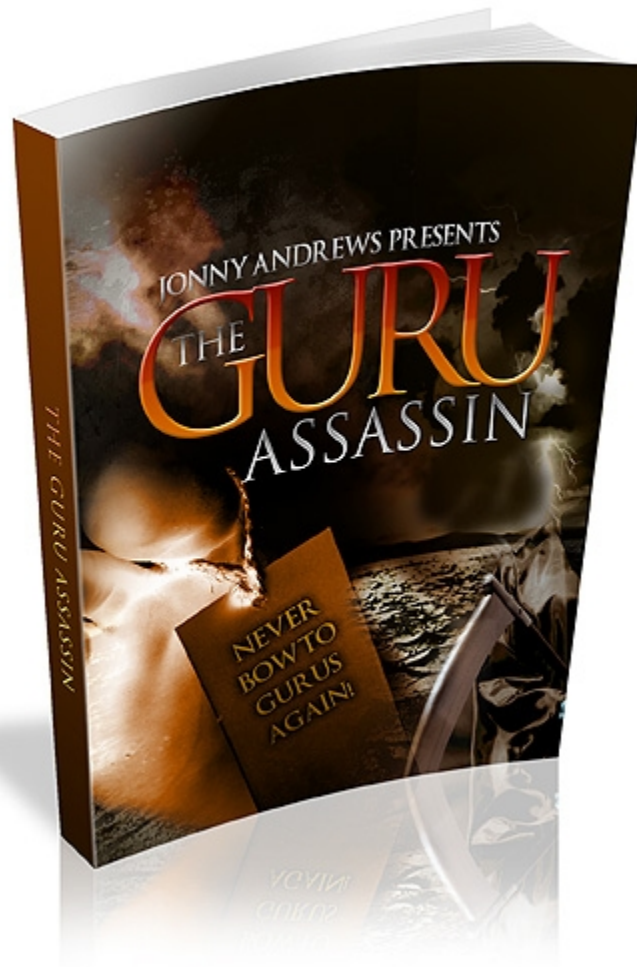


# John Ritskiwitz Teleseminar Profits Part II



**John:**

I want to welcome anyone who joined while I was setting up the recording as well to this call and what we're going to talk about, this is a follow up to the last one where we talked about all the different uses of teleseminars and different techniques. This one we're going to be talking about actually promoting them. It's very important because you can have a teleseminar and expect to get a lot of people, especially if you're trying to sell something and if you don't have people show up, well, it's kind of a lost cause.

And anyone here, we've intentionally kept the attendance short on this call so feel to jump in with any questions or comments or if you want to report on any successes or things to look out for with these techniques. So a lot of people are eventually going to get a recording, but not live. So, that being said, we're going to dive right into this and we're going to keep this pretty focused and hopefully just keep it on target without a lot of fluff. And so let's start talking about different ways to promote your teleseminar when you'd like to have one. Obviously the first thing that comes to mind and something everyone should always do is to send out a notification to your own mailing list.

You want to get that going probably a week to two weeks somewhere in there ahead of time if possible. You want to let them know what the call's about, when it is, it's up to you whether you want them to sign up on a separate sign up page or whether you just give them the dial in information. I've done it both ways and it really depends on what you're trying to accomplish with the call. For this particular one, I did not have people opt-in. I just sent out information at least for the first call, not this one.

**Speaker:**

John, I have a question,

**John:**

Sure.

**Speaker:**

Since there are so many teleseminars being offered nowadays, would you suggest offering some kind of a bonus if they come on the call or something like that?

**John:**

Two things. A bonus always adds, and it should be a quality bonus, not something they can get for free or something that they perceive as not being worth it. They've got to spend 30 or 60 or 90 minutes out of their day. A lot of times these teleseminars, they're very popular on Tuesday and Wednesday nights, so they often have conflicting ones and they have to decide which ones to go to. If they know that a recording of your call will be available ahead of time before the conference, they'll likely pick a different one where they don't know they have a recording because they know they can always get it later.

But the thing that I would definitely emphasize is, number one, providing a valuable benefit. The old "what's in it for me?". That's what they're going to be wondering. Why should I take my time and go on this call? Certainly a bonus or some type of

product or some type of offering. You need to find out what it is that they really want and you need to be able to give it to them. That definitely helps.

Obviously using good copy techniques, copywriting in your email is very important because it needs to be benefit driven, it needs to talk about, you know, conversation that's already in their minds, what they're thinking about, exactly at that moment and that's always hard to do. But there are plenty of books and things on copywriting- I'm not going to get too much into that. I will get into that at a later date, but there's plenty of places to learn how to do that.

You definitely need to be benefit focused and you need to offer them some sort of incentive. It doesn't have to be a bonus but it can be. It could be a combination of things. Really, the best thing you can offer them is quality content. If you're going to be talking about something on the call that they really want to know about, that's going to get them to go there over any other competing calls.

Doing your research upfront before you even offer the call is very important because you want to make sure that there's a market for this sort of thing and what it is that these folks want. What is there that they want that they can't get anywhere else or that they can't get anywhere else that's as good as you're going to give to them? You need to convey that to them and make sure that they know it. So, yeah, certainly a bonus would help, if it's something of value and something they want.

But it has to be a combination of copywriting, giving your market a good deal, something of very strong benefit for them, both on the call and if you're going to offer type of a bonus. Does that make sense? Did that answer your question?

**Speaker:**

Yes it does, thanks.

**John:**

It's tricky. Sometimes you have to experiment and do certain tests. I mentioned on the last call where you can use Google AdWords or any type of pay-per-click and you conduct tests. Certainly, and I'm going to mention that a little more in this call too but you can do that and find out what it is your target market wants. I'll definitely get to that.

Another way to promote – if you're going to have other speakers on the call, let's say you partner with some other experts in the niche that you're going to be talking about on the call and you have those people lined up to talk – obviously you want them to send a promo to their lists as well. Plus it will help build your own list because if you're going to have them opt-in you'll be able to get the information before the call. You're going to get opt-ins from other people's lists and that's going to help build your list as well.

A good case study is in the last call, when I did the Million Dollar Roundtable call with Michael Fortin and Yanik Silver and David Garfinkel and JP Maroney. These guys were promoting it to their lists as well and I saw my list increase rapidly just from that one

promotion alone. Certainly I promoted it to my list so my list actually grew to much more than it was. It pretty much tripled in size because of that. It's a great way to not only get people on your call, but to help build your own list for future revenue, etc.

Get yourself invited to speak on someone else's call. This is something that a lot of people don't think of, but it's a great way to get people to come to your own event because at the end of the call you can plug at the end. You can actually use a teleseminar to promote a teleseminar! Which a lot of people don't do that. Some do. Some of the smarter marketers do. The same way you get people to do a teleseminar an invite people to your call, you can approach them and especially when you kind of get more known in the niche that you're talking about, and have them invite you and ask them to be on their call. You want to make it a win-win scenario for both parties but it's definitely not something you should overlook.

Another thing that most people online are familiar with is pay-per-click advertising. AdWords and Overture are the 2 biggest ones today and if your guests are well known, again, with the Million Dollar Roundtable call, they certainly would, you can use their name as keywords. People are always searching for Yanik Silver or David Garfinkel or whoever. Put some pay-per-click ads up and drive them to your opt-in page and use that example of the Million Dollar Roundtable which I mentioned in the last call too.

Your opt-in page shouldn't be short and sweet, "Hey, sign up and we'll give you this and this". It should really be benefit driven, much like I mentioned about the emails that you send to your list. You have to offer them incentive or some reason for them to want to participate. One good thing about that is that a lot of times people will opt-in to your list to go on your call even if they can't make the call because they know a recording's going to be available or maybe they hope a recording's going to be available. Just because they're not going to the call doesn't mean you can't build your list that way.

Pay-per-click is something that you can run leading up to the call, certainly, and after the call is completed, you can still use it as a lead generation device to get people to come to the site and get the recording if it's something that you're going to make available as a lead generation tool. It can be used before and after the call.

There are also times when you can re-run the call. Some people will, and again I mentioned this in the last call, people will re-run a certain call monthly and people will go on the call 4, 5 months and not do anything, not buy, and then the timing was just right for whatever reason the message just clicked at the time and they ended up buying. So if it's profitable and it's to your advantage you can certainly keep re-running them.

Forums is another one. A lot of people... There's a lot of forums where people are, I have to put it mildly, addicted. The Warrior Forum comes to mind, Michael Fortin's is another one – a lot of people go there. You see the same people all the time. You know what topics they're interested in, you build relationships with people over time, and they usually have a section where you can post these types of announcements.

For example, in Michael's forum which is [www.CopywritersBoard.com](http://www.CopywritersBoard.com), he's got a section for articles and offers. And, a lot of people will typically post things like that up there. If someone does not happen to be on their list, they might see it and decide to sign up. It certainly happened for me, so I know it's happened for many others. It shouldn't be something that's overlooked and if you belong to a dozen or a half dozen or more forums, it only takes a few minutes.

You can even make the same posts on each forum and just modify it a little so that it's unique to that forum. But it's a great way to get... You're probably not going to get massive amounts, but certainly you never know... The right person might see it and send it to their lists, especially if it's really a valuable content and see that you're going to give good content only with no pitch. You can advertise that back there and you never know if some big guy with a 100,000 person list might see it and say, "Hey, that's a great value to my list" and just decide to do it. It doesn't happen often, but it happens.

One of the biggest ways – and again, interrupt me if you have any questions or if you want to make a comment or anything – but one of the biggest ways to promote your teleseminar is through joint ventures. That could be online or offline. What you want to do is, I mentioned on the forum where you're going to be building relationships over time with these people, it's the same thing with joint ventures.

You're going to meet people in forums, you're going to meet them maybe in seminars, or places where both have similar interests, usually in your marketing niche or whatever you're focusing on and you definitely want to start forming relationships with these people early on. You don't want to wait until it's time to promote and say, "Hey, hi, I'm so and so and I'm wondering if you're interested in promoting to your list" – that's a bad way to do it. You may get lucky but chances are it's not going to work.

You can form relationships in a lot of ways and one of the best ways is first of all you find somebody and identify them, and I'm going to talk about how to identify these people in a moment.

You find somebody and the first thing you want to do is you want to get on their mailing list. You want to see the content they're sending to their list. You want to see the types of products and services they offer. You want to know as much as you can about them and as much as you can about who they're marketing to. You need to look at their content, who they're shaping that to. Once you start doing that you can kind of form a picture to determine whether they are a good match for what you're offering. That takes time, but that's the first step.

So you start reading their stuff, you get to know them, and you buy some products from them occasionally, and you give them testimonials. You say, "Hey I just want to let you know I use this and it's great". You get to know them, you talk to them in the forums, you find out where they hang out. It takes time to build a relationship so it's not something you should wait until the last minute to do.

It's an ongoing process and you'll find that the more relationships you build, you'll meet other people through them. So, that is a great way to get going and start getting a pipeline down the road for joint ventures. When you do approach them with a joint venture, it has to be a win-win for both you and them, especially for them. You need to tell them what's in it for them. Kind of like what we talked about before when you're promoting to get people to come on your call.

Maybe they get to pitch a product or build their list or gain exposure. Or, maybe you can do a solo mailing to everybody who opts in to your list for the call, a solo mailing endorsing their product or service. Basically you need to find out what they want and you need to give it to them.

When you get into contacting them, a lot of people just send emails. That's all fine and well but these people, especially some of the people with bigger lists, get swamped with these things all the time and it's not unusual for them just to ignore it. Email is not the only way. It should still be used but it should be the only way. FedEx is a great way to get their attention, a fax, a phone call... Even if you send them an email, follow up with a phone call, some sort of unusual packaging or lumpy mail. If you send them a letter put something in there that's like lumpy or dimensional to make them kind of appeal to their curiosity so that they open it.

Once you get to know them better you can call them on the phone whenever you want. Obviously that's a lot easier than having to do it this way. But, you need to get your foot in the door. You want them to notice what you're doing. You need to have a very compelling offer for them. Everybody's doing a "I'll give you commissions or whatever" type of thing.

Try to find out what you can offer them that they're not already getting elsewhere. Why should they choose you? They're only going to want to send out so many mailings to their list. They don't want to inundate them with pitches left and right. You need to do a little research and find out what it is they're getting already and what they want, and why should they choose you over somebody else.

I've had people contact me – and this is an interesting story, but it may have happened to some of you on the call as well those who do joint ventures – who contacted me about a joint venture, and then I say okay. But then they make you jump through so many hoops to set it all up with their affiliate programs: First you need to go here, and then sign up for the program and then get an email then you've got to take it and cut and paste it to put it here – all this stuff you've got to do...

You don't want that. You want to make it as easy as possible for them to promote you. You want pre-made email templates, banners, postcards for offline promotions, endorsed mailings. Endorsed mailings I should just mention if you like want to send a direct mail letter to their list offline one of the best ways to do it is to have your thing already printed with your letter already printed, in the envelope, their address on the envelope, everything

ready to go, postage, all they've got to do is slap on, print out their list on labels and slap it on.

That will save them a lot of time. They'll be much more likely because everybody else will be so busy to want to do that. It's not just what's in it for them, it's what's in it for them time-wise. Definitely don't make them jump through hoops.

I heard some people join and I just want to say that if anybody has any questions or comments or anything, just jump in. This is a really just a small call, very few people on it, keeping it so intentionally. We're just talking about joint ventures now. How to form these relationships, who to go to...

What I want to talk about next is how to find these people. A lot of them you probably already know. You're already probably studying your market well, you're looking at your competition, or people that sell products that are complementary to yours. Some of the best ways to find these people if you don't know, certainly an easy way, is to do a search. Go online, go to Google, search for the topic that your teleseminar's going to be on, see what websites come up.

Websites that are actively building their own list you can usually tell because you go there and they want you to opt-in. If they have a large list, that's great. Another thing to do is check their popularity. Go to [www.Alexa.com](http://www.Alexa.com) and look for the ones with high traffic. They don't necessarily have to just promote you to their list, they can maybe put the information right on the website if they get large enough traffic. So, that's a good way. You would contact them either through the webmaster or contact info on their site, whatever.

Looking through e-zines which are just basically online newsletters, and joint venture with the owner of an e-zine, a publisher of an e-zine. There's a couple sites that I'm going to give you that are great places to find tons of e-zines. You should be able to find one in whatever niche you're marketing in. You may know some of these, but the first one is:

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

[www.new-lists.com](http://www.new-lists.com)

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

[www.e-zine-list.com](http://www.e-zine-list.com)

Those are 4 right off the bat. I know that there are plenty more, those definitely should get you plenty of potentials.

These people are already sending out newsletters to their list. And if you can find some that match your target market and approach them and work out a deal with them, again like I said, building the relationship you probably want to get on their – you want to do this well ahead of time if possible. You want to get on their mailing list and study what they're sending to their subscribers and look at their e-zine and make sure it's a good fit

and get to know them. That way when you contact them, that way you can say “I’ve been subscribing to your newsletter, I really like it”, and it’s not such a cold call kind of contact thing.

I mentioned forums earlier. Forums are a great way, certainly, to announce your teleseminar. They’re also a great way to build relationships with people there. But really, you should already be involved with that with several forums in your target market and you’re probably already doing that.

There are many places to find forums, there’s the Google groups and Yahoo. There’s plenty of places so basically most people I think would already have forums that they go to. So forums are another great way to look for potential joint venture partners. Certainly look for businesses or people that are online or offline that sells to your market. And more importantly, sells to a related market.

Here’s an example of something I’m doing right now. I’ve got a client that sells rugs. They have a website that sells rugs online. They’re one of the top ones. They do well over 7 figures annually. It’s impressive but they can certainly do more. What we’re looking to doing is looking at other areas they can get into to joint venture with. Certainly you do not want to go to your competitors but possibly home décor, furniture... People that are doing additions on their home, people that paint, they’re painting rooms, they’re remodeling rooms. All these opportunities to get out in front of their market.

What we’re trying to do is they’ve got a home décor and color expert. This guy actually has a degree, a college degree in color. I have never heard of that, but he does, and one of their USPs that they’re trying to focus on is making this guy available as kind of a specialist to the customers and we want him to be able to do some teleseminars for the customers on home décor tips, decorating, and that sort of thing.

A great way to joint venture would be to find other companies that deal with home décor and the other related markets. So, they also have about 6 retail stores in a couple of states but what they’re doing right now is they’re primarily an online business. So that’s something we’re looking into and I recommend that because a lot of people don’t always think of things like that.

Here’s an online example I’ll give you. For those of you who have ever gotten Perry Marshal’s AdWords course, if not, I recommend it, go to [www.PerryMarshal.com](http://www.PerryMarshal.com) he’s got a mini course. But if you do any kind of AdWords, pay-per-click, it’s a great, great course, in it there was a report on something that came out a few years ago some of you may be familiar with- the Google Cash Words Method. I’m not going to go into too much detail but it involved looking for affiliates and basically putting pay-per-click ads and re-directing them to the site and collecting the cut of an affiliate using your affiliate ID.

There’s certain restrictions you’ll have to follow if you’re going to do that with Google and all, but what verily ends up happening and I checked this and looked at it, for a lot of

these types of markets, the keywords you want are already going to be taken by the people actually selling the product. It's very difficult to compete with them because Google doesn't like their ads going to the same site for the same keywords. They're only going to pick one of the two and it's usually the more relevant one. The chances are that the person who's made the product is going to get it. One way to get around that is to look at, again, related markets.

You know, in the case of the area rugs, looking at home décor for keywords. They may not be using that. So you look for related markets and keywords that are associated with that market and you may have some luck getting traffic doing that. That's just a little tip. It's something you'll obviously have to experiment with because not all related market's going to work or be profitable. But it's a related little thing I wanted to pass along there.

I mentioned earlier subscribing to newsletters of others who sell to your target market. It's something you should certainly be doing anyways so you can approach them about a deal. You can also, again, look at related markets and do the same.

Any questions before I go on? Because we're going to start getting some offline stuff. Before I do that there's one other online resource that I want to let you know about. There are actual seminar announcement sites that you can go and you can announce your call on. I've got a few here that I'll share with you. Again I'm sure there's more but they're relatively new that I know that just came out I think in the last couple of years is [www.InternetIncomeLab.com](http://www.InternetIncomeLab.com). Actually, I think it's just this year. Another one that's been around for a few years is: [www.SeminarAnnouncer.com](http://www.SeminarAnnouncer.com). That's another one. [www.Teleclass.com](http://www.Teleclass.com) – that's another one. The last one I'm going to share with you is [www.SeminarInformation.com](http://www.SeminarInformation.com) – that one's more geared towards live seminars, in person seminars but last time I checked you could put seminars, teleseminars in there as well.

A lot of those methods are primarily online ways. I talked about some offline ways too but I'm going to get more now onto some offline ways because they shouldn't be neglected. You can see now where you get into promoting these things, teleseminar shouldn't be a last minute thing you throw together. You obviously have got to put some thought into it. When we get into that, I'm going to mentioned word of mouth and viral marketing and some things you can do.

It's very important there to have a plan in place. A plan on what you're going to release and when and your whole strategy's going to be upfront to promote the call rather than just "I'm going to send it to my list and do some JVs and send it out at the last minute".

That being said, package inserts. A great way to promote offline seminars and to the online seminars as well, promote teleseminars offline is what I meant to say. And one of the things I'm going to say about offline where you can do it online in a matter of days before, and obviously offline usually takes more because if you're dealing with snail mail or shipping or what have you, you've got to give them a heads up ahead of time. But package inserts, if you're going to partner with somebody, it doesn't cost them (or you if it's your product) any extra if you're already shipping or mailing something to their list.

Slip a letter in there, sales letter, slip a flyer in there, or what have you, to hitch along for the ride. It's not going to cost you anything extra.

Voice broadcasts are becoming more popular. If you've already got a business relationship with these people, the Do Not Call list doesn't apply. It also doesn't apply for calling businesses, only residential. So if you're doing business to business marketing, you can really even do cold calling although I don't think they're effective, personally, doing voice broadcasts.

For those who don't know what voice broadcasts are, basically you get a voice broadcast provider, you call them up, you record your message, and you upload your list with their phone numbers and this thing will call and voice mail them. And what you usually want to do is they can tell whether a live person's answering or an answering machine, usually. So you can devise your voice broadcast to be like you're calling yourself and leaving a message. If the call's during the day when most people are at work or away, obviously if you get the answering machine, it can leave a message and sound like you called when they get home and hear whatever you recorded. That's essentially what voice broadcast is.

I know Bill Glazer does a lot with that, Dan Kennedy's associate, and a lot of other people do: Joe Vitale, Yanik Silver does... They have great success with that. I've done it somewhat limitedly but I'm going to be expanding that a little more but they are effective. People think it's a pain... as long as you don't overdo it, and you provide value and something that they want, it's great.

It should be part of a sequence as well, all these things really should if you really think about it. You don't want to just send an email and that's that. You don't want to just do a package insert and that's that or what have you. You want to have a sequence of things that are designed to get them to sign up for your calls.

Certainly direct mail will fall into that category as well. You might do direct mail, could be a letter or postcard, again with the unusual packaging. I've sent things with the weird tubes packaging that people send like rolled up posters and things like that. People get those, "what the heck" and of course they're going to open it. Lumpy mail, like I said earlier when you have objects that are in there and they want to open up just to see what's in there works great as well. But again, they should be part of a sequence.

Fax is in a similar situation to Do Not Call. If you have a business relationship with them, you can generally fax them if you have a fax number and information. A lot of times you'll see nowadays when you're signing up for things, they'll ask you for your fax number. And unless the law changes, my understanding – and I'm not a lawyer: you should certainly check with your own legal advisor – I know that people with reputable companies are doing this. Dan Kennedy does this and a lot of others do. When they ask for your fax number and you're giving them your contact information and you're doing a business exchange whether it's a lead generation or whether you're buying a product, that counts today. And that can change tomorrow.

A good way to also reach your market is if you go to events like tradeshows for example where they're going to be circulating flyers, certainly can work. You can pay some high school or college kids to go out and circulate them. For example if you're not going to be at the event, if you know that a certain association is meeting at a hotel that day, you have some college kids or students go and put flyers on their windshields in the parking lot. That may be profitable as well.

Networking. You can also network there if you're at a seminar in person or other events. Certainly a lot of people go to a lot of these seminars not so much for the content. They're hanging out in the back room while the thing's going on making all their deals, networking. Best place- the bar the night before. Everybody's hanging out and basically making deals. Certainly if you've got things coming up, that's a great way to do it.

I want to talk about word of mouth and viral marketing. None of the stuff I'm talking about is earth shattering or new. But there's a process that really should be followed for this one. Instead of just – and I think you mentioned earlier that you've got all these other people that are having conference calls, how do you get them to come to yours, how do you stand out from the crowd? Obviously you want to have something that they really want. You want to have a unique selling proposition or something that sets you apart from the others. I think treating the call as an event, and not just another call helps and you want to build up the anticipation ahead of time.

Some of you may be familiar with Jeff Walker's *Product Launch Formula* but he wasn't the first one to do it. John Reese did it with his *Traffic Secrets*. There's a whole process that you do to build up the anticipation, get people talking about it ahead of time. So that when it's finally made available to them, where they can sign up, they just do it in a heartbeat. Even if the call is free. It's just getting harder and harder to cut through the clutter nowadays. You've got to employ certain tactics.

A blog. I think a blog and everybody's got one but keeping a blog dedicated to this event. Start off by telling them something's big coming. Set up a site with a countdown timer where all the details will be revealed. Do everything that I mentioned that you can on this call with the joint ventures, sending to your own list, going to forums, building a buzz, pointing them to the blog where they can make their own comments as well. Let them know something big's coming. And gradually what you'd do is reveal a little more information prior to the launch. You don't want to let the cat out of the bag too early.

So you're basically getting people to talk about it, the buzz is there, you're building social proof, and you're releasing more and more information. Then on launch day, BAM! Everything's revealed and at this point they should be so hot and heavy to sign up they're not even going to read the letter. They're just going to BOOM!, opt-in.

That's basically how John Reese was able to sell 1,000 copies of a \$1,000 product and make a million dollars in 24 hours with *Traffic Secrets*. Certainly the copy was stellar. Michael Fortin wrote the copy for that and a lot of times people got there, scrolled right

down and they just bought it. They had already been sold ahead of time. Think how much easier it would be to get them to opt-in for your list to go for your call or even if you're charging for the call, certainly use those same techniques.

Another thing I'm going to mention is public relations. You can get free PR by volunteering at charities, donating proceeds to a charity, doing charity fundraising events, all kinds of stuff like that. There's a site called [www.PRWeb.com](http://www.PRWeb.com) that specializes in that, and there's certainly other ones. It's not something that's always going to help you but it certainly is something that you should maybe look into and test and see if it works. The key though is to have a newsworthy event.

If you're going to get press releases to your local paper, I highly recommend getting to know your local paper. The editors, the people in there, and in advertising, get to know them because if you do, and you call them up, they're likely to listen to you more than if they don't know who you are. I know a friend of mine actually got a job, a part-time job at a paper. Doesn't need the money, doesn't need the job. Basically just to know the people, know who they are and I think he took a summer job, an intern job or something like that.

He's not really getting paid much if anything, but he's using it as a way to get in and know who the right people are to contact because he's a big believer in PR. He's got 2 different businesses and he's got one primary one and he's got one on the side he's starting to build. And the one on the side is where he's really trying to he's not really established there, he's trying to get in, he's trying to get some good PR. He also does a lot of volunteering with charities.

I just saw an article in my local paper, the Hartford Courant, last week about a woman who had survived I think it was breast cancer a while back who was doing some charity stuff with the Susan Komen Foundation, and she got a write-up about that. They did a whole promo out of this and other things. So it's definitely not to be overlooked and that's something of course you're not going to want to wait until the last minute to do as well.

A couple more things I'm going to cover and I think we'll wrap things up and answer any questions.

Certainly, when you're promoting a website, if you go and look for ways to do that, it's very popular for people to write articles, submit them to article directories, e-zines. You can certainly do that online and offline. It builds credibility, it establishes you as an expert. You'll always be able to have a resource link at the bottom where they can go back to your site. Certainly writing articles on a topic of yours will be beneficial to you.

Plus if you have a regular blog, you should probably have more than one blog, I mentioned earlier about a blog for your teleseminar or any product, for example that you're launching. You probably want to have a more generic blog. My blog that I started not too long ago is [www.JohnRitz.com](http://www.JohnRitz.com).

You can go to [www.Blogger.com](http://www.Blogger.com) which is Google's blogger site and you can open one up for free. There's no reason why anybody shouldn't – you just need to update it regularly. Even better is WordPress, at [www.WordPress.org](http://www.WordPress.org). Search engines love it because there's always fresh content being added, people like to link to it, and it's just a good way to keep yourself online and visible to everybody.

Having your own personal blog that deals with your primary market would be great for offering general articles as well and of course that blog should always link to the blog when you're ready to create the buzz for your product or teleseminar that you've devoted just for that. So having different blogs for different purposes is a good strategy to use as well.

So those are just some of the ways. I think if you really put your head together and get creative you can really think of a lot of things that most people aren't doing and also that people are doing because they work. I kind of take a mixed bag approach to what Dan Kennedy says "look at what everybody else is doing and do the opposite." I know what he means by that in his context, but at the same time, I'll go maybe on a different train if I say "look at what's out there and see what's working".

Stuff you see over and over again – there's something obviously working. People with certain ads and things... People aren't going to keep paying money if it's not working. There's some wisdom in that advice as well. Certainly there are certain types of ads that you see on TV, the Madison Avenue type ads they win awards for, the SuperBowl ads that are entertaining but you probably can't remember the products for them now... those types of things people do spend money over and over for but that doesn't mean it works. You kind of have to use your own judgment and look for ways to do out of the box things.

I'll mention one other thing I just came across. I just got Dan's newsletter for this month and it had the Gold Letter supplement. It was perfect timing about the internet. And they talked about this company. This company sells basically diamond jewelry and that sort of thing. It's [www.Ice.com](http://www.Ice.com), and they have 3 blogs they set up. They're doing all kinds of experimenting with different things.

They say on one blog, and this is pure genius, it's called [www.SparkleLikeTheStars.com](http://www.SparkleLikeTheStars.com) and I invite you to check it out, what they've done there is they've taken photographs of celebrities showing like what kinds of jewelry they're wearing and that sort of thing. They write a little article about it, and they have a little picture there and then they have links back to their site where people can buy similar jewelry to what the star is wearing on their own budget. They've had apparently great success with this because people love to read about celebrities. They've got other blogs linking to it; it's just gets a massive amount of traffic.

In fact [www.Ice.com](http://www.Ice.com) from what I've read, their mailing list is 1.3 million subscribers. We'd drool if we had that kind of list – basically we'd print money on command

whenever we'd send out an email. It's just incredible. They're doing some great groundbreaking stuff so I've been looking at that. In fact the rug dealer client I mentioned earlier I showed him and I said, "Why, we should try something similar! Why couldn't we do photographs of celebrity homes showing these types of rugs they have and have links back to our site?"

That may be a little tougher to come by, there's certainly copyright issues you've got to be aware of, because if a picture's copyrighted you can't use it. But that's something that using celebrities to promote your stuff is certainly something that Dan always talks about, Dan Kennedy, and it's been shown to be very successful. And the SparkleLikeTheStars site has a way of using celebrities in a way to sort of endorse their stuff without having to pay them a penny. That's just brilliant.

Be on the lookout for things like that. Whenever you see a site that's using something in a certain way... you can be like "hmmm" ... It could be a different industry, it could be a different business, you could see, "how could I apply that to mine?" If I want to do a teleseminar, offer a product, or service, "how can I take what they're doing and adapt it for my own business?"

It could be a completely different business you might not think about otherwise. Subscribe to magazines like Entrepreneur, reading the business section, this particular section in which I mentioned the Ice.com came from *Direct Magazine* so just some food for thought there.

That's pretty much going to bring it to a close for the content I was going to give you tonight about some ways to promote your teleseminar. I know I heard some beeps so I know some people came late, Mark, are you on the call?

I don't know if Mark made it on or not, he was on the last call and I'm going to answer his question for his benefit because I'm certainly going to give him the recording. But one of the questions that Mark had that we talked about was he does teleseminars. And when he does live seminars he has no problem getting people to participate. They're all in the room, they're all seeing each other, and they tend to participate more. When they're on the teleseminar, they might have their phone muted, they're probably working on their PC, checking their email, web surfing, whatever. They don't participate as much. He was looking for some ways to get them to participate more in the teleseminar and I told him I would think about some things and I came up with a couple ways that may help and that he may want to try.

One of them is, and this may help in other ways to have more content and deliver what they want to hear on the call, but have them after they sign up for the call send you questions ahead of time that they want you to answer on the call. A lot of smart marketers do this. In your autoresponder sequence or email or whatever follow up email to them signing up, you invite them to ask questions. Then you get on the call, you pick the best questions and you read the question and you say, "So and So, are you there? Let's talk about this..."

They're pretty much going to want to participate because you're addressing their question directly. It's something that's in it for them. They're not going to just sit there on mute if you're talking about them and you're asking them questions. So that could be one good way to do it. But I think the key is giving them something – a benefit – for participating. What is in it for them?

Dan Kennedy does another thing. If you've ever been to a Dan Kennedy seminar what he does is when someone asked a great question, he gives them something. "That's a great question! I'm going to give you this gift or a little something." Like for example, in a copywriting seminar he did in the late 90's, he would give them, I think he would call it the \$100 Pen. I think this was actually a pen that had a \$100 bill wrapped around it and sealed in plastic. It was some sort of novelty thing but that was something that obviously was very valuable.

People would certainly want to ask questions and then he would choose when he would give them out- he wouldn't give them out very often, but certainly the incentive is there. Once you do it once and people see "Oh if I ask a good question maybe I'll get that", it tends to get them thinking more about a question that they can ask rather than just ignoring and listening. That might be another thing worth trying.

I'm not saying give out \$100 pens, but something of value. You can say, "That's a great question. That's one of the best questions I've ever heard, email me at my address here and I'm going to send you this special report/course", or whatever it is that is something of value to them. Then other people might be like "Oh, that's interesting. And the next time you ask for questions you might get more response. Just some things to try, Mark, when you're able to listen to this.

If there's any more questions, if there's not any more questions, I'm going to wrap this up. I think we've covered quite a bit in the last hour, and like I said I wanted to keep it free of fluff and get just right to the point.

Well, everybody have a great evening, and we'll talk to you again. Bye now.