record, download, and a bunch of other features as well. And the nice thing is that it's a flat rate. Some of them charge like 4 cents a minute or 6 cents a minute but that's per line. That can add up quick if you're in the long run, but this is a recurring one. I have this line, it's dedicated, I can use it whenever I want.

You really need to shop around. There's plenty of other free ones too if you just go to Google and Google "teleseminar" and look at the AdWords on the right, you'll see tons

of them. Just kind of look at them and see what the differences are and what features they get. I would certainly recommend, not all of them offer recording services, if you're not going to go with one that does or if you want to do your own recording, there are some products down at Radio Shack that you can go get. I don't go that route. I know some people do, but if you just go down to Radio Shack and tell them what you want to do, you'll probably get hooked up there.

Recording and transcripts. I don't always do transcripts but sometimes I do. I use www.iDictate.com – I think it's 1 or 2 cents per word. I like them a lot. They have really fast turn around, they're very accurate, and they're a little bit more pricier. Like you can go to www.guru.com or www.Elance.com or one of those sites and probably get someone to do it for cheaper, I don't necessarily recommend that for quality, but you might find somebody that really does a good job. But certainly transcripts generally should be 1 or 2 cents a word. Maximum, a couple cents a word or maybe even less than that.

I don't want to get too much into the nuts and bolts of it, we'll talk more about that at a different point, but I'm going to tell you a little bit about some mistakes that I made and that others have made, just to kind of give you a heads up. So that maybe you might want to not do these...

What I call “doing one of” – and that's where you do a teleconference for whatever reason and once it's over, that's it. It just sits on a shelf, you never do anything with it again, and you're basically just throwing money away. Like I said, you can leverage it, you should leverage it, you could continually build leads for a sale, you can put it as a bonus, as part of a package or as part of a product, or course. There's just so many things you can do with it. You definitely just don't want to do it and throw it away.

Another mistake, and this is with a caveat, is not selling them on a call, or not selling effectively. And the caveat is that unless you're doing this on purpose. If you're doing a pure content call like the call like I'm doing here, you obviously then don't want to really sell. And if you say that upfront that it's pure content and no selling, then well, it should be just pure content and no selling.

Some people say “I'm doing a pure content call and sign up for it”. And they sell you after the fact with their autoresponder. In fact, I think a lot of people do that, and some people may say that's not ethical because you're saying “I'm not going to be doing any selling,” but I think it's profitable. It's up to you to call on whether you do that or not. I try to do that very minimally. But if I do, it's only going to be something that I think really relates to the content I did, and something I really think they would like and is a great value.

And it may not even be something that I'm even making any money off of. I have some people I know that don't have affiliate programs. Shame on them – they should but they don't. But their product is so great and I bought it, I'm going to recommend it. So, you should do some sort of selling on the call even if it's a soft sell where you just mention your website periodically or whatever you're promoting periodically.

Another mistake, and I've done this, many, many times, unfortunately, even if I know it's a mistake it sometimes happens is waiting for the last minute for the call. People don't get to your email right away. I've done calls where I promoted it to my list the same day of the call. I did one for JP where he was doing a call and it was pure content and he wasn't selling anything and he asked me if I would send a note. And it was a last minute, but I did.

I think some people got on the call but you're certainly going to be more effective if you give them more time and I would say if you're going to be sending it online via email probably a week to two weeks minimum and then you would send periodic reminders probably at least a few days to a week. If you're doing offline it's even more than that. It should be 2, 3 weeks minimum. You've just to give them time to get it and make sure they have they're able to do it in their schedule.

Another mistake is using weak copy to promote the call. Weak copy doesn't necessarily mean the copy stinks. It's just some markets, for example, the internet marketing crowd – I don't try to market to them too much because it's very competitive, it's very saturated. There are certain things I generally like marketing, if I'm going to market to that group, it's going to be something like a tool or something that they can use to make their life easier. It's not going to be another “how to make millions blah, blah, blah...” – you've seen that. But you get this type of crowd or other competitive ones and just to get them to opt in requires longer squeeze pages, longer opt in pages, with compelling copy just to get them to opt in.

So you know I think it's to your advantage to use really compelling copy and longer copy where you really spell out the benefits, create bullets and a call to action just to get them to opt in. So that's something I've learned, too.

My site, if you want to go look at it – the teleseminar's long gone, I'm not trying to promote this, – but www.Million-Dollar-Roundtable.com . If you just want to look at the squeeze page you'll see how long I did it, just to get an opt-in. Like I said, the call is long gone, so don't bother. But if you want to look at it, there's some other ones that I've done too and I think that are longer or more compelling. I should say, it doesn't have to be longer. I see some pages that are just a few sentences and I have to believe they're really not split testing it or trying as hard as they could. So that's something and another thing – that mistake you might want to avoid.

So let me talk about some tips here, some other ways that you can get more out of this and we'll cover mistakes, and stuff.

I mentioned earlier that you should always record it, even if you don't plan on freely distributing it. I'm not really doing that here, but I am recording it because I have a certain goal in mind for this which I'll talk about.

Always get them to attend in person if you can. You want to give them sort of an incentive. A special bonus, or that the recording won't be available. That way if there's a conflicting call, and they're making a call recording available, and you're not, you're increasing the chances they'll be on your call and picking up their recording later or so.

Especially like I said on Tuesdays and Wednesdays there are certain times when there's a lot of them going on, and people have to choose where they want to go. If you had two calls and all things being equal, and one of them had a recording available other one didn't, which one would you pick? So you want to give them incentives to attend in person if possible.

You also want to use case studies and examples wherever you can, to help communicate your message. Some people just get it better when they see your content explained in an example. If you look at the best computer programming manuals, they show both the syntax of the language as well as an example of its use in code. That used to frustrate me. I used to do a lot of programming and when they didn't show an example and their syntax is a little vague about how to use it, it's like, "boy, an example would sure be nice here". So all I'm saying is that sometimes it's nice to use case studies and examples to be clearer.

Another thing is when you're recording, make sure that what you discuss is still relevant a year or two or more when people will still listen to the recording. It's not always easy to do that because you don't really know what the future's going to bring, but whenever you have as much control as you have over that.

A good example is the way search engines have evolved. In the old days it was enough to stick in keywords in your metatags to get to the top of the search engines. Today that's no longer relevant. And that may not be something you may be able to avoid, but at least you probably wouldn't distribute that sort of old recording then advocating that.

Another thing is to have a script or some sort of outline. Don't try to wing it. I've done that before, too, and the feedback I get is "I wish it was a little more focused and on topic" and when I get feedback I try to learn from it. So, that's a good tip as well.

Another good thing to do is to make a special offer if you can for those on the call. You don't want to miss this if people are on the call ... You're doing your job, especially if you're selling a product. If you have an offer, definitely have a deadline. I mention that a lot of times people like to do like a Tuesday call and have a deadline of Friday at midnight.

Another thing is to have an incentive to get them to respond to you even before that deadline. I mentioned Michael Cage earlier. He cites an example where he likes to do the Tuesday call and the Friday deadline but then he likes to do even a bigger incentive. He'll say, "The first 5 people who order will get a free MP3 player with the call loaded on it." You know, the call, the teleseminar loaded on it. So that gets them going quick.

Another great thing is to – this may sound a little dumb - but, some people have talked about running the same teleseminar again and again. I personally haven't done this, but I think it may be something I may be testing. As long as it keeps delivering results, why not do it?

Again, Michael talked about some people who had been hearing the same teleseminar over and over again for months and then finally they said, "Wow! That was great! It was just what I needed!" It goes back to the old adage, "they're either going to buy it from you or they're not, and if they're not, maybe they will later." They may not be in that situation right now. Something may happen in their life that says, "Wow, I need to do this" and your timing is just right. So even though they've heard the same message over and over again for months and months it didn't click until it was relevant to them.

Another way of doing it, if you don't want to run the same teleseminar again and again, you can do a variation of it as well. You can do it live with generally the same content but keeping it live and keeping it fresh.

We're almost done here with the steps, but another is if you have other lecturers that are going to be joining you on a call, it's definitely to your benefit to try to get them to promote it to their own list as well. That way you'll build yours even more. A good incentive for them to do so is to let them pitch one of their products or services at the end of the call.

They know their list is going to be more responsive to their offer because it's their list and they know who they are. And they know who he or she is. So they'll want to get them on the call. It just means more money for them. In this case you're just basically trading profits that go to them for an opportunity to get more leads for yourself. So it's a win-win. So even if you're the only speaker, you can always do joint ventures with other people in the same manner if you've got something to offer them.

So I'm going to wrap this up, and then I'll take a few questions if we have any more time. But I did promise a technique that you could use to get some testimonials up front for an upcoming product. Technically the testimonials aren't for a product that hasn't been created yet. But the testimonials are really for the content you just delivered in your teleseminar.

If you've got a product that's in the works if it builds on the content you're just delivered, and it includes, say the recording of that call, or the same content, you can sometimes go through and cherry pick testimonials that apply that you get using that to help sell your product. But just kind of know that this is only ethical and possibly legal if your product contains the content the testimonials talk about.

I wouldn't recommend – you really have to be careful here, if you're going to do this – you have to be sure you don't give the wrong impression or feature the testimonials improperly. It's sort of an art collecting the right testimonials you want to develop if you're going to use this approach. You don't want to include the ones that say "oh your

call was great” if your final product is basically going to be a huge course where the call only plays a small part.

But if your call say is the bonus to that product, then in your sales letter you can put the testimonials for that call right after the bonus and that’s a great way to do it as well. If the call is just a small part of the package, or even it’s a large part, you want testimonials that are more along the lines of like “The content you gave is so valuable I went out and made \$X the very next week using your advice” – something along those lines. You want a little more generic about the content you’re delivering that fits in line with your product.

And now I’m going to really tell you how to do this because I’m going to use this technique right here right now. My proposition: My proposition is actually very simple. Next week I’ll be holding a follow up call for this one, and I’m going to be discussing ways to promote your seminars, getting more into the promotion aspect, getting into joint venture tactics, I’ll get a little more into the nuts and bolts of making extra profits from these teleseminars. The call will be free again but there’s a slight catch and some of you may have already guessed.

Yes, I do want your testimonial about the content on this call. Or rather, I really want your feedback. So if you’re going to give good, bad or neutral things to say about it, I’ll definitely still invite you to the call. Just be advised that by posting your comment, you’ll be giving me the right to use it for other promotional purposes. But like I said, I’m going to be very careful about which ones I use and how I use them. But it’s that simple.

Another thing which is really- some of you may see what I’m doing- I usually try to practice what I talk about. And by telling you at the start of the call about this technique about collecting testimonials that I was going to reveal at the end, I was hoping would be incentive for you to stay on till the end of the call.

It’s a way to you may be able to use this technique as well getting testimonials. Like I said, you can use a call for a bonus, you can certainly apply testimonials to that bonus, you really have to wait and see what you get and see if it’s applicable. I can’t say for certain. That’s a judgment call that you’ll have to make, and maybe testimonials really won’t apply depending on what you’re doing, so I’ll be honest there.

Mark, when I was talking earlier, that was the note I wanted to make there. If you want to get people more engaged it may be good in offering them some sort of incentive to do so. But get them more engaged. The same way I want people to give me feedback and/or testimonials after the call, you may be able to do something similar to kind of get them to participate in the call more. Do you know what I’m saying?

Mark:
Right.

John:

It's sort of vague and what I'll do is I'm going to give your question. And for those who arrived late, Mark was talking about he does calls, he does live events, he gets people that are much more interactive when they're live but when you get on a teleseminar, people generally have a mute speakerphone, checking their email, surfing, or doing whatever. They're not as interactive. You get the same few people that are interactive. He's looking for ways to get people more interactive. So, I'm going to give your questions some thought and we'll talk about it in more detail. I'll give you some hopefully some specifics on how to do that better next week. But I try to at least cover it with what we're talking about here.

And if you want to give me feedback, like I said, anything. You can just say, I like this. I didn't like it. Whatever. Hopefully you'll give me some constructive feedback because I'd like to make things better going forward.

So, with that, I want to see if anyone has any questions. I was trying to keep this call an hour or less and we're coming up on 9 o'clock Eastern, so we've got time for a few, if anybody has any, I'll do my best to help.

Mark:

Hey John, this is Mark and I think my question is more geared on the promotion now as far as what's the best way to set up beforehand that you said you're going to be answering probably most of those next week. Right?

John:

Yeah, the promotion stuff is a lot more involved. What I wanted to do here was to get people here sort of thinking about some of the things that a lot of people do teleseminars. Some people don't. Some people want to, some people are real pros at it. But if you pick up one or two ideas here so it's worth it. I was trying to give some suggestions on some different ways to use them and how to use them more profitably. In the next call there's definitely going to be, there's so much to cover about promotions, joint ventures in particular can be a very tricky topic.

I've done a lot more joint ventures offline than I started doing online. I'm going to try to cover both perspectives but there's definitely a lot to that and I definitely want to get into the nitty-gritty details, like you're trying to keep somewhat high level but certainly hard hitting and to the point. I'm going to keep your thoughts in mind and try to address that and see...

Mark:

Great.

John:

Well, I hope it's been a useful call. I know some of you got in late; I'm going to tell you another little bonus here that I'm going to do here for you. I'm not really going to be

releasing the recording of this call to the public because I've got a product that I'm developing and I'm going to be using some of the tactics I've talked about on this call, to develop that product. I talked about one of the ways we can use a call is certainly to create a product. I'm going to be doing that.

But, I want to make it a little – some of you came in late – and I think fair is fair, some of you missed a lot of the beginning which really kind of set the stage for this whole thing. So in addition to inviting you to the call next week, if you give me some feedback, I will also send you a download to the call. But it won't be available to the public. That's the only way you'll be able to get it. So if you benefit, I know it might be sort of a Catch-22, you had half the call, you're being asked to provide feedback on it, but even if you came in, you caught the tail end, tell me what you thought about it, and I'll also send you the download when that's available.

Hopefully, fair is fair, hopefully that is something that folks can use. But, I want to thank everybody who's on and have a great evening.

Stay safe, hopefully I look forward to your feedback, and we'll pick this up next week with the next step, the promotions, the joint ventures, some of the more nitty-gritty details, nuts and bolts of the whole thing. Thanks a lot, everybody, have a good night!

Mark:

Thanks John!