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HIDDEN MARKETING ASSETS

University

INTERVIEW SERIES

**How To Earn Your Yearly Salary
Every Month Doing Teleseminars
With Your Home Phone**

A Tele-seminar With Alex Mandossian

 Michael Senoff's
HardToFind Seminars.com

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

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How To Earn Your Yearly Salary Every Month Doing Teleseminars With Your Home Phone

A Tele-seminar With Alex Mandossian

When Alex Mandossian set a three-year goal for himself that he was going to earn his annual salary every month, he drew 36 columns on his office wall and wrote \$63,000 on the top of each of them. Then he kept track of his growing income, and in month 23, he did it – he made his yearly salary! Now Alex is sharing the secrets of how he accomplished that ambitious goal.

Alex didn't just sit back and expect his income to grow by magic. He increased it by running successful tele-seminars. Unlike traditional one-on-one coaching, tele-seminars allow you to reach many clients at the same time. And what's even better is that you can repackage and repurpose those calls to make even more money when you're done. And in this two-part audio, you'll hear exactly how to do that.

Part One: Never Play "Pin The Tail On The Donkey" With Your Marketing

According to Alex, when most entrepreneurs think about their marketing campaigns, they guess at what will work. This is about as effective as a high stakes game of Pin The Tail On The Donkey and is completely unnecessary. So in Part One you'll hear how to use the Socratic method to take the guesswork out of marketing your tele-seminars.

You'll Also Hear...

- The 6 reasons you'll want to run tele-seminars
- The 3 things you need to get started today
- How Alex got through Bob Proctor's gatekeeper to land an interview with him – and access to his list!
- The deal you'll get for registering for Alex's tele-training series
- What to do if you don't have a list to promote your tele-seminars to

Part Two: Sloppy Success Is Better Than Perfect Mediocrity

Alex used to think that there were two kinds of people in the audience of his seminars – those who thought they could do it and those who knew they couldn't. One would end up dripping in money and the other in complete mediocrity. Now he knows that these aren't two separate people but rather two separate voices in the same person. It's up to you to choose the "I can do this" voice – and silence your inner doubts. But it's not going to be easy and in Part Two, you'll hear how to do this along with:

- 12 ways to repurpose your seminars
- Exactly what Alex did to generate \$85,000 in sales using Bob Proctor's list – and what he got from the deal that was better than just a percentage
- How to get access to Alex's list of 220,000 – and 9 ways to build your own
- How many calls-to-action you should give during your tele-seminars and when to do them
- Why you'll want to "network" at other tele-seminars and ways to do that

Even though they're live audio, tele-seminars aren't nearly as intimidating as you might think. With the right tools and techniques, anyone can master the concepts and turn a yearly salary into a monthly one. And this interview with Alex Mandossian is a great place to start. To learn even more about Alex and tele-seminars, go to the newly established website hardtofindseminars.com.

Hi, I'm Michael Senoff, found and CEO of HardToFindSeminars.com. In the next two hours you are going to hear me do one of my first major teleseminars with teleseminar master Alex Mandossian. It is packed with information content on how you can start making more money selling more doing teleseminars. Now let's get ready.

Michael: I know that we have a bunch of people on the call and I will tell you, this is really exciting for me because this is something new for me. My sight is filled with interviews that have been pre-recorded and edited and posted.

So I want to welcome everyone to the call and I think if most of you follow my sight, or if not all of you, you will realize with the exception of some of my HMA marketing consultants because I have used a teleseminar service to do some group training calls. I think I did one of these teleseminar calls probably in 2004. There was a guy named Vanish Patel in the UK who said, "Hey Mike, why don't we do a

teleseminar?" I remember the first time that he asked me to do that and I told him no way.

Alex: I know Vanish, actually.

Michael: You know Vanish?

Alex: Yes.

Michael: When I first started my business and buying and selling preowned seminars he was like, "You should do a teleseminar." I said, "No way, Vanish." You know why I said no? I said no because I was afraid. I had that fear that I was going to screw up on a live call and look like an idiot. You hear it all the time that the number one fear of people is public speaking. I may sound real polished or I don't make any mistakes when you hear one of my edited interviews, but you can believe before the editing that there are some calls that I am going, uhm, but I clean all of that up. So it is a little bit nerve wracking. That is one of the reasons that I haven't done it. Another reason is I really didn't have a plan or a system to follow or a mentor. So because of that fear and because I didn't have a system or plan, I haven't done them in the past and I think that I have a pretty good thing going with my audio interviews, publishing and posting them all over the internet and generating some sales that way.

But Alex before I really started looking into some of your stuff and what you were doing, now I have been on your lists for years. I was probably one of the very first people to use Rick Raddatz audio service where you convert audio. I saw you up there every time I walked in to create an audio recording. I have been following you, but I have just never looked into the stuff that you are doing. I have recently. I will tell you, I am pumped up. I am excited because there is so much of what I am doing repurposing my prerecorded content, but with this teleseminar stuff I think the best is yet to come.

Alex: I just think that the thing is that it is different than public speaking in one regard. It is that people don't get to physically see you. So you can have a bad hair day. You can have a five o'clock shadow. You can be in sandals and shorts and it is not going to make a big deal. You could be in a t-shirt and a baseball cap. It is a little different than a public speech because it is not a matter of looking bad, no one can see you. If someone hangs up you can't really tell. I get terrified if someone just goes to the restroom while I am speaking publicly. I think that they are leaving my speech. They just have to go to the restroom.

The thing is that unlike most public events, you don't have to memorize speeches. You just need to be able to have a message, a mouth, and a mouse; like a computer mouse. Those are the three things that are required to make this work. I hope that I can convert you into what we call a teleseminarian where you start doing teleseminars. You don't have to do them every single time, you can have recorded calls, but doing them live you elicit a lot more action and you modify more behavior because it is a built-in scarcity model that is more authentic and it is a lot more intimate because it is live. Right now we are live. You can't fake this. It is what it is. I mean I know what date it is. My family downstairs is waiting to have dinner with me at 6 o'clock. It is 6 after 4 p.m. Pacific time. So it is a very exciting time for me because every call is like my first one. I get better and better at them, but every call feels like it is my first one. The action guide to this call, and I want to before I turn it over back to you, I want to make sure that everyone has HardToFindTeleseminars.com/actionguide;
HardToFindTeleseminars.com/actionguide.

That is the first tip for the evening. You want to have a physical action guide, not a note sheet, not a study guide, but an action guide where people are actually taking action writing on it, not multi-tasking; using the phone along with a printed out action guide, which is a PDF. You are exchanging molecules as the 16 pages come through your printer; which I hope has been printed. You will notice the first page is a background and then the final page has additional notes, and then in between are notes that we will be filling in. That is what I want you to do because anyone can do this, anyone in information publishing, any copywriter. In fact the best copywriters in the world whom I know currently living do teleseminars and generate a lot of their content and research from interviewing and surveying their market, so back to you Michael. I think this is going to be a very exciting call in the next 90 to 95 minutes.

Michael: Thanks Alex. You know, as I have done a lot of interviews over the years, I always tell my students that doing the interview is the easy part because when I do an interview I prepare and I have just about every question written out. So during that interview, even though it is being recorded, I don't really have to think. I have all of my questions in front of me and I just rifle them off one after another. I know that I have the convenience of editing, if I want to take an answer out that wasn't good or if I want to move something to somewhere else. Really you are the guy on the hot seat, but as I look at this action guide it is similar because you have an action guide to follow. It is not like you have to dream anything up. It is all right there in front of you in black and white.

Alex: Yeah and I have all of the answers in front of me.

Michael: You have all of the answers, exactly. So with this action guide in front of me, as you would probably teach any student and you probably teach any student that if you are going to introduce someone, I am going to read what you have written here. If I want to use this recording later and repurpose it like you teach, and we will be talking more about that later. I want to formally introduce Alex Mandossian's background.

Alex, since 1991 you have generated over \$243,000,000 in sales and profits for your clients and partners via "electronic marketing" media, such as TV Infomercials, online catalogs, 24-hour recorded messages, voice and fax broadcasting, Teleseminars, Webinars, Podcasts and Internet Marketing. We can get even more on you, the full story, by going to HardToFindTeleseminars.com. This is what amazes me. You have personally consulted Dale Carnegie Training, NYU, Robin's Research, which I assume is Tony Robbins organization, is that right?

Alex: That is correct.

Michael: 1ShoppingCart Corp., The Learning Annex, Strategic Coach, Super Camp, Trim Spa and many others. You have hosted teleseminars with world renowned thought leaders such as Mark Victor Hansen, Jack Canfield, Stephen Covey, Les Brown, David Allen, Vic Conant, Brian Tracy, David Bach, Harvey Mackay, Robert Cialdini, Harv Eker, Bobbi De Porter, Michael Masterson, Joe Vitale, Bob Proctor, Michael Gerber, Jay Abraham, Vic Conant, Julie Andrews, Ivan Misner, Barry Doorman and Donald Trump.

Alex: Yeah, you notice how we said Vic Conant twice because he is twice as important and Donald Trump that was an interview. It is up on my blog. Again, that was a very interesting virtual book tour we did, which we will talk about.

Michael: I want to check that out. Now this is amazing. You have trained over 14,300 teleseminar students since 2001 and claims that practically any entrepreneur can transform their annual income into a monthly income once they apply your principle centered electronic marketing strategies. Key point, Alex's 2001 annual income became an hourly income by 2006 at 16 times while tripling your days off. You live in the San Francisco Bay Area with your wife, Aimee, and two children, Gabriel and Breanna and you enjoy over 90 free days each year made possible as a result of your time-proven teleseminar marketing strategies.

Alex: That's it.

Michael: I am going to turn it over to you.

Alex: All right. Now I am going to come back to you and I want you to hold my feet to the fire because in any teleseminar in an interview setting, you, the interviewer, which I typically am, represent the listener. So whatever you feel the listener is thinking, whatever you feel that the listener is feeling, whatever you feel that the listener is doing, bring it up and hold my feet to the fire because my goal is to modify behavior. That is the definition of promotion. Changing minds is what marketing does. Changing a mind I can tell you and I can teach you that teleseminars work, but that is not enough. Promoting to you, a promoter is what changes behavior. I am going to define that in a little bit. I want you to know that there is something very, very special. This is a promotion. I am going to be transparent in this process. It is a promotion and the first 12 people who take action, nothing happens until someone takes action. Not when someone sells something. I can't sell you because that means I have more hope for your dreams than you do. You can only sell yourself. I can only influence you so that you are selling yourself and so that you are buying from what you are listening to. As a result, you want to listen and see if this is something that you can do. That is it. That is all you have to think about. Is it something that you can do? Can you interview people or can you become a thought leader so that you can teach one on many; not one on one, that is a one on one phone consultation, but one on many.

So there are 15 pages; HardToFindTeleseminars.com, which by the way is a web site at a URL that we purchased recently. Is it not?

Michael: It sure is.

Alex: I mean like less than 2 weeks ago.

You are listening to an exclusive teleseminar [on HardToFindTeleseminars.com](http://HardToFindTeleseminars.com).

Michael: That's right and I am going to give you credit. It was Alex's idea.

Alex: Well it just goes along with the brand HardToFindTeleseminars.com. You would think someone has owned it. When someone says to me that all the URLs have been purchased, it is rubbish. It doesn't make sense. It is not true. So HardToFindTeleseminars.com/actionguide is what I want you to have printed out. This replay will be available to you. If you are listening to the replay right now, you know someone is saying this because you may be listening to the replay. You get

access to the replay again and again and again. It will be available at HardToFindTeleseminars.com/replay. So if you have to leave early, you can come back. I am going to do everything in my power to motivate, persuade, and influence you become one of the first 12 to come onboard and continue your education with me. I am going to give you all the reasons in the world to do it. I am not ashamed of being a promoter. All the great leaders in history have been promoters and change behavior and I will go over what that means and what that looks like.

Right now I want you to go to page 2 of your action guide. If you are in your car, just listen. If you are in front of your action guide, HardToFindTeleseminars.com/actionguide, I want you to pull that up and start writing these six things. Here is the great news, the great news is that the teleseminar secrets that you are about to learn are that right now do not require the following six things.

Number one, speech memorization; speech memorization, please write that down. You do not have to memorize speeches because I am looking at the answers that you are going to have access to at the replay page. Why don't you have to memorize speeches? Because no one sees you, you can just read the action guide or the study guide or the note sheet or whatever you want to call it and recite it and then repurpose that content like we are going to do on this call. This call can turn into articles, this call can turn into blog posts, this call can turn into e-books, and this call can turn into mini e-courses. There are so many repurposing strategies that it will make your head spin of what this call can be. The spoken word is powerful. The written word is very powerful. The spoken word, I believe is even more powerful. A child learns with the spoken word before they can read. I think the archaic part of the brain is what is learning first before written word. You can listen in your car. You can't read in your car. You can listen while you are running and jogging. You can't read while you are running and jogging. It is very difficult. You can mow the lawn and listen on your Ipod or your Walkman, but you can't really read. So the written word as powerful as it is, is nowhere near as powerful as spoken word. We will talk more about that. Speech memorization, you don't need to do with the teleseminar. I am not memorizing anything. I am just reading.

Number two is cold calling. There is no rejection. You don't have to cold call anyone. No one is making you listen to me right now. No one is making you listen to Michael right now. You are listening because you are simply volunteering to listen. If you want to get the full story at HardToFindSeminars.com, there is no cold calling, there is no selling on my part, what I am doing is I am creating attention and interest.

The AIDA formula, the AIDA formula is an advertising formula that has been around for 80+ years; Attention, Interest, Desire, Action. Here if you remember anything remember this. Attention and interest is created by the teleseminar. That is all I am trying to do is get your attention and elicit your interest. The desire that I want to amplify and the action that I want you to take can only be done by the web site and that is at [HardToFindSeminars.com](http://www.HardToFindSeminars.com). Isn't that beautiful? You don't have to sell. You just have to get them to a web page that does all of the selling for you, that has all of the testimonials, that has the guarantee that has a blog that has everything that you need to do all of the selling for you. All the teleseminar does is amplify the attention and elicits more interest so that they create a greater desire and gets them to take action faster; AIDA. The first 50% is done by the teleseminar. The second 50% is done by the web site. There is no cold calling necessary. Michael, any comments on that because that is a huge shift on what people think a teleseminar should be?

Michael: I just took three quick notes as you were talking about the spoken word. Another thing I wrote down is easy. It is easy to talk. I have heard you talk about this. I hate to write. I can't write copy. I hire other copywriters if I need writing, but I can talk. Everyone can talk. If you can get in a rhythm and talk without being governed by your emotions, you would be surprised what comes out of your mouth. If you are able to record and repurpose that, then that is a benefit as well.

Also as technology gets more and more technical and advanced, the convergence of the ability to place spoken word audio on devices like your cell phone, your PDA, your Ipod, your computer; mobile devices that allow people to take spoken word audio or music with them where they can listen to it on their time is going to have a huge influence. I think it's just at its infancy. I believe in the near future that virtually everyone in the world will have, probably for free, a device that will play spoken word audio or music that can be downloaded from the Internet.

Alex: The handheld market is the future because it is portable and it is very difficult to read a book on an I-phone. It is easier to read a book on a Kindle, but who walks around with a Kindle? It is like walking around with a notebook. I mean I love Kindles. I have a Kindle from Amazon, but the key is to have a phone where you can listen to spoken word. The I-Phone, there are so many I-Phones out there. I mean I don't know how many thousand are being sold per day. The spoken word, everything is going back to the spoken word.

I think Robert Collier said this. I have interviewed his children and I think he is one of the greatest copywriters of all time. He is the father

of direct mail, as you know. He said, "A picture is worth a thousand words, but a mental picture is worth 10,000 pictures." If you think about it, why is a book a mental picture? You know when you read something you get a mental picture of something. Why is an audiocassette, when you hear something you create a mental picture out of it, why is it so much more valuable than watching a movie? The movie is the interpretation of the director and sometimes the movie is nowhere near as powerful as the book or as the audio program that you listen to because it was your interpretation. The moment that you see someone else's interpretation that movie picture, even, is nowhere near as powerful as your mental picture. So the beauty of a teleseminar is that the illicit promotes mental pictures in people's minds. You will be hearing me speaking in the form of metaphor and analogy and creating mental pictures in your mind. So I can do everything in my power not to sell, but to seduce. Not to market, but to promote so that you come on board as one of the first 12, with a risk-free taking the first 4 modules of the teleseminar secrets course at HardToFindTeleseminars.com. I am not ashamed of promoting. I welcome it. I need you to do the same if you are going to be a teleseminarian or someone who markets teleseminars because otherwise you will starve. It is not enough to deliver content. You become a professor or an academic. What you need to be is a promoter so that you change behavior. All the great spiritual teachers in history, all of the great copywriters, they have changed behavior. When you read great copy, people don't say, "Hey that is a great paragraph" or "What a great sentence". They say, "Can I be in that much danger? Can I really make six figures doing teleseminars month after month? Could I really lose 10 pounds over the weekend?" That is what a great copywriter will do. A great teleseminarian does the exact same thing. They write with their mouth and not with their hands.

Walter Reed the guy who invented the unique selling proposition, he invented the concept of the tag line "melts in your mouth, not in your hand". That was the M & M's tag line. I write with my mouth, not with my hand. I want you to do the same thing. No one has speaker's block. My wife doesn't. I don't. My children don't. My mom certainly doesn't. My dad doesn't. None of my brothers do during the holidays. I don't, as you can tell, but I do have writers block and I think everyone else does as well. I think it is a matter of the distance traveling from the grey matter in your brain to your mouth versus the grey matter to your fingertips. It is a lot longer distance. The elbows, the shoulders, and all of that other stuff get in the way. So no one has speaker's block that I know. Everyone has writer's block. If all you do is transcribe your words, instant copy written at the speed of sound.

So going back to page 2. No speech memorization, no cold calling. No web programming is number three. Number three is no web programming. You will notice how I have fill-ins and I have numbers on them. I have numbers and fill-ins because I want you to follow my lead. Have numbers so that you can say number 3 web programming. You don't have to program. You don't have to learn HTML. I have templates for you. You don't need to have anything other than a phone. That is it. That is all you need. A bridge line you can get for free. You can go to Google.com and just look up free conference calling and you will find free bridge lines. We have bridge line companies that are offering services for less than \$50 a month for 2,000 listeners. You know info teleseminar being one of them. So the web programming, you don't need to do.

Number four is travel or lodging. You don't need to travel. You don't need to fly anywhere. A teleseminar is green Michael. You don't need to travel. You don't need to pay for a hotel. What we do is we have a reunion. We have 8 modules for teleseminar secrets. It starts in December and it ends in March. The birthday present to myself, my birthday is on March 9th, right before my birthday I have what I call a reunion. People just pay the cost of admission. It is a \$300 event. It is a 2-day event. People come in from all over the world. They just gather. It is called a reunion because that is what it is. Isn't that a great way to have a seminar versus having a seminar where you bend over backwards trying to fill the room, trying to get seats and seats and it is very difficult to do these days. Some of my best friends are event marketers and they have less and less people showing up. Why not have teleseminars and then have a reunion at the end?

The year that I started was 2001. It was an atrocious year for history of the United States when the twin towers went down in New York City. I lived in New York about 9 months earlier and my business didn't fall after 9/11, it went up because people refused to travel. Because no travel or lodging is required with teleseminars, my business actually boomed.

Michael: What were you doing then?

Alex: Back then I was a copywriter writing copy for others. I was doing teleseminars and teaching people how to do that. Because people wouldn't go to the physical seminars, they were attending my teleseminar classes. So I found that people would attend my teleseminars more often as a result of not wanting to travel. During a recessionary economy, this year, I have had my best year ever, ever. People are screaming for mercy because of the crisis in the economy and people are getting laid off, unfortunately. For me it has been a

great year because people don't travel and people don't want to stay in hotels, but they still want to learn. There will never be a shortage of people who want to learn. So if you are a teacher, if you are a trainer, if you are a coach, if you do anything in the form of teaching, training or supporting a following of customers, clients, patients, or students then teleseminars are for you. People don't have to travel or lodge as a result. That is the fourth thing that is unnecessary.

Software or hardware is the fifth thing. You don't need any software. You have heard of desktop software. All you need is necktop software. You need a head. You need a mind. That is it. In fact, all you need is a mouth. If you have a mouth, you can do a teleseminar. You don't need new software. Hardware, you need a phone. The phone that I am looking at cost me \$95. It has made me over 10 and a half million dollars over the last 8 and a half years. I mean this phone that I am looking at has had a return on investment that I can't even measure. So you don't need any new hardware. The bridge line you don't have to buy. You can rent that and many times it is free. If you go to Google, you will find free bridge lines all of the time. So software and hardware is unneeded.

The sixth thing, and I hope it is funny to you, but you don't even need a good hair day. You don't need one. You can have a 5 o'clock shadow. Guys, you don't need to shave. Right now I haven't shaved for two days. I hate to admit it, but I am wearing a ball cap. I have sweats on and I have socks. I have this manual foot massager underneath my desk. I'm rolling the balls of my feet over it. That is keeping me awake. You know if I didn't tell on myself, you wouldn't know it, but those are the six things that you don't need.

You don't need to memorize speeches. You don't need to cold call. No one is making you listen to me right now. There is no rejection. You don't need web programming. You don't need travel or lodging. You don't need software or hardware; that is number five. You don't need a good hair day. Okay? Those are the six things that you don't need.

To finish off this page, as an entrepreneurial CEO, that is what I am assuming that you are, an entrepreneurial CEO. If you are listening right now, I am assuming that you are an entrepreneur. You undertake that is what the word means, entrepreneur, to undertake, to manage. That you are the CEO, that you are the chief executive officer of your company. You are responsible for your own income. Even if you are a wage earner and you want to work part time, you are still your CEO of your company. So as an entrepreneurial CEO, the fast, easy, and economical way to transform annual income into a monthly income and

the answer is teleseminar. Annual income is a monthly income and is teleseminars.

The only things worth learning are things you learn after you know it all, says Harry S. Truman and John Whitten, the champion basketball coach from UCLA said that as well. Annual is a monthly income is my wish for you. I think that it is possible in less than three years. I will tell you how I did it and the answer is teleseminars. Everyone has a telephone. I have had students that are 11 years of age. I have had students who are over 80. I have had students who were blind. I have had students who were deaf. I have had students who are mentally retarded. I have students who can't walk. I have had students who could barely put two sentences together, and yet, they are conducting teleseminars and making a difference in the world because they have a telephone and they are doing the one on many approach. Michael questions and comments at this point?

Michael: No, this is great. Keep going. I am just soaking it up like everyone else.

Alex: Okay, page 16. Let's go all the way to page 16, then HardToFindSeminars.com/actionguide; that is the action guide, which I hope you printed out. If you haven't then you can listen to the replay at HardToFindSeminars.com/replay and you will have the answers as well as the blank action guide for you to fill out. It is the easiest way for you to learn, for you to dialogue with me.

On page 16 there are four words at the very top or four lines that say why, what, how, and what if; why, what how, and what if. Now these are very important because these are the four learning styles. If you are a presenter, if you are a copywriter, if you are a public speaker, if you are a teleseminar presenter or promoter, then you need to know about these four; why, what, how, and what if.

This was invented and developed by a gentleman by the name of David Kolb. He is worth researching. He invented this around the early 80's. He is a Harvard MBA graduate. His expertise is in accelerated learning. He said, "There are four types of learners in the world; the why people, the what people, the how people, and the what ifs. So I am going to assume that you fall into one of those four categories if you are listening right now. I know which one I am. I am a what-if, but let's go through all four of them.

If you are going to present, you want to present these four in this order. If you are not going to come on board with HardToFindTeleseminars.com, if you are not going to come onboard

and continue your education with me, at least take notes for this because this will change the way you will present and you will get more traction and more pulling power with all of your copy in any published speech or teleseminar you give from now on; whether you decide to study with me or not.

Page 16, at the very top, the why person I want you to write down this sentence next to the word why. One on many. See the why person, that person is the promoter. They want to know why. Why should I be listening to you Alex? Well, here is why. One on many. A teleseminar is a one on many modality. If I talk to one person on my phone, I have to convert that person 100% of the time to get a sale. If I talk to 100 people on the phone, which there are many more than that right now, then from 100 people a 1% conversion gives me the same result as 100% conversion speaking one on one. There is, look at all the leverage I have. So if I am speaking one on one, then 100% conversion. If I am speaking 1 on 100, I can teach you how to get 100 people on the phone. Then a 1% conversion gets me the same result. Now a 2% conversion will get me a 100% increase from one on one. I can't get two people sold if I'm speaking to one person at a time. So why speak to one person if you are a coach, consultant or any type of professional, copywriter or whatever it is that you do. Why speak to your prospects 1 on 1? Why do a 1 on 1 consultation? Why not do one on many? Because you don't need the same pulling power or conversion ability as you would on 1 on 1. So that is the why you should be listening to me.

On the second one, write down Starbucks story. Starbucks has a Starbucks coffee. Listen to this. This is a metaphor for you. Here is the story. Your phone that you are listening to on right now, if you are speaking 1 on 1 with people it is like having a coffee maker in your home where you are just making coffee for yourself and you are not making any money from it. It is a consumer product. The grounds, the filter, the electricity, the water, everything is for yourself; it is consumable right? That is why they call it a consumer product. I don't know what you paid for it, maybe \$50 or \$100, but it is like your phone if you are speaking 1 on 1 to people; it is just for yourself. Now take that same coffee maker that you have at home and see how this works for you Michael. If you take that same coffee maker, same grounds, same filter, same water, same plug, same everything and you stuck it into a Starbucks. You had the leverage of all of the people walking into a Starbucks. Usually there is a line out the door in the Starbucks that I am at in California, now that coffee maker can make me tens of thousands of dollars. If I use my phone as a commercial product like a coffee maker in Starbucks, where I am calling into a bridge line like I am doing now; one on many, then I can make money, real money. If I

am doing it 1 on 1, just me, then it is a consumer product and the chances of me making money are next to nothing and I am a sales person.

So the difference between a teleseminar and a 1 on 1 call is huge. It is the difference between having a coffee maker at home versus a coffee maker in Starbucks. That is why you should be listening to me if you are a why person. Michael does that make sense?

Michael: That makes total sense. I am just thinking on the why when we talk about one on many, I am just recanting over the last several days as I have been promoting this call because it was the first time that I have really, heavily promoted any kind of live teleseminar. Anyone on the call, whether you come on board with Alex or not, I have your name and I have your email address. I would be more than happy to share with you the specific results from the first email to the second email to the third to the fourth, the percentage of opens, the percentage of clicks, and then to the results of how we were able to get right under about 400 or 500 people registering for the call. I am just amazed at that. So one of the reasons that I am doing this is also just testing it out for myself. Now I know that there is people listening that are saying, "Well, I don't have a mailing list." I know, because I have studied a little bit about Alex's stuff that that has nothing to do with it because you can do everything that I have done. I could do everything that I just did without one name on my list. Isn't that true Alex?

For more information on business, marketing, advertising, and Internet marketing go to HardToFindSeminars.com.

Alex: That is what page 4 and 5 is for. That is what page 13 is for. I anticipated that response because that is all I hear. In fact, module 2 of the teleseminar secrets course available at HardToFindTeleseminars.com, module 2 is all about building your list. Module 3 is all about getting new registrations, which is also about building your lists. The beauty of getting people registered to a teleseminar is they are building your list. They are not visiting your web page for a minute. The average person visits my web site for 58 seconds. That is a long time. The average person listens to me for over 70 minutes. That means a teleseminar is worth 70 times more than a web site visit, if you look at it theoretically. So the intimacy value of a teleseminar where someone is in the position of making a decision is huge. So if you are why person, one on many, it is a good enough reason to keep listening.

If you are a what person, the what person is a scholar. They want to know what is a teleseminar, right? Let me tell you what a teleseminar

is. Next to what I want you to write down “A teleseminar is a bridge line call with a moderator and participant.” A teleseminar is a bridge line call with a moderator, now we have two moderators right now. We have Alex and we have Michael. We have a bunch of participants. Participants if you are listening right now, and I know you are. If there is anyone on the line, I want you to give me a loud yes. I know it may sound silly, it may feel a little uncomfortable, give me a loud yes and it will wake you up this evening, in the morning or whenever it is that you are listening. I want to prove to everyone that if I unmute the call that there are participants on the line. So as loud as you possibly can, if you follow Michael Senoff, let me show him the spirit you have. Let me hear a loud yes on the count of three; one, two, three. Yes! Yes! Yes!

Michael: That’s great. That is a good feeling.

Alex: So the teleseminar is a bridge line call with moderator and participants. Underneath that, I want you to write under what, “that everyone calls from the convenience of their home or office”. Everyone calls from the convenience of their home or office. Everyone calls from the convenience of their home or office. The call is convenient for you. The replay is convenient for you. It is like TIVOing the call because the replay will be available for you. It is more appealing in the top 12 people; the first 12 will get something because we want to reward decision-making.

Napoleon Hill talked about being decisive as being one of the 17 success strategies that he learned from Andrew Carnegie and the 500 wealthiest people in his time. Being decisive is critically important. Having a definite purpose is important. We are going to reward people who are decisive and coming on board. We are going to take the risk away because you get to listen to the first four modules risk free because the refund policy is after the fourth module because I know what I have. I have done this for five years because everyone calls from the convenience of their home or office. I have no idea where you are calling from, but chances are that you either are a new caller and you are in your home or your office. That is what a teleseminar is.

How? How does a teleseminar work? In the Michael Gerber world, this is the technician. This is the roll up your sleeves person. They have to do it all right? So here is the three things that you need for a teleseminar. You need a message. You need something to say. It doesn’t even have to be your message. It can be someone else’s, as I will show you on page four of this action guide. You need a mouth. My voice is insured. Why is my voice insured? Literally, I have disability insurance on my voice because if my voice goes out, I lose \$5,000,000 per year. I am out of business. Everything that I create is

with my voice. Every dollar I earn is with my voice. That is the risk I have, my voice. I have lost my voice twice in my life during a teleseminar. Once was with Mark Victor Hansen and once was with my own seminar. People were rooting for me. Please make it. It was difficult. I lost it. One time I had laryngitis and the other time I had a cold.

So I need a message, a mouth and a mouse. Those are the three things that I need; a message, a mouth. I need a mouth. If I have duct tape over my mouth, I'm out of business. I don't need legs. I don't need arms. I don't even need an IQ. I need a mouth and I need a mouse. I need a mouse because the Internet made teleseminars less expensive. No direct mail, no postcards, instant email and boom. You can get people on board with voice broadcast. You can get people on board with fax broadcast. You can get people on board with audio postcards. You don't need direct mail or postcards like I use to do in the old days. So I need a message, a mouth, and a mouse, put that next to how, with an ordinary telephone. What I am looking at has generated almost \$11,000,000. It cost me less than \$100. That is a high-end phone. When I bought it, it was many years ago, it was like a \$300 phone.

So I need a message, a mouth and a mouse with an ordinary telephone. Then on the second line of the how, for all of you how people, you need to create online templates so that people can register online. Your participants create your content. Online templates to register online and your participants create your content. What does that mean? I show you on pages 4 and 5. You don't need to create your own content. Even if you don't have a message, you can work with a thought leader and their own message like I did when I started. Then watch what happens. You can be a Larry King or an Oprah Winfrey or an interviewer. Michael does just that. He goes after thought leaders. Think about all of the people that he has interviewed. Ted Nicholas, John Carlton, Nick Conant, right? Tom Hopkins, Ben Gay, III, Mark Joyner, Melvin Powers, Jay Conrad Levinson, Bill Bartmann, Art Hamel, Denny Hatch, and many, many more. These are advertising minds. He has been the conduit and he has been the interviewer. He has been the Larry King or the Montel Williams or the interviewer, just like Napoleon Hill interviewed 500 of the wealthiest men and women during his day. So that is the "how".

"What if", that is the fourth area. We went over the "why", the "what", the "how". I don't know if you are a "why" person. I don't know if you are a "what" person. I don't know if you are a "how" person. The "why" person is the sales person. The "what" person is the scholar or the academic, the "how" person is the technician. I am a "what if". The

“what if” is a marketer. The “what if” takes the “whys”, “whats” and the “hows” and they think to themselves, “What if I use this in different ways”.

So what if we used teleseminars as preview calls. This is a preview call, have you noticed? This is a preview call. [HardToFindTeleseminars.com](http://www.HardToFindTeleseminars.com), if you go to that page, [HardToFindTeleseminars.com](http://www.HardToFindTeleseminars.com), if you there, this is a preview call for an 8-module training that you get to come back to over and over again for free. It is a preview call. If we use this as a preview call what a great way to launch a product, a how-to product, software, how to launch audio generator, instant video generator, instant teleseminar. I have launched all of my products, half of the database with preview calls.

Tele-fundraisers. On the final Friday of each month, I have a tele-fundraiser. I have raised more money through smartstartgiving.org, kiva.org, for entrepreneurs.org than any other living human being. Most of it did not come from me. It has come from people donating \$10, \$20, and \$40 at a time. Why, because a tele-fundraiser is efficient. It is fast. It is simple. It is inexpensive. I’m not getting people to come into a hotel and eating rubber chicken and listen to dumb jokes. I’m not a comedian. I am not serving alcohol and soft drinks and shaving off dollars that could be going to the cause, 97% of the dollars are going directly to the cause and the 3% is being taken by the credit card company. That is called a tele-fundraiser.

Coaching, why not have coaching training one on many versus 1 on 1. Why not have coaching consultations where you have 12 people on the phone versus one? Why not out of 12 people, 2 or 3 will say yes. Out of 1 person, maybe 2 or 3 would say yes. You have to go through 12 different hours before you get a yes. Well with one, 12 on 1 coaching it takes one hour and you will get a bunch of yeses. So coaching trainings are much better.

Affiliate teletraining; that is another “what if”. I hope you are writing this down under “what if”. I teach people how to become affiliates through teleseminars. It is much more powerful and much more intimate. This is something that I invented. I learned this from the network marketing industries. I am not a network marketer, but hey, why not have Internet marketing affiliate training calls to teleseminars? Okay? Since then people are Frank Curran, people like Stompernet, people at Stompernet. People like Jeff Walker, Evan Pagan; they have done virtual affiliate trainings on a teleseminar. Another format, “what if”, what if we used it to sell books, virtual book tours. I have done that with Donald Trump, Steven Covey, Harvey Mackay, *Swim With the*

Sharks Without Being Eaten Alive. I have done it with some of the top authors in the world; Julie Andrews.

Membership sites, you know getting people in a community on a teleseminar. “What if” that is what teleseminars can do. “What”, “how”, and “what if”. Those are the four different learning styles that I want you to be aware of before we go to page 3.

On page 3 is the most important page of this training because it eliminates all of the guesswork. Michael, comments, questions, or any concerns so far?

Michael: One question that I have on your “how”, message, mouth, and mouse. Now knowing what you know, if you lost your voice permanently could you still run a teleseminar business by hiring or having someone else be the mouth for you?

Alex: Yes, I could. It would not be as fun for me. It would be torture for me. I love doing teleseminars. The person that I have become loves it even more, but I could do it. I absolutely could do it and I probably would to support my family.

Michael: The reason that I ask is so you have people on line. Like I have talked about, that fear can be pretty powerful. There are some people that just may be thinking in their head, “No way am I doing these live teleseminars”. But, hey this is a business if we are using it in a promotional modality. Could I hire someone to be the mouth for my teleseminar promotions? That is what I want anyone that is listening who has that fear and just will absolutely not bring themselves to doing this. You don’t have to be the mouth. You can bring another mouth in to do this. Would you agree?

Alex: I totally agree. You can do it and you should do it. I am addicted to teleseminars. I am obsessed with them. As a result, I love teaching students how to do them, but for any reason if you are reticent and you have a certain fear of delivering teleseminars then you can definitely have someone else do it. In fact on our vendor list we have teleseminarians that is what we call those students who do teleseminars. We have teleseminarians who do teleseminars for a small fee in exchange for your voice; they replace your voice because some people are not comfortable with their accent. We have many people overseas. Even though I tell them until I turn blue in the face that it is okay, they don’t like the way they sound. They don’t like the way that they come across. So I am not going to fight that. We do have students who will take their place and cover the content. They are very, very good at it. So yes, the answer is yes.

Michael: Very good, thank you.

Alex: Page 3, traditional versus teleseminar marketing method. This is a critical page because in the traditional marketing method people want to match the message with their market. The perfect message to market match is what Dan Kennedy and others have been talking about for years, but typically people come up with the message. So under message, put number 1. There is a space there, write the number 1. Under media put number 2. Under market put number 3, under traditional marketing method. Message 1, media 2, market 3. Now under the teleseminar marketing method, I want you to write market 1, media 2, and message 3. It is just the opposite. It is the Socratic method.

Now let's talk about this. You should have 1, 2, and 3 going left to right at the top under traditional and 1, 2, and 3 going right to left under teleseminar marketing method. Now, how does this work? Well first of all if you are a copywriter, if you are an independent professional, if you are a marketer of any kind, then know that it is not about the product that counts. It is not about your service. I am just going to call it a product. It is not about your product, it is about your prospect. Your product doesn't have the wallet. Your product takes something out of your wallet. In creating inventory, the product costs you money. The prospect makes you money. So I want you to be prospect centered, not product centered. If you are product centered, you are starting with the message. You are finding the media source to get to the market, whether it is direct mail, the Internet, teleseminar or whatever. I mean we are talking teleseminar right now, but it could easily be a book, blog or any other format. Then you are getting to the market and you are praying. Please, I hope that the market wants to buy my product. That is playing pin the tail on the donkey with your marketing dollars. It doesn't make sense.

I prefer to go to the market first. Ask them what they want like Socrates asked people who would come up to him in Athens when he was wearing sandals and a toga saying, "Socrates, what is beauty?" He would say, "Well, what does beauty mean to you?" He put the truth and the burden of truth on the person asking. So go to the market, go to the prospect first and ask him, "Hey, what is it you want on this topic? I know that you want to improve your golf swing. What do you want to know specifically about that? I know that you want to dribble a basketball better, what do you want to know specifically? I know you want to know how to trade options. What do you want to know specifically about that? Veteran real estate investors, what do you want to know on how to invest in real estate during economic down swing?"

On teleseminars, an entrepreneurial CEO, what do you want to know to accelerate your income utilizing the one on many method of teleseminars?" With any market on earth, whether you have a message or not, what do you want to know? So that is I going to the prospect and asking them what do they want and then coming up with the message last; there is no guesswork. It is like lifting the blindfold. It is like parting the curtain.

The first method, traditional marketing, is like having a curtain in front of the bowling pin and then bowling. Then having the bowling ball go underneath that curtain and not knowing how many bowling pins go down. Now if I do that with my kids they lose interest. They can't keep score. If I lift the curtain to see how many bowling pins go down, even if I hit a gutter ball, I know that it is zero. I can keep score. So that is what the teleseminar marketing method does. First I go to the prospect and then I create the message. I am going to show you how to do this on page 4 and 5.

Now the box underneath my telemonitization method, telemonitization means making money through a teleseminar. Monitization is just that. Marketing changes minds. Fill that in. Marketing changes minds, promotion changes behavior. My gosh if there is anything that I want you to remember it is this. I have been alluding to this all along. Marketing changes minds, promotion changes behavior. What do I mean by that? Well with marketing, I am going to give you a call to action; HardToFindTeleseminars.com. I have changed your mind hopefully. You know that one on many works. You look at that sales letter and that web page and its an invitation, it is an open letter and you say wow. This is great. Look at all these testimonials. Look at all of these videos. Look at this blog. It is very interesting. I have changed your mind, big deal. I will starve if I don't change your behavior.

A behavior is utilizing an actionizer. It is why you must buy now. It is why you must do it now. Now, let me give you an example of the difference of changing minds versus changing behavior. To change your mind I will say, "Okay go to HardToFindTeleseminars.com. I want you to read that web page. I want you to print that out and give it to a loved one and have them take a peek at it. Maybe I will change your mind that teleseminars are the way to go." However, the first 12 students that registers with me during this teleseminar secrets training. Here is the valuable and the conditional bonus and the conditions, if you register and you are one of the first 12 to register, and why 12? Scarcity. I mean I am doing everything in my power to create scarcity because we are making this available for 12 people, not 24, not 13, but

12. The 13th person will be on a stand-by list. Michael are you with me so far on how this works?

Michael: I am with you.

Alex: I mean this is called promotion. When I am on the stage and I ask people, "Am I promoting to you or am I marketing to you?" I love it when they say, "You are promoting to me." They actually say, "You are promoting." You know they give me permission to. So right now I am promoting to you. I want to do everything in my power to motivate, convince and persuade you to come on board and say yes. I will tell you; one person has so far said yes, his name is Omar Haddou. Thank you for trusting us and welcome aboard because we have changed behavior. That is what that comes down to and I haven't even made the offer yet.

Here is the offer. The first 12 people who come on board, and this is something that Michael is making available. The first 12 people will get the following. Okay? You will get as a reward for being decisive. A gift certificate worth \$1,000 to use for any product or credit toward any product on [HardToFindSeminars.com](http://www.HardToFindSeminars.com); excluding any of Michael's pre-owned seminars. You want to amplify what that means Michael?

Michael: Well, recently my pre-owned seminars and my pre-owned marketing tapes, I have recently sold that part of my business, so even though it is up on my site, I am not handling any of that anymore and that will be announced in my list of who is handling all of that. What this would include is \$1,000 to use for AMI products that I control, my audio marketing secrets, my barter secrets system, the joint-venture magic system, the Art Hamel business buying system, the Eugene Schwartz copywriting course, Claude Hopkins advertising course with a \$35,000 links package that I have available. You can even use the \$1,000 towards my HMA system, my hidden marketing assets, marketing consulting system. So this is available for the first 12 students who register now and anyone who registers after the first 12, all include two of my products that will really, I believe, enhance what you are going to be learning with Alex as a bonus, with no cost. My audio marketing secrets system and my joint venture magic system with your registration if you are one of the registrants after the first 12. That is \$496 worth of value.

Alex: What is critical there is for you to know that we wanted to design and you want to design your promotional offer before you even begin this. So I wanted 12 students, 12 disciples, 12 people to follow up on. Here is what I am going to promote to you.

The number one thing that people want from me is personal coaching. I can't do 1 on 1 coaching anymore because it just doesn't make financial sense. I mean it is a \$2,100 an hour proposition because if I took 50 weeks and had 40 hours a week it would end up being \$2,100 per hour. I am blessed to have that level of income. However, for those first 12 people, they will be part of a 12 on 1, personal coaching from me to ask me any questions during the month of December, January, and February. Is this promotion? Yes. Do I want to change your behavior? Yes. What do I want you to do? Go to [HardToFindTeleseminars.com](http://www.HardToFindTeleseminars.com) and I want you to register there so that I can acknowledge you as you come through because when you do that is part of the acknowledgement process, just like I did with Omar.

As we are acknowledging people as they are coming through, that is what I want to do during this event. I want you to do the exact same thing during your event. So you have our permission and you at the same time should promote simultaneously during your teleseminars, just the same way that we are doing and not apologize for it, be proud of it because that is what is going to put food on the table. We will talk more about the first-12 offer as we go through because we still have about 40 minutes for this call, but understand that marketing changes minds. That is the call to action. That is the attention and interest of the AIDA formula. Getting attention and creating interest that is what I want you to do.

Go to [HardToFindTeleseminars.com](http://www.HardToFindTeleseminars.com). The promotion changes behavior; that is the fill-in. I need an actionizer for that. Why you should do it now. That is the desire and action for you to take action now. So your web site that you have, just like [HardToFindSeminars.com](http://www.HardToFindSeminars.com). That is going to do the desire and action part. The attention and interest is amplified with your teleseminar. I hope that is clear to you Michael, as well as everyone else. Is that clear the way we are presenting it?

Michael: Yeah it is clear. I do want to say that anyone that already has my audio marketing secrets or my joint venture course, don't let that stop you because if you already have those then I would be willing to offer you equal value of anything else other than that.

Alex: Okay, so let's go onward and upward. Page 4 and page 5, case studies number 1, 2, 3, 4, and 5. There are case studies on 4 and 5. Ask Bob Proctor is case study number 1. That is P-R-O-C-T-O-R; [AskBobProctor.com](http://www.AskBobProctor.com). Then [AskLesBrown.com](http://www.AskLesBrown.com). [AskLesBrown.com](http://www.AskLesBrown.com) is case study number 2. Okay that is at the bottom of page 4. I will tell you what these mean in a moment, but it is www, obviously that is already there, [AskLesBrown.com](http://www.AskLesBrown.com). [AskJackCanfield.com](http://www.AskJackCanfield.com) is at the top

of page 5. Ask Loral Now, it is spelled L-O-R-A-L, it is right there in the case study. These are templates by the way. You get access to these templates for free, that is another ethical bribe. They are bribes, but they are ethical. I have spent \$5,300 on these templates. They are yours for free so that you don't have to do your own web program and that is why I say that you don't need to do that. Ask Loral Now that is case study number 4. So let's go back to case study number one. Ask Bob Proctor is number 1, Ask Les Brown number 2, Ask Jack Canfield, and then Ask Loral Now.

Now, let's say that you don't have a list. Let's say that you don't have a topic. Okay, well that's Alex Mandossian going back to 2004. So my first interview with Bob Proctor was when I called him and I didn't get him, I got his son Brian. I asked his son three questions. I said, "Brian I have 5 minutes with you. So I want to ask you three questions."

So let's go to page 16 and I am going to have you ask these three questions because that is all you have to do. Hire someone to ask three questions or ask three questions yourself. Okay? So here they are. JV Q1 and JV Q2 and JV Q3. That stands for joint venture question 1, joint venture question 2, and joint venture question 3 on page 16. Michael do you see them right there in the middle there?

Michael: Yeah, I see them. I want to ask you, this is for real. Back at that time you did not have a list when you approached Bob Proctor?

Alex: No. Well I had a list of less than 500 people. That is not really a list.

Michael: What was your purpose of contacting him?

Alex: I wanted to have an interview with him.

Michael: Okay.

Alex: I wanted him to email his lists. I wanted to be the Larry King of teleseminars because I am interested in the human potential movement, which he is a part of. So I found a niche that is most important to me. A micro-niche, which happens to be a human potential movement; Jack Canfield, Les Brown, Bob Proctor and all of these folks that are in the human potential movement. That was interesting to me. I just wanted the interview. That is what I wanted so that I could build a name for myself and have him mail his list. So this is how I got him to mail his list without even being able to talk to him because his gatekeeper was in the way. His gatekeeper was his son, Brian. This sounds familiar right? I mean this is what typically happens.

Michael: Absolutely.

Alex: I just want to be fair with everyone listening. Understand that this is going to happen and this is what to do with the gatekeeper who answers the phone.

Three questions. This is the first question that I asked Brian. It took 30 seconds. Brian, or you can ask anyone, John, Michael.

This is the end of Part 1.

Part Two: Sloppy Success Is Better Than Perfect Mediocrity

Alex used to think that there were two kinds of people in the audience of his seminars – those who thought they could do it and those who knew they couldn't. One would end up dripping in money and the other in complete mediocrity. Now he knows that these aren't two separate people but rather two separate voices in the same person. It's up to you to choose the "I can do this" voice – and silence your inner doubts. But it's not going to be easy and in Part Two, you'll hear how to do this along with:

- 12 ways to repurpose your seminars
- Exactly what Alex did to generate \$85,000 in sales using Bob Proctor's list – and what he got from the deal that was better than just a percentage
- How to get access to Alex's list of 220,000 – and 9 ways to build your own
- How many calls-to-action you should give during your tele-seminars and when to do them
- Why you'll want to "network" at other tele-seminars and ways to do that

Even though they're live audio, tele-seminars aren't nearly as intimidating as you might think. With the right tools and techniques, anyone can master the concepts and turn a yearly salary into a monthly one. And this interview with Alex Mandossian is a great place to start. To learn even more about Alex and tele-seminars, go to the newly established website hardtofindseminars.com.

Beginning of Part 2]

Alex: Do you have more prospects than paid customers on your list? Write that down. Do you have *more* prospects than *paid* customers on your list? I'll give you one guess, Michael, what Brian told me, yes or no?

Michael: He had more prospects, yes.

Alex: Yes. He said, "Yes, I do." So he said yes, so what. Of course I've got more prospects. Well, prospects are like driftwood. They're unmonetized assets on your list. I don't care if they're on your mailing list, they're here. The second question I asked, this is before I even put up the webpage—which is a template, by the way. If you know how to cut and paste, you've got all the skills you need to make this work. The second question I asked is, "Do you want to monetize those prospects into big customers?"

I know he has more prospects than pay customers. Then I'm asking him, "Hey, do you want to monetize those prospects into paid customers?" In other words, do you want to make money on that driftwood that's just sitting there? And Michael, what do you think he said?

Michael: He said yes.

Alex: At this point, he was becoming a little bit impatient because it was about a minute into the conversation. I still have four more minutes and I was asking these rhetorical questions. The third question, would you like me to show you how to do it 90 minutes or less? In other words, would you like me to show you how to monetize prospects to paid customers in 90 minutes or less? He didn't say yes to this, he said maybe. So what I asked him, and there's room underneath that question, I said, "Will you give me three more minutes to show you how?" And to that he said yes.

I want to take you transparently through this process because I want you to say yes to me. I want you to come on board. I want you to continue education with me. I will finance your tuition or payment. I'm going to bend over backwards for that to happen so that you say yes to me. I'll do whatever it takes for you to say yes. But this is what Brian Proctor, Bob Proctor's son, said to me, "Okay. Tell me. How do we do it? So I said, "Well, I need a picture of your Dad and I'm going to give you a script for your Dad to read." And then I said, "What topic would we talk about? And the topic was

programming the mind to attract more wealth. That's what Bob is known for, so that's what we put down.

Then I said, "I want you to e-mail this to your list of 100,000+ people and I want them to ask you questions. If they had 30 seconds to ask your Dad on re-programming the mind to attract the money and wealth they deserve. I want to know what they're question would be. The topic of the teleseminar, the curriculum, would be answers to the most important questions on how to re-program in the mind on money and wealth. That's as simple as you can get.

Going back to page three, it's going to the market first—the prospect—asking them via the Internet [inaudible] what they want on a certain topic and then giving them the message based on what they tell us. It's everything I'm telling you and showing you and asking you to do. So they did, they e-mailed. I didn't have a list, they e-mailed. And so they sent it out, they got over 1,100 questions. They couldn't believe it. We got registrants, because I have a process. I'm a pretty good marketer. I had a process to have them not only opt-in [inaudible], this web page you're looking at had a 53% opt-in rate.

Michael: Did you control the opt-in leads?

Alex: I did not. I did not on this one. That's for another one, which I'll show you, but I didn't on this one; I didn't know enough to ask. So I said, I'll do this for a small fee. What I would do these days is I would tell them I'll do it free if I'll get the leads, which is a good trade; people are willing to do that, believe it or not. And those leads are appreciating assets and I highly recommend that's how you build your list. Anyway, that's what I asked them. So his picture went there, his audio went there and I gave him the script. If you go to www.askbobproctor.com later, after the signing, you can listen to it.

What ended up happening is we generated \$85,000 in sales and as a result of that I was going to ask for 10%; I wanted \$8,500. Well, they gave me 20%, a little more actually, \$20,000. I couldn't believe it. It cost me \$450, I didn't have these templates back then that they have now, and I couldn't believe that I had that interview, we generated income and his list now knew me. I was the Larry King, I was the Napoleon Hill of that list. I did the same thing with Les Brown. I did the same thing with Jack [inaudible], which I continue to do on a monthly basis. And I did the same thing with Laurel Langemeier on page five, same exact thing. I've done the same thing with Donald Trump. I've done the same thing with

Harvey McKay. I've done the same thing with Brian Tracy. Every single person I've asked those three questions and of ten people that I've asked, three of them say yes.

Of ten people that I ask, three of them say yes, out of the ten. So I don't get ten out of the ten, but three out of ten I get yes. And then, all of a sudden I go back to the people I've asked before and they say yes now because they've seen who else has said yes. That's called *parlay marketing*. So pages four and five is the Socratic method. It's a 2,500 year old methodology. I call it the *Ask Methodology*, people call it *Ask Campaign*, which is something I invented in 2001. All it is, is going to the market first and asking them what they want. Now you could do this with Google Adwords, you could do this with blogging, you could do this with articles. But it's really easy to do it with strategic alliances in an area of expertise that you are interested in. Don't do it with someone or with a niche that you're not interested in. Do it with an area that you're passionate about and that you know about it. It could be about food, it could be about real estate, it could be about dieting, it could be about any area but make sure you're interested in it.

On page six I'm going to show you the formula, on page six and seven, how to set this up. Now, I want you to imagine, Michael, a inverted triangle or an inverted pyramid. The base is at the top and the tip is at the bottom. You got it?

Michael: I got it.

Alex: At the very top is called the market, in the middle is called the niche, and at the very bottom at the point, the one yard line, that's called the micro-niche. So follow along and you would do this [inaudible], you would do this with any kind of topic in an Ask case, because we're talking about an Ask [inaudible] on page seven, which we're going to talk about.

So micro-niche is as follows. First, you start with the market. So, lets take sports, that's a market, that's at the open part of the triangle, of the funnel. And then in the middle, that's a niche. We can call that "golf," that's a niche. And then the micro-niche is the golf swing at the very, very bottom. If you teach people how to drive the ball farther and straighter, that would be a John Carlton ad, as you know. And that's the golf swing, driving the golf ball; micro-niche. Now, you can also call it "putting." That's a micro-niche. If you really want to putt the ball, that is very specific, it's a micro-niche.

Let's take another sports. Sports is the market, niche is basketball, the micro-niche is dribbling or free throws. How to increase your percentage for free throws. That's a very good DVD or audio program. Why? Because it's very specific. Lets take investing. The market at the very top of the funnel, at the opening of the inverted triangle, is investing; the middle is securities, stocks and bonds; at the very bottom, the micro-niche, is options trading. So the more specific you are with your micro-niche the better off you are. Single moms, divorced dads, professional speakers, spiritual healers, college students, retired professionals, massage therapists, authors, coaches, CPAs, network marketers, married couples. I have someone who carves wooden bears in the [inaudible]. Veteran real estate investors, which is different than newbie real estate investors. Human resources personnel. These are all micro-niches.

So whatever niche you have, whatever micro-niche you have, I want you to make copies of this page six and start writing them down, because you need to know what your niche is because that's your market. You need to know who you are speaking to because that's your prospect. Remember, the prospect has the wallet. Now, your expertise, your topic, is your product that you're selling, your service that you're selling. So what is it that you're selling? The changing, limiting beliefs, creative writing, time management, networking, fundraising, copywriting, book promotion, weight loss, money management negotiation, accelerated learning, spiritual psychology, teaching piano. Whatever it is, [inaudible] is the better than the best memory you'd have as an ancient Chinese proverb. Write down your niche and your topic at a later time, on page six.

On page seven, this is how it gets transferred. On the Ask Squeeze page. The reason it's a squeeze page is because you're squeezing out the e-mail address. Now, it's going to a teleseminar, which means that people are registering. As a blank, what's your most important question about blank. You'll see it there on the middle of page seven. As a blank, what's your single most important question about blank. So as a, that's where your micro-niche topic goes. So you're a single mom, as a college student, as an author, as a retired professional, as a retired professional married couple, veteran real estate investor, human resources person, as an entrepreneurial CEO. As a published speaker said Les Brown.

If you go to page four at the very bottom, you'll see it says, as a public speaker that's his micro-niche. And then the second part is, what's your single most important question about, that's where your

topic of expertise goes; changing limiting beliefs, improving your health through yoga, negotiation, networking, fundraising, teaching piano. For Les Brown, it's all about delivering more memorable and more effective platform presentations. At the bottom of page four, as a blank [inaudible] micro-niche public speakers, what's your single most important question about delivering more memorable and more effective platform presentation. That's his topic of expertise. He trains speakers.

I want you to think about what your niche is and then what your topic is and either interview someone or do it yourself and put it on a web page just like I have the template on page seven. Before we go to page eight, which is putting it all together, which I did with Brian Tracy. Questions or comments, Michael?

Michael: I had question. When you come up with that micro-niche and that specific question, did you work directly with Bob Proctor and Les Brown to come up with that together or did you handle it or did they handle it?

Alex: What I did was I asked them, "What are you really good at? What do you want to talk about?" They said, "Well, we're really good at changing beliefs and changing minds so that you can attract—the law of attraction—to attract the wealth you deserve." And so now, what we did is we went to the next stage and we said, look, as a blank—so with Bob Proctor's, the initial one, we said if you have thirty seconds to ask me any question what would it be. And then pretty soon we found out that as someone who is unemployed, as a professional speaker, as a presenter, we had multiple micro-niches that we talked about and they said, "Hey, you're speaking to me and changing my mind to attract the wealth I deserve" is the topic, but the micro-niche you want to be as specific as you can be and there's no better way than to go to a joint venture partner and ask them mail to them.

So they know typically who their micro-niche is and who their topic is. But they never survey them, they just sell them products and so that's where you add value to create value.

Michael: Got it, thank you.

Alex: So I did the same thing with Brian Tracy, [inaudible], putting it all together. This is the ask, thank, self formula. Your first ask your audience what they want, you thank them for telling you what they want, and then you sell them your re-purpose content. Step one is asking your target audience what they want most. I did the same thing with Brian's gatekeeper, his name is Victor Reesely. I asked

him the same question that I asked Bob Proctor's son, Brian. I said, "Hey, you have more prospects than paid customers?" "Yes." "You want to monetize those prospects?" "Yes." "Would you like me to show you in less than 90 minutes?" He said, "No, we've only got 70 minutes." I said, "All right, great. I'll do it in 70 minutes."

So <http://www.justaskbrian.com> is where this page is. And so, the question is if you have one chance to ask Brian Tracy any question about his selling strategies, that's his topic, what would your question be? He didn't know the micro-niche yet, so it was [inaudible]. If you have a chance to ask any question, what would your question be about selling strategies? Again, over 900 questions came in and they all opted in. What's interesting is, at the bottom of this page [inaudible], who was a novelist and diarist, she was French and she said we don't see things as they are, we see things as we are.

In step one, I saw that everyone would be asking about fear of rejection because that's what selling is about in most cases, I thought, but I was wrong. If I think it, it's wrong. If my prospects tell me it, it's true. So in step two, I thank my target audience. I think you're going to really love this part, Michael. What happened is for the first two to three weeks we had that survey page up on page eight, and then when all the questions came in it went to a database and we found that the seventh most popular or most requested topic was about fear of rejection, that was the seventh bullet. The first or the number one most requested topic was a certain type of technique. What technique would you say it was on page nine, Michael?

Michael: I bet it was closing strategies.

Alex: You bet, closing. Closing strategies and techniques. I asked Brian's team, I said, "Hey, does he have any closing techniques worth mentioning?" Check this out, you know what they said? They said, "Well, in fact, Brian has the most three reliable closers and they repeatedly sell a bunch more financial products than you ever dreamed possible." I said, "Can I quote you?" They said, "Sure." And that ended up being the bullet.

I said, "What about referrals? Does he have any referral strategies?" And they said, "Well, are you kidding? He's got a proven referral strategy of how, when and where to ask for customer referrals without appearing too pushy." I said, "Can I quote you?" And they said, "Sure." That ends up becoming bullet number four. I did not write this copy you guys. If you're listening, I didn't write it. The person who wrote it was the market. The

market is the genius, not me. The market is your best copywriter, not you. Justaskbrian.com/teleseminar, write that underneath where it says step two and go there after that call; justaskbrian.com/teleseminar. That's where the sales letter is and this sales letter was put up a few weeks after the survey, which was a worldwide survey because it was on the worldwide web.

Step three. Now this is my favorite part, on page ten; Sell, sell, sell your re-purposed tele content for a profit. Check this out, the call was \$29.95, put this in the notes under additional notes on this page. It was \$29.95, for the unlimited access for audio transcripts, that's the pdf transcripts, those are molecules right? That's not written, that's not paid for, that's molecule transcript. And the audio, which we have to record anyway. That was an extra \$10. 93% of the people said yes. I've never seen them sell like that, ever.

But in a teleseminar you get it, you get close to 85-90% conversion on up-sells because you're giving access to the replay for \$10 more. They don't look at it as \$39.95, they look at it as \$10, Michael. The call is \$29.95 and you're selling them for \$10 more, yet the audio replay. Well, that's not enough. I'm telling them, "Would you like the three ring binder?" Which is branding for me. If you look at it, my face is there, Brian's face is there. It's a three ring binder, it's not a spiral binding which is a mistake. If you want three ring binding, pay more; you get branding in the bookshelf or the library of your customers or students and then a CD. I said, "For \$20 more, would you like the pre-publication release?" 20% said yes; actually, 18%; 72 of the people said yes at \$20 more. Freepublication. Meaning, they're buying it before the call even happens.

What you're looking at on page ten is a graphic which cost me just a little under \$50. My graphic designer created that for just under \$50. I generated \$1,400 from that; actually, \$1,440 to be exact; 72 x 20. That's like saying, "Michael, you give me \$1 and I will give you \$28 for every dollar you give me." Here's my question, how often and how long would you do that for? What's your answer?

Michael: A long time.

Alex: Forever!

Michael: So you did the last campaign and you were charging \$29 for people to come onto the call, correct?

Alex: \$29.95.

Michael: Even before the call was done, people were registering to the call and they saw this up-sell for the pre-publication release of the audio and the transcripts and the binder.

Alex: In the physical form.

Michael: Yes. So for \$79.95?

Alex: For \$20. The retail price was \$79 and I told them they got to save \$59.95 with a pre-publication purchase. So what ended up happening—and here's the beauty of this thing—if you're a marketer, the moment you get a physical product in someone's hands the refund rate goes down. We have less than 3% refund; it's crazy! This is the Socratic method. It's a 2,500 year old technology. There's no guesswork. I want you to write this down in the additional notes. Sloppy success is better than perfect mediocrity. I believe in that and that's what takes us to the next page, which is page eleven.

I've heard many times that if you do the same thing over and over and over again, and you expect different results, that's insanity. Re-purposing is doing the same thing over and over and over again and getting extraordinary results. That's hyper-sanity. It starts with a spoken word. And it starts with a teleseminar. A teleseminar can turn into a three ring binder. It can turn into a book and it has. It can turn into a mini e-course, into a CD, into a podcast. You can even upload and pre-load a flash drive or thumb drive for teleseminars and e-books and re-sell them like I do. I have e-books and videos, as well as teleseminars on thumb drives, pre-loaded with my face on it, with my arms crossed going lengthwise with my website, and I sell them for \$500. I don't sell a bunch, but five per week is okay.

I highly recommend that you utilize this technique of re-purposing because this will change your life. On page twelve, let's take a look at twelve ways to re-purpose a sixty minute teleseminar. In fact, these are twelve ways you can re-purpose this call, right now. Number one, e-book. You can turn this call, this audio program, this audio teleseminar into an e-book. I speak, Michael, at fifty pages an hour. I write three pages an hour. So I would rather write with my mouth versus my hand. So an e-book is a great way to go. We're probably going to have about eighty pages for an e-book if we wanted to transcribe this call. So an e-book is a great way to re-purpose.

Mini e-course is number two. If I chop up that e-book into five segments and I put the audio, then I have five, twelve minute

lessons for a sixty minute teleseminar and I could have five tips, and that's the mini e-course. That's called re-purposing. Same content, just re-purpose. That's why it's called re-purposing. You're taking it and re-purposing it for profit.

Number three, CD, a compact disc. We have two compact discs that we can create out of this one call. Now this was a free call. I'm sure people would have paid money for it and I'm sure we can charge for it later on. I'm sure people listening would sell this call with the content that's here and help others generate more revenue through teleseminars. So a CD would be a great way to go.

Number four is blog post. This is fascinating. How many blog posts have I spoken so far? Maybe thirty, forty? How many blog posts are on this page alone? It says twelve re-purposing ideas. How about if I had twelve re-purposing blog posts. That's twelve posts right there; three hundred words or less. Do you see how this works with the re-purposing? Blog posting [inaudible] for teleseminars, spoken words.

Number five, booklet. It is fascinating. It is interesting to me that people don't use booklets as a form of marketing. It's much better than a business card. You can put the five most frequently asked questions in a booklet, 3 inches by 5 inches, and hand it to someone and put your website at the footer of every single page. You can have a booklet, the five most important questions copywriters should ask, or the five most important secrets the world's greatest copywriters have known. The most jealously guarded secrets about copywriting revealed inside. Whatever the title is, that's a booklet. You hand it to someone and then they come to your website, you build your list.

Number six, articles. How many articles have I written? Probably a dozen so far. An article is something between 500 to 800 words, in my world. I never write with my fingers, I write with my mouth. I'm writing with my mouth right now. The transcript turns into an article, I put it in the article directory and I bring more traffic to my website. The first six of the twelve is e-book, mini e-course, CD, blog post, booklet and article.

Number seven and number eight, paper transcript/digital transcript. If you print it out as Action guide at hardtofindteleseminars.com/action_guide, that is a paper transcript which should be worth more now than it was an hour and a half ago, by the way. And a digital transcript is what you got via e-mail or being able to download it and then print it. Digital transcript is

number eight. You can create a pdf transcript, which is a great way to re-purpose.

Number nine, audio postcard. At hardtofindteleseminars.com, I have a 52 week—listen to this, it's called re-purposing. A 52 week audio postcard [inaudible] program. I've taken 4,000 questions, literally, 4,000 of them I've gotten over the past five years and I've paired it down to 52 of the most important questions about teleseminars. I sell it for \$249. Anyone who comes on board gets it for free as an ethical bribe, as a promotional ethical bribe to come on board and every single week they get the most important question answered, asked by students in the past. What a great way to re-purpose as a bonus or as a revenue generator. Audio postcards, that's number nine.

Number ten, online videos. Check this out, I'm going to do this for the first time. I have a bunch of videos on YouTube. If you go to hardtofindteleseminars.com, click on the blog link at the top and you'll see videos there. You'll even see the quick start video to come on board and what every member is seeing, I part the curtain so you see what other's are going to experience, 26 minutes long. Go check it out, hardtofindteleseminars.com.

This year I'm going to have my son, Gabriel—who is under the age of ten—he's going to take a flip video and video me. So I'm going to show people what it looks like during the course when my child is taking a video of me and I'm going to put it up on YouTube.

Michael: That's funny.

Alex: Isn't that cool?

Michael: Yes, that's cool.

Alex: I mean, that is really cool. I was talking to one of my students, Tommy Knuzent, who is one of my poster children because he's bought a new house with teleseminars, he's quadrupled his income, he's met Sir Richard Branson as a result of doing these teleseminars and built his list. When I told him that he said, "I've got to do that." Chasing video of you doing teleseminars is a huge idea. What a great way to show people how simple it is.

Number eleven and number twelve. Number eleven is flash drive. A flash drive is a great way. It costs you anywhere from \$8-\$18. I spent more; I spent \$18 on my flash drive. I put it in a bubble wrap, I brand it, and I give it away for free or I sell it for \$500, depending on if someone buys something from me. It's loaded with videos.

It's loaded with e-books. It's loaded with audio. What a great way to re-purpose. And then number twelve, \$2,900 pre-loaded mp3 player. Pre-loaded mp3 is the answer for line twelve; \$2,900, that's what it's worth. My best teleseminars—the Bob Proctor call, the Jack Hanfield calls, the Les Brown calls, the Laurel Lengmeyer call—they're all on that card that is at hardtofindteleseminars.com; you see my picture on it.

In the palm of your hand you will have forty plus hours of me, all of my courses on there from last year, and no CDs. It's just that player and if you want it for yourself in the future, and Michael I do highly recommend that you do the same thing for yourself. Put your picture on it, put audio content on there and sell that to others. That little content card looks like a credit card and people can have up to 80 CDs worth of content. No more CDs going underneath the seats of the cars and stuff with the Cheerios and the loose change. No more bloody knuckles trying to get the CDs; it's a portable media player. So pre-loaded mp3, as Mott McGondy said, full effort is full victory. And those are the twelve ways to re-purpose.

If there is any page I want you to embrace it's this, e-book, mini e-course, CD, blog post is number four, number five is booklet, number six is articles, number seven is paper transcript, number eight digital transcript, number nine audio postcard, number ten YouTube video, number eleven flash drive, and number twelve pre-loaded mp3. Michael, questions?

Michael: These are great, I'm with you. I'm doing just about all of these. I'm not doing a little booklet, but recently in the last year I have almost 150 little previews of my audio recordings up on YouTube. I've got almost all of my recordings up on iTunes and I track where a lot of my traffic is coming from. And I'll tell you that YouTube has been startling. The amount of people, I ask them how did you hear about my site and I'm getting a ton of traffic from people saying the little preview of my interviews up on YouTube. And if you just go to YouTube after this call, search Michael Senoff, you'll see what I've done. It's nothing but just a slideshow of testimonials from people who've come to my site and then it gives them ten minutes of the audio recording and then it says "for more information, go to hardtofindteleseminars.com. Very powerful.

Alex: I want to know who JS&M Sales & Marketing, Inc. is.

Michael: That's the name of my corporation. I've got two sons, Joseph and Allen. I formed the corporation before Allen, who is now six, was born, but J stands for Joseph, S stands for Shelly, that's my wife's name. We now have the & because he came after the corporation

was formed, would be Allen, and M is Michael. So that's my family right there.

Alex: At 8:26 Michael Senoff came through as an order. Who the heck is that?

Michael: That's me.

Alex: You are out of your mind, man.

Michael: We don't have any special deal, you're not giving this to me for free. I'm serious about this and the listeners on the call, you're going to see me doing teleseminars and I'm paying full price just like anyone else.

Alex: On page thirteen, I'm going to give everyone a reason to say yes, because I have a list of about 220,000+ entrepreneurs. They are CEOs, they copywriters, they are independent professionals, they are authors, they are coaches and consultants, but they are in business. It has taken me 8 1/2 years to build it. Last year I had half the size, the year before I had half the size of that. And here's the way I built it.

Ordinary things consistently done produce extraordinary results. On page thirteen please write that down in your additional notes. These seem like ordinary tactics. The first one, everyone's going to get access to, including anyone who comes on board before we're done with this presentation. And the first one is called e-mail ps. So in that number one box, put e-mail ps. Here's what that looks like. If you came to me and said, "Alex sent a solo e-mail to your list about my offer," I'd say no. I have 52 chances a year to [inaudible] percent of those e-mails for myself because I have product. But if you told me, Alex would you send an e-mail p.s., then I'd say let's go 50/50 and anything I sell to that list of nearly a quarter million, then we would split 50/50 as an affiliate. The p.s. is the post script. I have a solo e-mail that's going out anyway. And the post script is a two line sentence underneath that as a p.s. and people do read that.

Here's my offer. When you come on board as the first twelve, and you'll know who you are, you will keep 100% of the sales that come through from your e-mail p.s. I need to see the web page before I mail, two weeks before, so that's the criteria, and it needs to be to a teleseminar. Those are my only two criteria. It needs to be to a teleseminar and I need to see it two weeks before I mail. My queue is typically full two months ahead of time. So that's what I need to know. You will keep 100% of any sales you generate and that is an

ethical bribe or promotional offer I am offering you right now. If you are listening, because the biggest complaint and the biggest whining I get from students is, "I don't have a list. I can't build my list."

Well, if at all you have any inkling of selling to entrepreneurs who are interested in building their businesses, whether it's through copy or any other format, coaching, consulting, etc., the e-mail p.s. is a great way to begin and we won't go 50/50, you'll keep 100% of it, that's an ethical bribe and that's what I call promotion because that's what I want to do to get you on board. It has to lead to a teleseminar, recorded or live it doesn't matter, but it has to lead to a teleseminar.

Michael: Can I add something to that? The first twelve, anyone who does that after they do their first teleseminar, if they're fearful about the editing I will have my team handle all the editing if you want to use that teleseminar for re-purposing uses, if you want to put it up on your website or if you want to put it on a CD, I'll handle all the editing of that teleseminar for you at no cost for the first twelve, for the first one.

Alex: That is generous and that is something that's important because the editing can get in the way, even though it's not as important as people think, it can get in the way of people taking action, so thank you for that offer. The second way to build traffic is to get people on teleseminars. For example, if you're on a teleseminar, please don't tell people what city you're from, give your website. Because if you do teleseminars, what do you know about other people being on another teleseminar? You know that they're on a teleseminar. So they are qualified.

I actually have interns who call other people's teleseminars from all over the world and they just yell out "Hey, it's John." And I build leads that way because I know that when they're on a teleseminar and they're introducing themselves at the beginning of the call, and if it's not a call that they're interested in they hang up. But that's how I build traffic and I will build 5,000-6,000 people a year of qualified teleseminarians that way. The number two is teleseminars. Take teleseminar classes, network with teleseminarians, we have a mastermind group that is the world's largest of it's kind.

The guy who went from student to partner the fastest, because I have the three year process. First year you're a student, second year you're an affiliate, third year you're a partner. You learn what I teach, then you promote what I teach and then we share profits. I

don't want \$2,500 from you as I mentioned, I want to share a quarter million through partnership. The guy who went and did it the fastest is the guy that utilized the online mastermind group. And so, as a result of being a student you not only get to bring in an accountability partner, you get to bring one person in for free; a webmaster, a spouse, a friend, a colleague, they get to come in, they get their own user name and password. I do that because they will hold your feet to the fire, that way I don't have to.

As a result, you get to go on the mastermind list, tell people what you do, why you're taking the class and who the ideal prospect is for you and you will be shocked when you start networking with them by telephone. Don't e-mail them, that's creative avoidance, call them. So teleseminars are a great way. Number three, podcast. Make sure if you have a podcast, five minutes, ten minutes, twenty minutes that you send all your traffic to a teleseminar registration page. It could be about copywriting, it could be about real estate, it could be about dieting.

I'm going to give you a website that's critical, because it's free and it has one of the best articles on how to create a podcast. And you don't have to pay me \$997 to take Podcast Secrets, which is a six module course I teach with Paul Cullian, you can get this information for free on how to create a podcast. The third box is podcast. I'm going to give you this website, write it down, www.google.com. Have you hear of it?

Michael: I have.

Alex: Now we don't use it nearly enough. If you go there and type in "how to create a podcast," just type in that sentence in quotations and you will get the definitive, best article on how to create a podcast, step-by-step, and you will be in business within ten minutes. I cannot believe the number of people who don't use Google enough. Number four, Articles. Go to Google.com and type in "article directories" and then start uploading your articles that you have spoken and turn them into the written word. Articles are my number one way to drive traffic. I get over 200 new opt-ins through articles and most of my traffic comes from ezinearticles.com, which gets over nine million visitors a month. But if you're on all the article directories, you will drive traffic, and an article stays there for life. So articles are a great way.

Adwords, number five. By the way, all of these list building strategies, we have faculty at hardtofindteleseminars.com who will be teaching this. Simon Leon, who started the Adwords Learning Center at Google itself before he started teaching Adwords

optimization. He's one of our faculty members. So we will be having faculty members who will actually teach these so that they come from them, not from me. My blessing, my power, is knowing people who teach better than me in their areas of expertise; so Adwords is another great way.

I'll tell you a great way that Frank Kern has built an entire business and taught thousands of people the lazy man's way to generate income. Frank Kern is an internet marketer, if you're not familiar with him. He's also, I think, a world class copywriter. What he would do is he would attract traffic from Google Adwords. So let's say someone wants to write a book on iguanas—I had a student who did this one time, he was an IT professional. So he wanted to call the book *Iguana Secrets*, he bought the [inaudible] phrase Iguana and he said, "Look, I'm putting the finishing touches on my new e-book called *Iguana Secrets*, as an iguana lover what's the number one piece of advice you want? He wrote the book as a result of Google Adwords traffic coming in. For less than \$800 of traffic, what ended up happening is they helped him write the book. In fact, he found his co-author through that Adwords campaign. It's insane. So ask the market first and then create the message, which is exactly what he did. Tim Ferris, who wrote *The Four Hour Work Week*, is a good friend of mine. The way he titled his book, *The Four Hour Work Week*, he ran a bunch of Adwords, it went to a site under construction and *Four Hour Work Week* is the title that won, that got the most clicks. So let the market decide.

For our faculty we have Bob Circosta, who's made over a billion dollars on HSN. Carolyn Ellis, who teaches people how to do soft topic teleseminars. Kathy Perkins, who teaches blogging. Christina Hills, who teaches one shopping cart. Dan Taftal, who does all of my outsourcing and optimization with my pre-loaded portable media players, your listening to the guy who's purchased more iPods than any living human being on earth. I've purchased close to 4,000 iPods. The number one civilian purchaser of iPods in the world, what do I do? I pre-load them with content.

Michael: Did you get recognized from Apple?

Alex: No. Not even a thank you note from Steve Jobs. It's crazy. I bought them at retail too. Glen Deitzel, he teaches you how to write a book in twelve hours or less. Jeff Herring, article optimization secrets. John Dealey, for thirty years he's been teaching mastermind optimization; one of his clients is Roger [inaudible], the former quarterback for the Dallas Cowboys. Kelly Hodgson, he teaches keyword optimization. Glen Foley, he teaches membership site optimization. My coach, Linda Lopeg,

charges \$300,000 a year for branding; she is teaching for free. Mary Smith, she is the de facto standard person who teaches relationship marketing on Facebook, she is awesome, she's there, you'll see a picture of her. We have people who teach public speaking, strategy, podcasting, goal setting, publicity and implementation, they're all there at hardtofindteleseminars.com

So Adwords is just one of the many things that we will teach you how to generate traffic. Number six is booklets, we already talked about this. Number seven, is blog posts. Blog posting is critical. It takes you less than ten minutes to put up a word press blog, I highly recommend that you post with your mouth not with your hands. Number eight, this is something that's lost as an art, is testimonial. If you gave me a testimonial, or let's say you gave Michael a testimonial, all you've got to do is put your website underneath your face, your picture. Now, if I'm getting 50,000 unique visitors a month, don't think you're going to get a few visitors if it's a heartfelt testimonial that's even in audio form? How do you think I get visitors from Mark Victor Hanson, Jack Hanfield, Harvey McKay, David Bock and all these leaders, Bob Proctor. I give them testimonials that are authentic and heartfelt. I get traffic that way.

And then number nine, business cards. Let's go over nine. E-mail p.s., everyone will get access to an e-mail p.s. and keep 100% of the profit if you come on board at hardtofindteleseminars.com. Podcasts is number three. Number four is Articles, number five is Adwords, number six is booklets, number seven is blog posting, number eight is testimonials, and then business card. Here's what I do, on the back of my business card I make an offer. Virginia Avery of Avery Presentations, congratulations, welcome aboard. Scott Turner of Turner Management, congratulations, welcome aboard. Thank you for trusting us and thank you for coming on board, even with a payment plan, thank you so much. Now, on the back of my business card it says, "At this moment you're one click away from discovering seven proven secrets that help you get more done, faster, better and easier.

Now this business card that I'm looking at right now, it has a picture of me on the front. I hand it out at seminars. On the front of the card it says, "I'm looking forward to meeting you in person at this seminar." And it has my name and my title and my company. I hand it out to people and of every 500 cards I hand out, I get about 2,000-3,000 new leads. That's not going to make me a ton of money, but if I have ten new ways to build leads and they build 10% more leads for every single [inaudible] I use. If they have ten new ways, that's 100% more money per year.

Ordinary things consistently done produce extraordinary results. Just remember that and that's page 13, business cards. Make sure the back of your business card has printing on it and then the home stretch, page 14 and 15. Page 15 is a pop quiz, which we'll do in about two minutes. Page 14, when people look at this Michael sometimes I get a muscle tension headache. They look at it and they go, "Nine steps, this looks so complicated." Let's go step-by-step, it's so simple. Nine step timeline, the welcoming. Didn't Michael welcome audience introductions in the very beginning? You encourage people to say hello, where they're calling from. We have people calling from all over the world. Do you remember going back an hour and fifteen minutes, do you remember that Michael:

Michael: I do.

Alex: It's in the very beginning, that was step one, introduction. You told everyone who's on the call, you and me; how the call can happen, you said that, and why they should be listening. That's the first thing they talked about. And then step three is content and case studies, which I dove right into with an action guide. The *How To Do These Things*, the endorsements. If you go to hardtofindteleseminars.com you will see over 130 video testimonials, that's the most online. I think they're at least partially right, even if you don't believe a word I say. The stories we've talked about, that's called content, that's great.

Step four, five and six is what you need to know whether you decide to come on board or not. As we're finishing this call, step four, five and six is critical. If you look at that timeline down below at the bottom of page fourteen. Imagine as if there's a bell curve that starts near the x axis, the horizontal line, [inaudible] at minute fifteen, which is the space. I want you to write 15 in the space that's provided underneath that line that's available.

I have people yelling in the audience when I'm speaking publically, they're yelling "I can do this." I don't care if it sounds silly or if you feel uncomfortable, just do it and bust through your comfort zone, who cares, it's not going to hurt. And the men have a problem with this, the women don't care. But the men, I tell them, make the "I can't do this" voice sound like a church mouse. And then the "I can't do this" voice sounds so silly that you can't muffle it, you can't mute it out, you can't get rid of; I think it's always going to be there, it's indelibly etched. But you can make it sound silly enough to not listen to it.

So my objective for you, my goal for you, my hope for you is that you listen to the “I can do this voice” and you mute out or at least ignore the “I can’t do this.” And those are the two choices you have on your key point two. Two choices, “I can’t do this,” or “I can do this.” It’s your choice. As Henry Ford said, “You are right no matter what voice you listen to.” And they’re inside you. So I hope you listen to “I can” whether or not you come on board. And those who have come on board, thank you for trusting me. And I will do everything in my power to make sure that you raise your confidence to a level where it’s going to work for you.

People say, “What are you selling?” I say, “Well, in a preview call I sell hope. I don’t tell people they can get from point A to point B because I don’t have enough time. I just tell them there is a point B, it exists. They can believe in a point B. What my course does is it teaches them to consume that hope, which is confidence. Teaching them how to get from point A to point B. When you come on board you can come back again, and again, and again. You can bring your accountability partner. My goal is to stay up with you late nights on Mondays for the eight modules and hopefully we’ll meet at the reunion so that you can learn how to change you life and change other people’s lives through the power of the telephone.

Michael, thank you for letting me go over it. It’s been an honor and a privilege teaching the students listening right.

Michael: Alex, thank you very much. I just want to say anyone out there, just like anyone who chooses to register. I’m going to be taking it as a student, as Alex’s student, and I think it would be a lot of fun to take it with some of my hard to find seminar listeners. We can learn it together and have some success together. I’ve got hardtofindteleseminars.com , if any of the students who come board and as they get their teleseminars down and they’re promoting their own products, I would be willing to make this offer and host their edited teleseminars. I think that would be a lot of fun, especially on the reunions. Maybe meet some of my listeners face to face. Alex, this has been incredible. It’s been a long presentation, but I think life changing. Thank you for taking the time tonight and spending time with my listeners. It’s been great.

Alex: Thank you, Michael. And the good news is we only have to do it once and it’s recorded and we can replay it again and again and again. That’s the beauty of this.

Michael: Alex, thanks so much and I hope to talk to you real soon.

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Alex: You will.

Michael: Thank you everyone for coming on board, I appreciate it.