



Raven Blair Davis Presents...

How To Turn Your Telephone Into A Cash Cow!



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Raven Blair Davis Creator and Host Shares Her Story

Meet Raven



The Talk Show Maven.

Raven Blair Davis was born in Cleveland, Ohio and currently lives in Houston, Texas with her husband, Larry.

Raven is a recognized speaker, coach and trainer. Her mission is to assist Home Based Businesses in discovering and pursuing their true passion and dreams in a home based business.

Raven has over 25 years experience in telecommunications, tele-sales/telemarketing, customer service and management.

She has been responsible for training and coaching hundreds of people in that industry and has won many awards throughout her career with such fortune 500 companies as MCI and Cendant, just to name a few. She is known by friends, family, clients and associates as "The Telephone Diva" and feels you can do any job or create business over the phone, once you learn and master the art of tele-connecting. After spending 3 years with a local business television show, "inside Houston", she realized her dream was to have a talk show on radio or TV. That dream, twenty years in the making, was realized April 23, 2006.

Now, she is on a mission to inspire others to go for their true dreams and visions, that "YES, you CAN," turn your dream into a reality.

Raven is a very popular Radio Host, running two Internet Radio Shows:

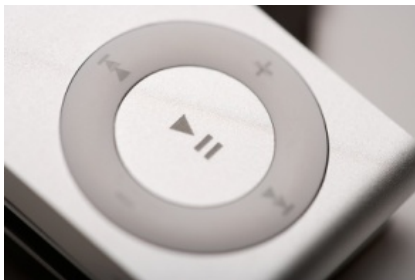
- WomenPower-Radio.com
- [Mentoring from MLM Divas Live!](#)
- Now she is live on 1320 WARL Am radio with her new show Careers From The Kitchen Table

Raven has had the awesome opportunity not only to interview her mentors who are featured here but also powerful business owners, recording artists and actors, like:

- Les Brown "The Motivator" - International speaker
- Jayne Kennedy-Overton - Acclaimed Actress
- Diana Nightingale -Widow of the legendary Earl Nightingale
- Dr. Joe Vitale - Marketing Guru
- Joan Stewart, the Publicity Expert
- Stacie J, from Donald Trump's, The Apprentice
- Bern Nadette Stanis, Thelma from Good Times
- Khaliq Glover - Grammy Music Engineer, Award Winner
- Douglas Vermeeren - Movie Creator & Director " The Opus"

And many, many, more

For this segment Raven changed roles and was interviewed by Regina Baker, producer of Careers from the Kitchen Table.



Click on the iPod to download the audio.

WHAT LEAD RAVEN TO TELE-SALES AND KEPT YOU DOING IT FOR SO LONG?

Raven's Mom told her years ago to get a real job. She advised her to learn how to talk, sell, and communicate over the telephone because then you will always have a job. Mother did know best. She's been in the industry over 20 years and learned the art of communication. Since she has learned this art, she has always had a job and could create income.

So has continued because she has been able to create jobs and has never been without a job. She enjoyed that she could make a good income from home with her telephone and use her telecommunication skills.

WHY DO THEY CALL RAVEN THE TELEPHONE DIVA?

Friends and family started calling Raven the telephone diva because every time they tried to call she was always on the phone – doing business, creating income, or making connections!



HOW DID YOU BEGIN WORKING FROM HOME USING PHONE?

Raven says she “fell” into it 7 years ago. She had a great job she enjoyed but then the company was sold and the new boss didn't like her. He kept adding work until she found herself working 7 am to midnight trying to catch up. One day she said, “I can't do it anymore!” And she walked out. This was not a good thing to do because it created financial problems at home. She had to find a way to create income. So she picked up the phone and started marketing herself.

WHAT IS TELE-CONNECTING?

Tele-connecting is your connection or rapport with the person you are calling.

- There needs be an even flow of communication.
- It is listening and not just talking.
- Draw the person on the line into the conversation.

Raven created the term tele-connecting to avoid the negative connotations of terms like telemarketing or tele-sales. Tele-connecting is about talking to someone like a friend and connecting to them as a person. It's not about making the sale – it's about making connections. You can also call it Relationship Marketing.

WHAT INSPIRED RAVEN TO CREATE THIS PRODUCT?

The financial situation created when she left her job abruptly taught her that



You need to be able to create an income yourself. You cannot depend on any one else for your income.

We all have a tool - the telephone – that we take for granted. She realized she could market and sell herself. In a short amount of time, she had 3 jobs working from home!

Raven know there are other people in that same situation – working extra hours to catch up, having health problems because job, etc. If you are part of the boomer generation, you may look around and everyone else at your “job” is younger and you wonder how long you will have a job. Working over the phone has nothing to do with your age, health, weight, physical disability or a desire to be home with children.

How To Turn Your Telephone into a Cash Cow, gives you several different options to work from home and recession proof your life. It is a fabulous product for people looking for ways to generate an income from home.



- Students who need extra income.
- Seniors who have been forced out of the work place and are looking for something to do and feel important.
- Mothers and Fathers who want to stay home with their children.

No matter what your age, as long as you can talk on the phone and apply what you learn in this course, you will be able to create an income. Have full control of your life! Work in your PJ's!

OTHER WAYS YOU'VE BUILT YOUR BUSINESS OVER THE PHONE?

Creating products like this one.

All shows – podcasts, radio shows, internet radio shows.

Virtual Book Tours. As a radio personality and host, Raven hires herself out to authors, to interview them about their book and make them shine.

This course will give you 9 different ways to enhance your current business or start a new business. Raven has done all except Micro Fundraiser.

WHAT CAN LISTENERS EXPECT?

Insider secrets! Raven has dug out the Golden Nuggets! She interviewed internationally renowned mentors and masters whom she respects highly. She wanted and got the best! Including:



Stu McLaren on Content Creation

Stu and Amy McLaren on Micro Fundraisers

Alex Mandossian and Paul Colligan on Podcasting.

Jeanette Cates on Effective Teleseminars

Terri Levine on Coaching

Ellen Violette on Creating EBooks over the phone

Lynn Pierce on Creating an Income with your Passion

Wendy Weiss on Cold Calling

Todd Falcone on Network Marketing

Lisa Kitter on Mindset

Judith and Jim on Soft Copy Marketing

TIPS TO GET THE MOST OUT OF THIS PRODUCT?

- Don't take this product lightly!
- The Audios and Workbook should be used together.
- Do the "Homework" exercises.
- Listen to the audios. Listen again!
- You can study the course in any order you would like. Start where your passion is or with what you need assistance. It's okay to jump around.
- Learn it. Connect with the Masters – contact information included!

RAVEN, WHO INSPIRED YOU?

Everyone in this audio series.

Cynthia Kersey, author of Unstoppable.

Les Brown – Don't die with your dream inside!

RAVEN'S WEBSITES

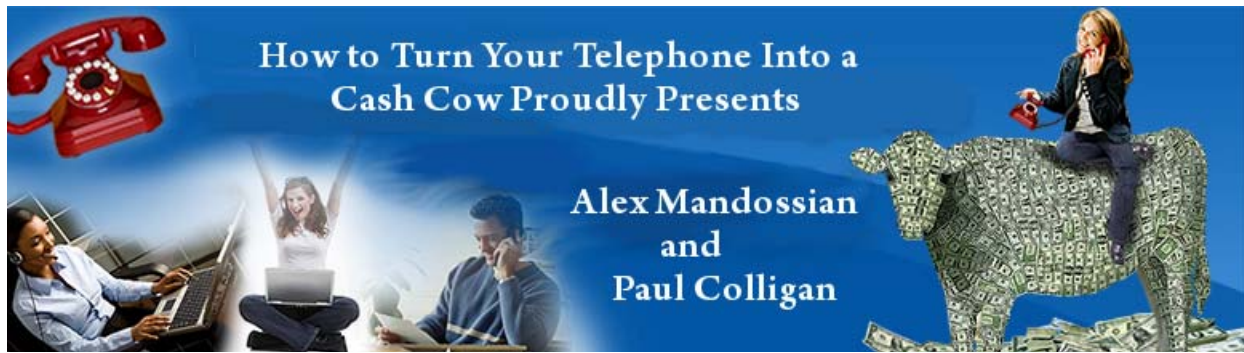
[Careers from the Kitchen Table](#)

[Women Power Talk Radio](#)

[Raven's Blog](#)

[Kitchen Table Radio](#)

[Mentoring from MLM Divas Live!](#)



Podcasting

Meet Alex



Since 1991, Alex Mandossian has generated over \$233 million in sales and profits for his clients and partners via "electronic marketing" media such as TV Infomercials, online catalogs, 24-hour recorded messages, voice/fax broadcasting, Teleseminars, Webinars, Podcasts and Internet Marketing.

Alex has personally consulted with Dale Carnegie Training, NYU, 1ShoppingCart Corp., Mutuals.com, Pinnacle Care, Strategic Coach, Trim Spa and many others.

He has hosted teleseminars with many of the world's top 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, Gay and Katie Hendricks, Bob Proctor, and many others.

Currently he is the CEO of Heritage House Publishing, Inc. – a boutique electronic marketing and publishing company that "repurposes" written and spoken educational content for worldwide distribution. He is also the founder of the Electronic Marketing Institute.

Since 2002, Alex has trained over 8,300 teleseminar students and claims that practically any entrepreneur can transform their annual income into a weekly income once they apply his principle-centered electronic marketing strategies. (KEY POINT: Alex's 2001 annual income became an hourly income by 2006 and he has tripled his days off).

He lives in the San Francisco Bay Area with his wife, Aimee and two children, Gabriel and Breanna and enjoys over 90 "Free Days" each year.

Meet Paul



Paul Colligan is CEO of [Colligan.com Inc.](http://www.Colligan.com) and manages several popular Internet properties that include [Premiumcast.com](http://www.Premiumcast.com), [The eMedia Marketplace](http://www.TheeMediaMarketplace.com), [Podcast Secrets](http://www.PodcastSecrets.com), [Automate Sales](http://www.AutomateSales.com), [FrontPage World](http://www.FrontPageWorld.com), and [Premium Podcasting](http://www.PremiumPodcasting.com). His Passion: *The Business of Podcasting and New Media Marketing*.

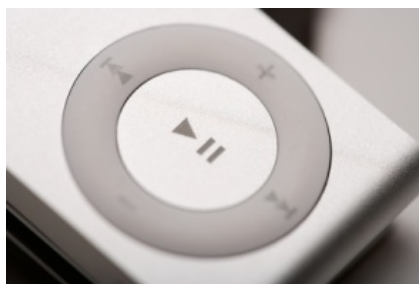
Paul produces a number of Podcasts that include (but are not limited to) [Marketing Online Live](http://www.MarketingOnlineLive.com), [Podcast Tools Weekly Update](http://www.PodcastToolsWeeklyUpdate.com), [Paul's Profitable Podcasting Podcast](http://www.PaulsProfitablePodcastingPodcast.com), [Electronic Marketing Interviews](http://www.ElectronicMarketingInterviews.com), and [Big Seminar Live](http://www.BigSeminarLive.com). He is also the author of many books and magazine articles about Internet marketing and is co-author of [The Business Podcasting Bible](http://www.TheBusinessPodcastingBible.com) with Alex Mandossian.

Mr. Colligan has played a key role in the launch of dozens of successful Web sites and Internet marketing strategies that have seen tens of millions of visitors and millions of dollars in revenue. Previous projects have included work with Peak Potentials, Heritage House Publications, InternetMCI, the Oregon Multimedia Alliance, Rubicon International, Microsoft, the Electronics Boutique, and Pearson Education.

He is also a popular speaker on Internet technology topics and frequently speaks online, on the air, and before audiences about his passions. He has presented at events around the world that include [Podcast Expo](http://www.PodcastExpo.com), The Business Podcasting Summit, Internet World, Linux World, Mac World, Commission Junction University, [Big Seminar](http://www.BigSeminar.com), the X-10 Seminar, and Microsoft Tech-Ed.

Paul's Blog at <http://www.PaulColligan.com>, is a great place to keep up with his latest efforts and current speaking schedule.

Paul lives in Portland, Oregon with his wife and daughters and enjoys hiking, theater, music, fine dining, and travel.



Click on the iPod to download the audio.

WHY PODCASTING?

- Podcasting is a very simple way to increase your reach and access.
- Through podcasting you are talking and writing at the speed of sound.
- If you can speak and have basic recording equipment, you can podcast.
- Podcasting allows time shifting. It gives your audience the ability to listen at the time and place they choose.
- You can make more Money.
- It is more convenient for YOU and your audience.
- Your audience is larger – you can reach people world wide.
- It is simple. You don't have to be "techno king". You just need to be a good speaker and have a great message

DEFINITIONS

Podcast – is a media file made available for consumption as the time, location and device of your choosing

Podcasting - is the technology that lets us do it. This technology was developed in 2005.

It allows you have the equivalent of many CD's in the palm of your hand and enables **TIME SHIFTING** – you get to consume when it's convenient for you not the producer. This is a lot like taping television shows on your VCR or DVR but it's much easier and quicker!

You can make money with podcasting. Two years ago if you suggested you could make money through podcasting people got angry because it (podcasts) was suppose to be free. But in reality it's the technology that is free – but the **CONTENT** should not be free.



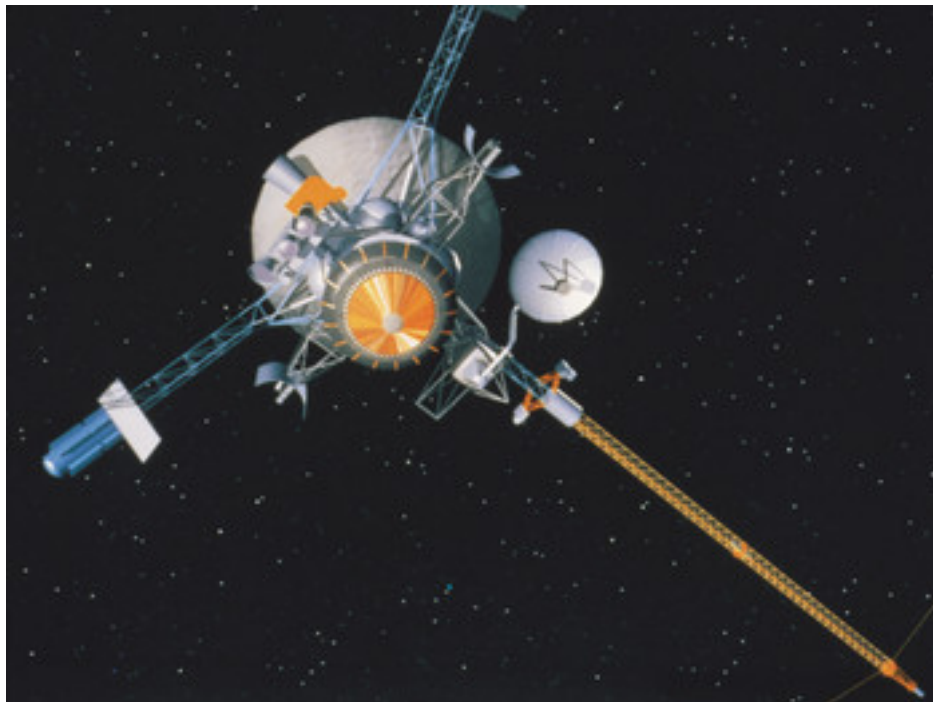
WHAT ARE SOME CHALLENGES IN GETTING STARTED?

For Alex, initially it was the technology – using the equipment. But the technology has advanced and there is now software and even free programs available.

Initially for Paul, it was content management. Figuring out how to take the entire content, chop it up and make it ready for prime time. In other words, it was EDITING – quickly and efficiently. This problem was solved with the double ender method. This method makes it sound like you're in studio and the podcast can now be produce in 1/10th the time. For more information go to MarketingOnline.com

Now the challenges have changed. The question now is - **Where are we going to post this?** Typically people search using Google but this won't work for podcasts. iTunes is very hard to search so there is a need for a place to search for podcasts.

The other challenge is getting people to download and consume the content (of the podcast).





Home Work

How will having your show help you with your business or build platform for your business?

What challenge do you expect with your first podcast?

FORMULA FOR CREATING A POPULAR AND PROFITABLE PODCAST

- Start with a question.
- Content should be short. Twenty minutes is optimal length.
- Your podcast should be a case study or news centered podcast.



LENGTH – A podcast can be 1 minute to 1 hour but the optimal time is 20 minutes. We are no longer in the information age but the recommendation age. You shouldn't try to stretch just to "fill" time. Give them the amount you need to cover your topic. If it's a small topic tell your audience you have a "brief tip" to share with them and only take the time needed. On the other hand if you have a lot of information, tell them you may run long on time. Let your audience know you are there to give them what they want – not just feel time. You are there for their best interest.

HOW OFTEN TO PODCAST – A weekly schedule is ideal. Your audience should know what to expect and when to expect it. You want them to count on you and see each podcast as a rare opportunity.

DO YOU HAVE TO BE AN AUTHOR, SPEAKER OR EXPERT TO PODCAST?

You can become an expert while you podcast. Learn while you're doing it. Anything worth doing the first time is worth doing poorly **if** you're committed to mastery. Ordinary things done consistently over a period of time produce extraordinary results.

For example, look at Tiger Woods. He does a very ordinary activity. The difference is he has done it consistently, over a period time and has become extraordinary!

Your first five podcast should be free because, most likely they are not going to be good. But you will improve with each podcast you do.



GOLDEN NUGGET – After your first five episodes, start archiving the oldest episode. Then, give these archives away as free gifts to customers! When people start listening to your podcast they are going to want to hear where you started.

Home Work

What message are you trying to deliver with your podcast?

How long would each one be?

WHAT TYPE OF BUSINESS OR PROFESSIONAL LISTENS?

An information marketing business is the most likely to listen. However, every business is an information marketing business! Even a dentist can have a special report about 10 questions you need to ask before choosing a dentist! So every business should consider podcasting. For those people who have decided to attract new business, the only thing the podcast will do is do what they do better because they get more reach. Your customer can listen at any time – walking their dog, driving their car, or working on their computer. They can multi task. So any entrepreneurial CEO that wants to grow their business will benefit from podcasting.

MOVING FROM FREE TO FEE

Delivery of information is always valuable. Your customer will say I want the information – give it to me now. Our capacity to get the information to our customers is enhanced by podcasting.

You need to start with free podcasts to introduce yourself and establish yourself as an information source. Then after the introduction, after proving yourself and allowing your audience to get to know you, you can offer them another podcast for a fee. They will jump at the chance! Their response will be, “Oh I want that information.” And they won’t even question the fee because the first five podcasts have established your track record.



GOLDEN NUGGET - If you give incredible stuff away for **free**, your audience will say, “If they give this great stuff for free, how awesome will the stuff I pay for be?”

Remember the value of **TIME SHIFING**. You can advertise a great class and let everyone know it is Monday at from 7 pm to 9 pm at the conference center but then people have to start asking themselves questions. “Can I make it at that time? Can I commit to the next six weeks of classes? Do I have the transportation? Do I know where the conference center is located?” BUT everyone can purchase your conference if you say, “Come to my class OR you can get it on your iPod the next day.” You have just broadened your audience. You are selling your **information** using the podcast as the vehicle. It’s about the **creation of your content**.



And it’s easy! In the past, if I sold you information, I had to write long copy explaining how you get the information via download, burn it to a CD etc. NOW I can have a button on the podcast that says, “Get it here from iTunes.” And it’s done! The technology is there now so after your customer pays, they click one button and they are subscribed on iTunes. It’s simple, quick, and convenient.

MODELS

Sponsorship – Finding sponsors or selling commercial spots to pay for your podcast. The more reach you have (i.e. the larger your audience) the more valuable your podcast is to your sponsor. This model has been working for years on broadcast (TV) marketing.



Golden Nugget: You sponsor's ad is heard EVERY TIME anyone listens to the podcast.

Premium Cast - Your audience pays to listen to your podcast because your content is so valuable and NICHE specific. For example look at the Grand Canyon. It took thousands of years to form and its miles deep but not wide. **Your niche should be a mile deep and an inch wide.** The deeper and narrower your niche the more money you can make.

Teleseminars as Podcasts – You can take your paid content and make it available as a podcast or as a teleseminar. You can also take your teleseminars and make them available as a podcast after the seminar. You can sell the podcast to people who weren’t able to attend AND to attendees who want it for review.

Membership - With this model, your audience subscribes to your podcast. You can think of it like the three types of TV service available.

Broadcast – everyone gets

Premium – HBO

Pay per view – specific events

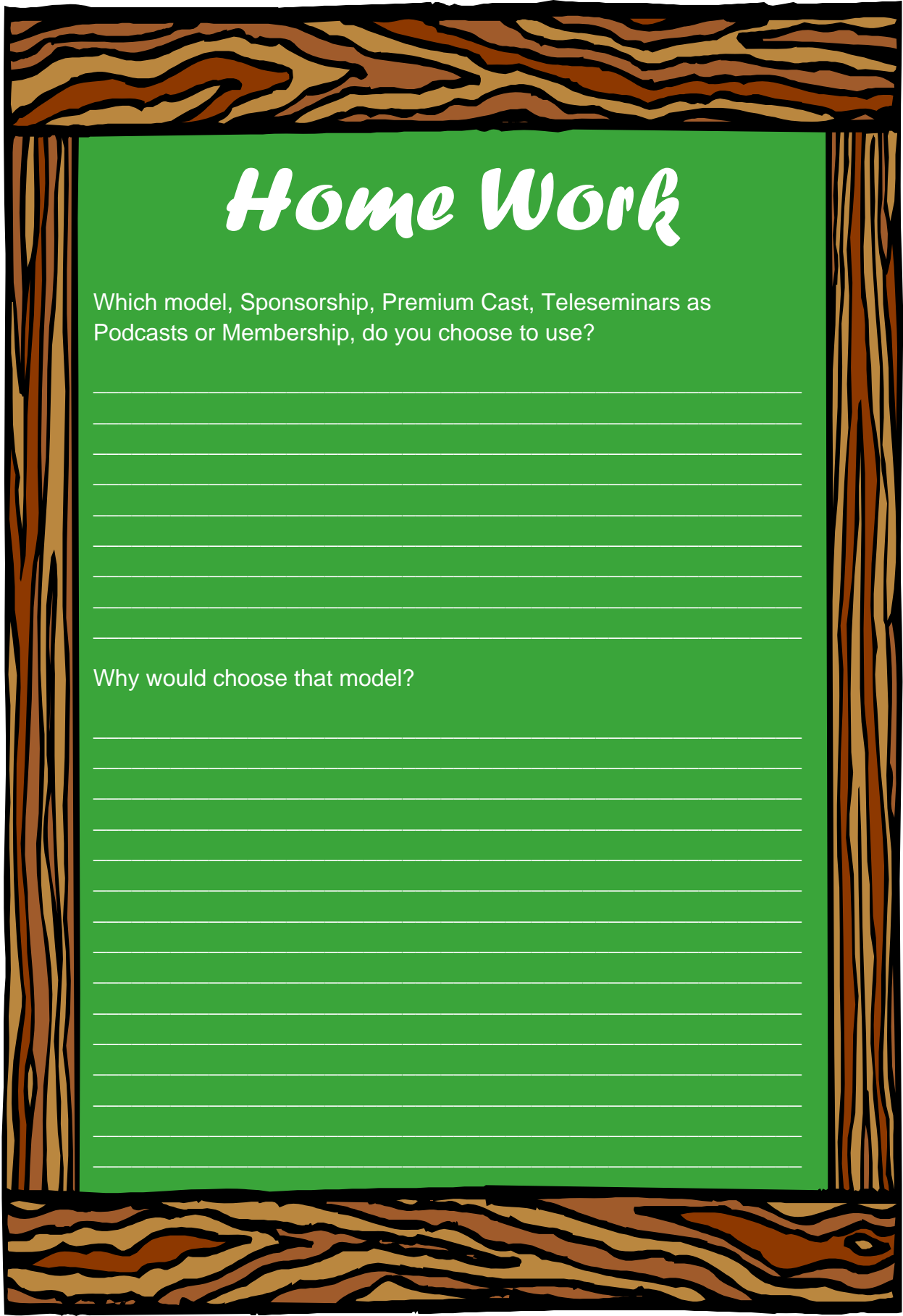
Think about how you want to use these three options. They will work with any subscription site and gives each person who subscribes only their specific feed.

The future:

CHANNEL you can shoot what ever you want down the channel just like NBC or ABC! Events are going too offered LIVE or on your TV set and it will shoot down the podcast channel. It's still all about the CONTENT but podcast will make it frictionless and easy. It makes your audience bigger and broader.

Focus on which MODEL you want in advance and you will be a lot clearer and more focused because you will be narrower and deep.





Home Work

Which model, Sponsorship, Premium Cast, Teleseminars as Podcasts or Membership, do you choose to use?

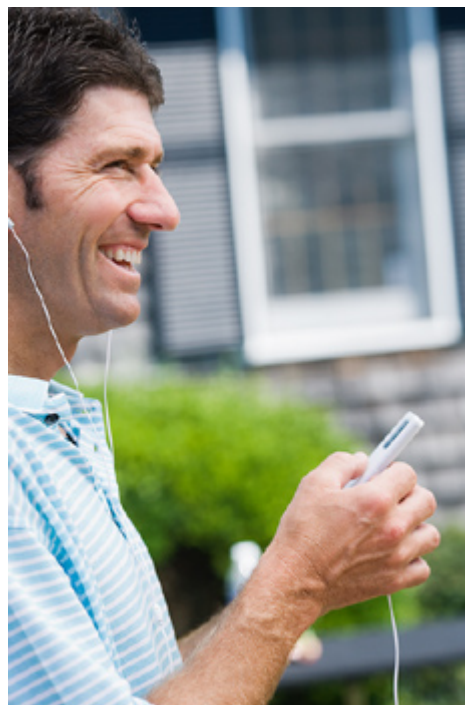
Handwriting practice lines for the first question.

Why would choose that model?

Handwriting practice lines for the second question.

BENEFITS A BUSINESS OWNER RECEIVES FROM CREATING A PODCAST

You will receive **Intimacy** with your audience the likes of which has never been seen before. People listen during a walk on the beach. They listen in their car during their commute (27 million Americans commute 20 minutes each day) Where ever my audience is – I am.



Where to begin?

- Find your niche – something you know something about – something you are passionate about.
- Interview industry experts. It's easy to get people to agree to an interview. Just say, "Hey, we're going to be on iTunes! Can I interview you?"

3 DEEPEST DARKEST INSIGHTS

Alex

1. Repurposing – Create content with your voice and then you can create a CD, Podcast etc.
2. Taking audio content and transcribing for books or e-books.
3. Get with students and give back to them. For example, Raven was a student of Alex and Paul's several years ago. Now, they agreed to a part of this course to "give back" to their former student.

Paul

1. Time shifting – create show however, whenever and wherever you want.
2. If you podcast, do it right and think about it right – you have a wonderful archive of content promoting you in perpetuity
3. Serving your audience will always do you well – tell your audience you can get me on YOUR terms?

PODCASTING ON A SHOESTRING

You can podcast with only a phone and a way to record. There are several free recording programs available. Google free recording devices to find the latest. [Jing](#) is one that is put out by Camtasia and cost less than \$50. [Audacity](#) is another that is free and works on both PC and Mac. Premium Cast has several options starting with a free membership. So your cost is whatever it cost you to host a domain and store your recordings.



Alex and Paul's websites:

[Teleseminar secrets.com](http://Teleseminarsecrets.com)

Alexmandossian.com

Podcastsecrets.com

Premiumcast.com

PaulColligan.com

MarketingOnLineLive.com

The page is framed by a decorative border with a wood-grain pattern. The top and bottom borders are wider and feature a more complex, wavy wood-grain design. The left and right borders are narrower and feature a simpler, vertical wood-grain pattern. The central area is a solid green rectangle.

Home Work

What are your first five topics?

Broadcast your first five podcasts now!



Coaching

Meet Terri



Dr. Terri Levine, The Guru of Coaching® is a Master Certified Coach and founder of The Coaching Institute (www.CoachInstitute.com). This program is world renowned as the number one place for coach training and has trained over 4,000 coaches.

Terri authored bestsellers including: "Work Yourself Happy", "Stop Managing, Start Coaching", "Coaching for an Extraordinary Life," "The Successful Coach," and "Coaching is for Everyone."

Terri holds a PhD in Organizational Behavior and is a Master Certified Coach. She is a riveting speaker and engaging coach. Terri loves to train people to become certified coaches and take them to the six and seven figure income levels quickly and easily.



[Click on the iPod to download the audio.](#)

Terri was miserable in her J-O-B in corporate America. She wanted to serve people and she wanted to work from home. Terri's turning point occurred when she struck up a conversation with the lady next to her on a business flight. As they were sharing their professions, the lady said she was a coach. Terri is embarrassed to admit she asked, "What sport do you coach?" Her seat mate explained that she was a life coach and went on to tell Terri about the profession. Terri KNEW at that very moment that's what she was meant to do. Three days later she started coach training and in less than one month quit her J-O-B!

Coaching affords you the opportunity, more freedom, and time for family, friends and things that are important to an abundant quality life. Coaching is the #1 home based business start up and the #1 home based money making business.



Terri says the **most important qualification** is to get **coach training** so you have the core competencies and skills. You need to master these competencies and skills otherwise you're not serving clients.



These skills, as taught in Terri's Coaching Institute, are:

POWERFUL REQUESTS, OBSERVATIONS AND QUESTIONS

- **Powerful Request** – A coach asks people to do something outside their selves. This is something that makes them step out of their box and take risks.
- **Powerful Observations** – A coach "holds up a mirror" and shows the client something they haven't looked at before or didn't want to look at.
- **Powerful Questions** – A coach asks questions that make the client go in to their selves.

TRUTHS – 3 types

- Your Truth – what you believe.
- My Truth – what I believe.
- The Truth – what is really the truth.

You have to know all three so you can listen and understand all three.

TUNING IN (Listening)

Many people do not have good listening skills. You are missing valuable human connections if you don't pay attention. Listening skills involve:

- ❖ Connecting heart to heart.
- ❖ Being fully there for the other person
 - Caring
 - Loving
 - Non- Judging
 - Just being

These are skills we loose by age 3 so we have to LEARN them.



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Home Work

How are your listening skills? Take the time to sit down and really listen to a friend today.

What did you discover?

Did you connect? How?

Were you “fully there”?

COACHING AT HOME USING YOUR PHONE

Terri teaches her students to coach primarily by phone and does it herself. She feels it is better than “face to face” coaching because as soon as you get face to face with someone it brings up their fears. They may read a facial expression and are afraid you are judging them. So instead of having a relationship where the client is totally free to share, because they are speaking into a phone, you have all these distractions in the coaching relationship.

However, if you are doing corporate work, you will usually need to do most coaching in person at first. The companies who are paying for the coaching generally require face to face contact but even in this situation you can and should eventually move to phone coaching.

COACHING ONE ON ONE VS ONE ON MANY

The one on one model is the most popular in the coaching industry. With this model, you may work 40 hours a week. Terri recommends the One on Many model because clients in groups have more synergy, learn faster and grow quicker because they learn from each other’s questions. Also, if you are coaching 10-12 people at the same time, you can easily make \$1000 in an hour.



For group coaching, create a coaching theme and then create a class from the theme. You can use a free service such as www.Freeconferencecall.com for the conference line and you are ready. Set up 2 groups of 10 to 12 each with three classes a week and watch how quickly your phone turns into a cash cow!

Remember you are on the phone. You don’t have to coach locally – go global! You can coach people all over the world - in different time zones – the hours that work for you – whenever and wherever you want.

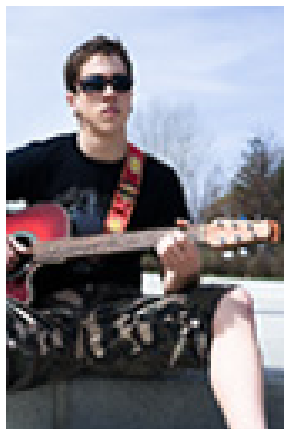
Think of it this way – you have the whole world as your audience. You have a huge market and there aren’t that many coaches so you have boundless opportunities for new clients.

STEPS TO GET STARTED

1. Start by writing down everything you have an interest in – things about yourself - things you enjoy doing.
2. Then ask, “Which ones really excite me?” Circle the top 5. These are your top 5 coaching niches.

Example – A graduate of Terri’s Coaching Institute was a Reverend in his vocation. His 3 niches are:

- ✓ Spiritual coaching
- ✓ EFT – emotional freedom tapping
- ✓ Martial coaching for women



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Home Work

Discover your niches! Write down your interests and hobbies.

Now, read your list over and carefully consider each one. Circle your top three. To what niche do they point?

HOW DO YOU DETERMINE IF BECOMING A COACH IS RIGHT FOR YOUR BUSINESS?

Learning coaching skills helps anyone. Terri has coached people in more than 200 different businesses. Whatever your business, if you understand how to listen, how to communicate better and how to ask the right questions you will:

- ✓ Accomplish more
- ✓ Get things done
- ✓ Be more productive
- ✓ Have higher profits

Coaching **needs** to be integrated into your business!

Example: A massage therapist enrolled in the Coaching Institute because she wanted to add coaching to her business. When her massage clients are on the table stuff comes up so she is offering them a coaching package. Later on in life when she chooses massage, she can amp up the coaching and still have a comfortable income.

CHOOSING A NICHE

Pick a topic that resonates with you. Something you are passionate about because if you are passionate people will hire you. Focus on what you LOVE and the passion will fuel the fire. You do what you love because that's what you are made to do. Work is part of your life, part of who you are – so be passionate.

PROCESS TO BEGIN

1. Get training as a coach.
2. Create your list of passions and choose 3-5 niches.
3. Set up a ONE page website for each niche. Create a great headline that mentions the pain that the reader is experiencing. Then have an offering – a free special report, audio etc. – and have reader enter their name and contact information to receive the offer. This is your lead capture to build your database.
4. Get Google ad words like crazy for the website. You'll get about 1000 people in your pipeline very quickly.
5. Set date/time to do a free teleclass. Call your leads and follow up. Invite them to your free teleclass. At the end of the class, offer all callers the opportunity to call back immediately and get a 50% discount on your coaching program.

Home Work

Make your plan to complete each of the steps outlined above. Write specific action steps and dates for completion. Then start checking them off!

Get training as a coach.

Date complete: _____

Create my list of passions and choose a niche.

Date Complete: _____

Set up a one page website for each niche.

Date Complete: _____

Set up Google Adwords Campaign.

Date Complete: _____

Set up a free Tele-class.

HOW DO GO FROM BEING A “GOOD COACH” TO A GREAT COACH?

PRACTICE coaching a lot of people! Coaching builds your confidence. The more you coach the more it becomes second nature.

TOP 5 COACHING TOPICS FOR BUSINESS

1. Leadership Coaching – working with organizations helping people be more effective
2. Financial coaching
3. Health and wellness coaching – one of largest niches
4. Weight Loss
5. Sales Coaching

OTHER WAYS, BESIDES TRADITIONAL COACHING, TO USE COACHING SKILLS

- ✓ Training – for example you could train people listening skills
- ✓ Teach people the truths. You can actually use the coaching curriculum.
- ✓ Lectures
- ✓ Run master mind groups – Terri recommends the book [“Think and Grow Rich” by Napoleon Hill](#)



BIGGEST MISTAKE COACHES MAKE STARTING OUT

GIVING FREE COACHING

We are professionals who are creditable. You don't go to an intern in a hospital and they say “you don't have to pay because I'm new.” The clients you coach for free never convert to a paying client. You are a competent professional and you should charge for your services.

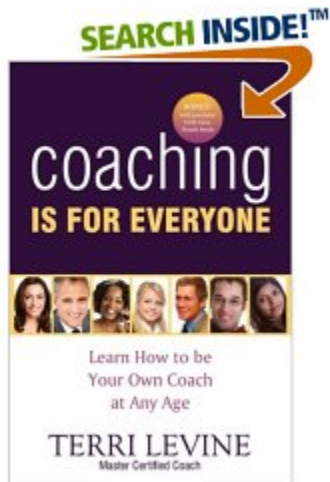
Terri's websites:

CoachInstitute.com

[Terri Levine.com](http://TerriLevine.com)

[Terri Levine Speaks](#)

Call Terri Toll free: 877-401-6165





Teleseminars

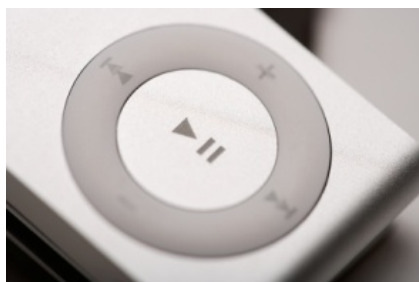
Meet Jeanette



Jeanette S. Cates, PhD is the creator of the Online Success System and author of [Online Success Tactics: 101 ways to build your small business.](#)

Dr. Cates is a frequent speaker at state and national conferences, with more than 300 presentations to her credit. Her fast-paced, information-packed presentations and her knack for explaining cutting-edge technology in easy-to-understand terms have gained her the reputation of being The Technology Tamer™. She has taken that same experience and applied it to the Internet to become your Online Success Guide.

As the owner of [TechTamers](#) she has developed a full line of learning materials, including more than 100 technology-based workshops, ranging from Introduction to eLearning to Web-Site-in-a-Day™. In addition, she has authored numerous tips booklets, special reports, eBooks, and audio albums. In 2001 she launched [Tech4Speakers.com](#), a site dedicated to helping speakers use technology more effectively in their presentations, products, productivity, and online presence. Jeanette is a Certified Technical Trainer and is conversant with more than 200 software programs. She is also a Robert G. Allen Infopreneur Master Trainer. In that capacity she edits the [InfopreneurLibrary.com](#), an online resource for people who create and sell Information Products.



Click on the iPod to download the audio.

Teleseminars are the most popular and easiest way to make money from home. We can all talk and use the phone.



DEFINITION

Teleseminar – A phone call with a large number of people who all call into a central number. You have a moderator on one line that can mute the line to mute all noise and everyone else is on another line. They all call the same number.

The technology for this became available in 2000. Prior to that time, the equipment was very expensive so few people could afford it and the phone company was charging a lot of money to use their bridge line. Deregulation of phone companies made it possible to offer bridge lines to everyone and you can often get them free.

WHO SHOULD OFFER TELESEMINARS?

Everyone! There really isn't anyone who should NOT. There is always a place in your marketing for Teleseminars.

- Consultants – offer marketing/samples of your services/paid consultations
- Coaches – sample of services/paid coaching/new topics
- Meetings/training/recruiting
- Anyone who sells a product or service can use teleseminars

WHY OFFER TELESEMINARS?

The teleseminar establishes you as an expert in your field and builds your credibility. Most business people like to see you face to face but, if you can't, voice to voice is the next best thing. If you do business on the internet, it's your words but they can't hear you. You're not a real person until they can hear the excitement in your voice. When they can hear your excitement about a topic, it builds rapport and your credibility as an expert. It also allows you to give a sample of your work because you are demonstrating your skills.

Teleseminars allow you to offer low cost seminars to those who can't afford higher 1-1 pricing.

Teleseminars are a great way to build customer relationships. They allow your customers to hear you, interact and form a personal relationship.

Each person can learn from the other attendees also. Jeanette used to have an open call the 1st Tuesday of each month for all customers to call in if they had a question. They could call and ask a question and interact with Jeanette and one another.



ADVANTAGES FOR THE HOST

1. As the host, you are automatically the expert whether you are delivering the information or not. Think of an MC. You automatically give them a lot of credit and respect simply for introducing other people. They have instant CREDIBILITY.
2. Generates revenue. You can make money in your jammies!
3. No traveling.
4. Takes less time, so it's a time saver.
5. Teleseminars are a great way to test a market or product idea. For example, you have an idea for a new product or service so you set up an introductory call. It's a pretty good indicator if you can't get people on the phone for a free intro call; they are not going to buy the product.
6. Use teleseminars to promote live events. This builds the preview process so people get to know you and the speakers. It builds rapport before the event. You can deliver a whole lot of content upfront and level the playing field. So if you have people coming to your event who are advanced and beginner, everyone can start from a common level of knowledge. The background information is in place so you can deliver the real content at the live event.
7. When you give a Teleseminar it doesn't matter where you are! People can call from anywhere! Telephone rates are now cheaper, again due to the deregulation of the phone companies, and people have easier access. They can connect all over the world.

TYPES OF TELESEMINARS

Traditional lesson--You're the expert and teach about particular topics. On this type of call, technically, you wouldn't have to have anybody else on the phone. It is one way communication.

Interview-- You are interviewing an "expert." An example would be this course with Raven. Raven is interviewing a series of experts and making the "teleseminar" available as a course.

Panel discussion-- On this type of call you would have 3 or 4 people who were experts on the topic with a moderator. This type of call is more difficult and definitely not for beginners. The moderator has to be very skilled in handling several people and ensuring they each have equal "speaking time."

Open discussion or meeting--This involves a group of people who are all on the call at the same time and each can equally give their input on the topic. This is the most difficult type. Jeanette believes it is good to get started when first learning to use a bridge line. As practice, she recommends holding a family meeting. Set up a bridge line and ask your family to call in and talk on the bridge line.

HOW TO DECIDE WHICH TYPE TO USE?

What is the purpose of your call?

- If you are looking for a way to expand your list of prospects, a lesson or interview for free or very low cost, will expose you to prospects. This also helps them to get to know you and establishes your expert status.
- If you want to demonstrate how well you are use a lesson or a coaching call. One unique way to do this if you are a coach is to do a coaching call with a client but let other people listen in. You offer one of your clients a free session in return for letting others listen in on the call. This shows off your skills.

Home Work

Look at your list created in the previous section. Which TYPE of teleseminar will you use and why?

STEPS INVOLVED IN CREATING TELESIMINAR

1. Decide on your audience and topic. If you know your audience well and the topic they want to hear, it's easy to choose.
2. Write the logistics of the call. For the first call, this is long and complicated, but once you do the first one it's done because they are the same for each call.
3. Marketing to get people on the call. This can be email blasts, making calls, or whatever you normally do. It is not difficult.
4. Host the teleseminar.
5. Follow up and offer the resulting product for sell. Most people don't do this step. They stop before they offer the product. You should have your order process set up. A sales page on the web to direct them to where they can place their order and an auto responder that will deliver the download link for the product.
6. **RECORD EVERYTHING!** The recording becomes another product and you can **SELL** the recording. You can do this even if no one else is on the call. A bridge line can be used to create an audio product if you don't have a recorder – just pick up the phone, record on a bridge line and you have your audio!

HOW TO DECIDE WHAT TO TALK ABOUT

- Write down what you are good at and pick your top 10 for topics.
- What questions do people ask you all the time? Whatever the top 10 topics, that's your first teleseminar.

Don't give them all your information on a free call.



Tell them **WHAT/WHY** for free.

Tell them **HOW** to do it for Pay.

- Ask your target audience what they want. (Can use the [Ask Database](#).)
- Pick a controversial topic.
- Look at the typical problems of your target market. For example, with solo entrepreneurs time and cash flow are their two biggest areas of concern. So you would offer those teleseminars that teach such things as time and cash flow management.

- Decide what product you want to create and build your content around that product. For example, you decide you want to make a product about how to make money in your jammies. Then ask, “What are the different ways you can make money in your jammies?” You decide you are going to interview 5 or more experts on the subject and put together a course! That’s how this book was born!

GOLD

Interviewers need the ability to ask good questions and follow up. It’s as simple as putting yourself in your listener’s place.



The worksheet is framed by a decorative border with a wood-grain pattern in shades of brown and tan. The central area is a solid green rectangle containing the text and lines.

Home Work

Who is your target audience?

What is your topic?

Write out the logistics of your call.

How will you market the call?

How will you follow up?

MOVE FROM FREE TO FEE

You don't have to wait until you are an expert to start making **MONEY!** It all comes down to **niche markets**. This has become especially true with the popularity of cable TV and the internet. They give you the ability to target very tiny niche markets. For example, if your product is related to quilting you may choose the small niche market of art quilts, traditional quilts or another type of quilt. This makes it easy for you to be a star in your niche because you pick a very specific niche.



If you're shy about interviewing someone then have someone else ask YOU the questions. Think of it as having a conversation with a friend. Everyone else, on the bridge line is just listening in. And you can do it in your jammies!

Should you always start with FREE teleseminars?????

No, primarily because people don't put a lot of value on free. But if they pay \$5 or \$10 they listen a lot closer. More serious customers are customers who will continue as a paying client. You need to make money and most people are willing to pay at least a dollar. You can also present it as "off setting" the cost of the call.

HOW YOU CAN MAKE MONEY

1. Sell a product on the call. For example, you may sell a ticket to a live seminar, offer an affiliate product from your experts, or offer one of your own products.
2. Sell the recording of the actual call. This can be available in an MP3 that customers can download to their iPod.
3. Transcribe the call and sell the transcript. Create an eBook or make audio and transcript part of a bigger course.
4. Create several reports and sell for \$7 each.
5. Create articles that sell the teleseminars themselves. FYI, most articles are only 400 - 700 words so you can get several out of one teleseminar.
6. Create audio coaching sessions. Each of your ten questions becomes an audio coaching session. You can then sell them as a package all at one time or set them up as audio postcards. This could be a year long course where they get 52 "postcards"



a year or one per week! People will be so excited with this flow of great information that they will share you with their friends. Jeanette suggests offering these free or 52 weeks for \$52.

7. Turn the recording into an audio CD.

WHAT PRICES SHOULD YOU SET FOR YOUR COURSES

Typical courses are \$47 – \$2000. It all depends on your content.

Jeanette's course, Teleseminar Basics is \$97. She feels the price makes it accessible to everyone and she includes a lot of valuable information and logistics including –

- Manual
- Checklists to go through and make sure you are ready to go. Jeanette uses the same checklists! She can check it or hand to an assistant so they can handle it. Then she can focus on her content.
- Video on how to actually record and edit audio then turn it into an audio CD. Even very basics like how to apply a label to an audio CD!
- All emails and letters to get guests or get people on the call and follow ups.



Of all the fabulous money making ideas in this course, Raven recommends trying teleseminars **FIRST** because it's so simple. She says, "Get the course and just start doing it!"





Home Work

List ways you can repurpose your teleseminar to from free to fee.

Set your price point for your teleseminar.

INSIDER TIPS ON WAYS YOUR TELESIMINARS CAN BE MORE INTERESTING

- When people are calling in greet them. This establishes some rapport. Engage callers in a little chit chat, remind people why they are calling in, ask their name, where they are calling from and invite them to give their website url.



When YOU are calling in as a participant, jump on calls early and introduce yourself. Your name is then on the call (and any RECORDING of the call) and people will remember you. Also send the call host an immediate testimonial they can use on their website and in their promotional material. Everyone who hears or reads the testimonial will see your name and website. They will contact you.

- Make sure you are putting a lot of energy into it. If you are sitting back relaxing your callers will know. On the other hand, if you are on the edge of your seat, walking around, and using hand motions your enthusiasm will shine through. Smile. It makes a big difference when people are listening.
- Practice the mechanics of the call ahead of time. Nothing is worse than a host stumbling with the technology during a call. For example, un-muting one caller at a time. Practice with family in a loving, forgiving environment. For the first few calls, it's nice to have someone else there who can handle the button pushing.



***70 will mute call waiting!** That way, if you have call waiting on your phone and get a call during the teleseminar, you won't have an annoying beep on the call AND the recording!

- Don't be afraid about sounding silly or too excited. Your excitement will be just enough because the phone line takes away a lot of it. You may think it sounds like too much but by the time it comes through the phone lines its perfect.
- Give the call your **Full Attention**. Don't check email or anything else while doing a teleseminar. Jeanette is usually looking out the window at her office.

HOW DO YOU GET PEOPLE ON THE CALLS

- If you have a list, send out at least 3 emails. A good timing is one week prior, one day before and the day of the seminar.
- Pay per click – [Google Adwords](#). You can pay as little as .10 to .25 cents per click and you only pay for people who click on your ad. To target your market and keep ad costs down, make sure your ad states the price and time of the call. For a free teleseminar, set your limit to about \$25. Pay per click is also a great way to test the market. Set up your keywords and you find out if you are on target. If you put an ad up and no one clicks on it you either have a lousy ad or you're advertising in the wrong place (with the wrong keywords).
- Announce your teleseminars on a regular basis. You can use a site like [Seminar Announcer.com](#). It is a free site where you can post your teleseminars.
- In articles that you publish make sure you include a link to your teleseminars.
- Team up with others to email to their list.
- Typical marketing such as direct mail postcards or calling to invite people. Whatever you use now can apply to teleseminars – both the event and the recording.



Home Work

Write down the mechanics of your call and then practice them.

Practice your delivery. Make sure you have a lot of energy. Go “over the top.”

Write 3 emails to announce your teleseminar.

What are your keywords? Create a Goggle Adwords account.

Create an account at Seminar Announcer and list your first teleseminar.

TRENDS IN TELESEMINARS–

- Charging instead of Free.
- Providing handouts and more content on the call. Anytime someone is calling in they are probably doing something else. But if you give them a handout, you are more likely to get their full attention. When they register for your teleseminar, they get details of the call and the download for the handout. Remember to remind them they have a hand out at start of call and 15 minutes into the call. Make url of the handout simple.
- Break up the call to change the pace and have bathroom break etc. Keep them on edge of their seats.
- Selling on the call. There are different philosophies about WHEN to sell. Jeanette suggests 2 or 3 times during the call. You don't want to do it at the end because a lot of people will hang up before the end and if you do it right at the beginning you may loose people immediately because they think it's just a sales pitch. The best method is to mention the product or service in the conversation. If you are giving great information, your callers will think, "If I got this much info in a 60 min call, no telling how much I will get if I buy a product!"

3 TYPICAL MISTAKES

1. Flat delivery with no excitement
2. Not following up with marketing the product created
3. Not practicing with the mechanics – must be flawless and not have to think about them

Jeanette's recommended Websites:

<http://www.teleseminarbasics.com/>

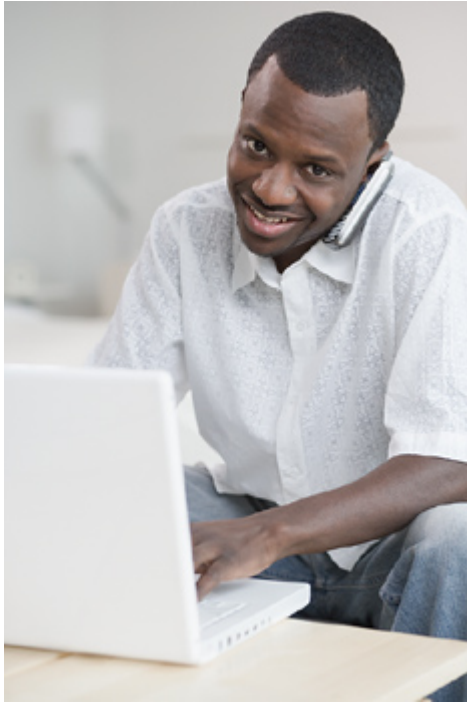
<http://www.techtamers.com/>

<http://onlinesuccesscoaching.com/>

<http://seminarannouncer.com/>

FINAL THOUGHT –

Get started now! It's not as hard or scary as you thought. You don't have to be perfect. You don't have to like your voice. You are ready now! Take action now. Your clients will appreciate it and your bottom line will appreciate it.





Positive Thinking

Meet Lisa



Lisa started off her life as many people do...without great advantages or financial stability. She was raised in Alaska and lived without running water or electricity for many years.

Lisa became an avid reader of any and all books. She read everything from paperback romances to mysteries, short stories, and autobiographies. Reading opened a door of opportunities and ideas to her that she had never imagined existed until then. It was during this period of time that she was introduced to several self-help, self-empowerment type books. It was love at first sight!

Thank goodness for Lisa's sense of humor because life hasn't always been easy and her success in the network marketing industry only came through many years of perseverance, persistent, and determined, focused effort! She went through years of struggle, practically going bankrupt in order to stay in business. At one time, life in her network marketing career was so tough she took odd evening and weekend jobs to make ends meet.

For the past seven years Lisa has dedicated her time to assisting others to achieve success in their businesses and in life through personal coaching and mentoring. Long before personal coaching was all the rage that it is today, Lisa was a Coach. She doesn't teach and guide people on things she reads in books or on what she learned in coaching school. Her experience in this industry has been attained by living the story; Lisa climbed the ladder from rags to riches and teaches from her own journey of success. She is known throughout the Network Marketing & Direct Sales Industry as the "Queen of Thinking Big!"



[Click on the iPod to download the audio.](#)

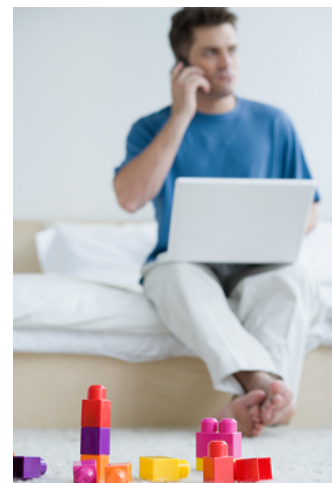
While Lisa didn't feel her childhood in Alaska was very "cool" at the time she now sees it as a character building experience and important to whom she is today. In the 70's, she was introduced to affiliate marketing and direct sales through her parent's work and association with the "big A" company. Even as a teenager she would pick up the self help and self improvement books and say wow this is great! The books, videos and training materials opened her mind to possibilities.

In 1985, she decided to get involved in direct marketing with a cosmetics company. It was a great experience but she never made a lot of money. She worked in direct marketing part time until the early 90's.

Lisa's coaching approach is unique because she doesn't push and pull her clients but assists them in finding their way. She believes YOU already have it within you and she just needs to coach you in the right direction. She assists and gives good sound advice from her experience.

WHY COLD CALLING

Lisa has done a lot of "belly to belly" meetings (face to face meetings) and at one time she did 200-300 meetings a year. But she says it wasn't efficient for her goals and it was too time consuming. Also, as a single mother, she had to take her son with her or find a babysitter and it became an issue. She thought, "There has got to be a better way." Then in the early 90's she was introduced to a system of marketing over the phone. Lisa enjoyed working on the phone and had been told she had a great phone voice. She thought cold calling would be a great way to stay home, build a great business and be home with her son. So she embraced the idea of marketing over the phone. While she realized phone marketing had great potential, it took several months of frustration to become successful. But she just knew it was something that would work.



Lisa is known as the ***Queen of Thinking Big***. Her husband actually coined the phrase because whenever there was a challenge, she was up for it. Whenever there was a contest, she was going to win. She truly has a **Winning Attitude**.

“POSTURE UP”

Lisa’s new book, “Posture Up” teaches you to create a posture in your business. **Posture is attitude, conviction, confidence and self esteem.**

When Lisa adapted the Posture Up attitude she went from broke to the top of her business very quickly.

You can use Posture Up for network marketing or a blueprint for building any type of business from home – real estate, small business not related to MLM, and even franchise business. It is universal information for the most part and it’s all about **Mindset**.



WHAT IS THE SINGLE MOST IMPORTANT THING TO LOOK AT BEFORE STARTING A HOME BUSINESS?

Is this a product/service that I can get excited about? Can I be passionate about it? If you can be excited about your product you will have success with it.

You also have to realize this is a business. This is not your hobby or something you are just doing “in your spare time.” It is for profit and you need to get a business mindset about it. Treat your business with absolute respect.

TECHNIQUE AND FORMULAS FOR SUCCESS

Have a plan. You need a clear cut destination. Know the goal you want to achieve and come up with a game plan. Ask yourself, “What can I do today to move my business forward by xxx day.” Then you need to be relentless about it. The work ethic across most of North America is everyone wants everything instantly. The reality is you have to put in effort and be disciplined. It takes effort, sacrifice and discipline to succeed. You must map out your destination, go for it and **never stop. Quitting is not an option.**



Home Work

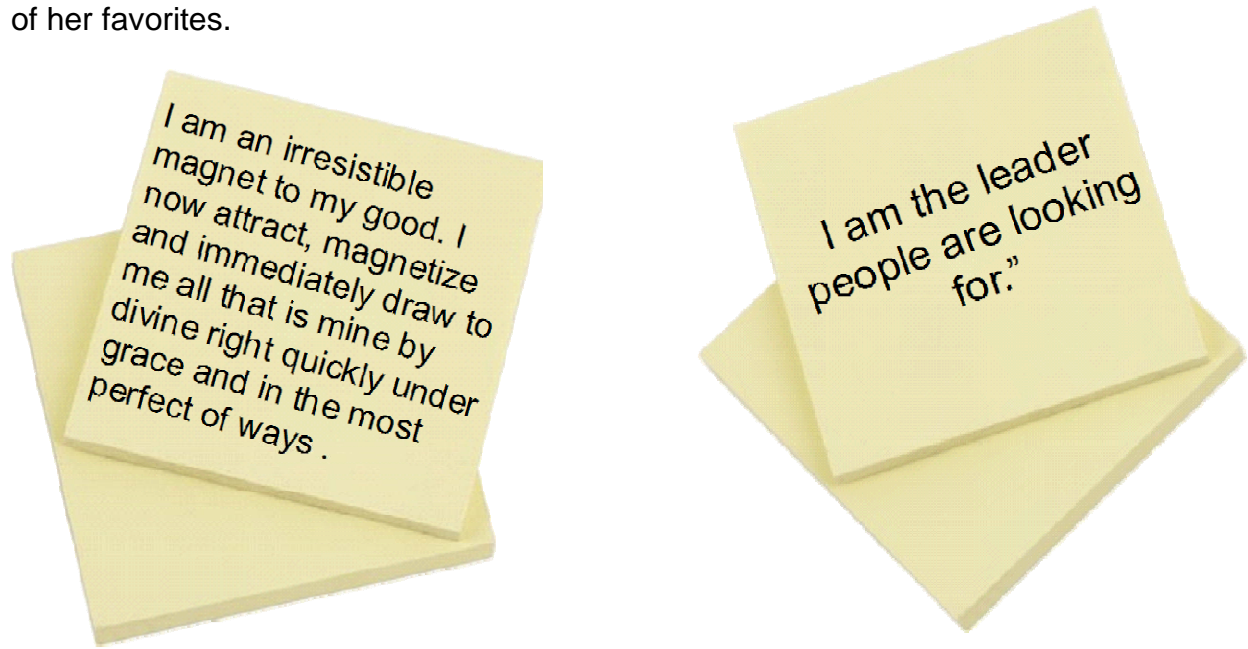
What is your goal? Write it down.

Write your plan to achieve that goal.

WHAT KEPT LISA GOING WHEN SHE FELT LIKE QUITTING?

Affirmations

You should have them posted every where to get in the proper mindset. Here are two of her favorites.



Always turn to affirmations to reprogram your mindset for success. You can find more of Lisa's affirmations on her website – www.eynp.com . She recommends three affirmations each week –at least one personal and one business. They should address anything you feel you are challenged with that week.

Setting an example for her son

Lisa realized she was an example for her son. She was teaching him, if you go for something you can do it. So she couldn't give up and show him an example of a quitter.



Home Work

Write an affirmation that will encourage you to create your first product.

Write an affirmation that will help you in your personal life.

MIND SET

Being committed to the **END** results and never giving up. This is character building. I am stronger than the obstacles. Lisa had to go through trials and tribulation to get to where she is, be a better coach, and understand where other people are coming from. Realize everything is temporary. These are character building times. Say to yourself, “I will not be denied! I will conquer. I am willing to pay the price. I am not quitting.” This is Posturing Up. You will start to believe it and embrace it. TALK to yourself. Say it with conviction.



Lisa likes the following quote from Robert Schuler, “**If it’s to be it’s up to me.**”

Manage your internal dialogue. When your inner voice says, “No you can’t.” Tell that voice, “You be quiet.” It’s self love talk. Love yourself. Look in the mirror and say, “You’re not perfect but, God bless you, I love you anyway! Let’s get going!”

GETTING STARTED

Some people prepare and prepare but they never get started. This is all about **FEAR**. All of us have fear. Everyone who is in MLM has had to approach strangers and know it’s not always easy. It’s scary.



Susan Jeffers says, “Feel the fear and do it anyway!”

Three exercises to get started:

Get up and do it! But don’t say I’m going to approach 10 people today, instead say I’m going to approach one person today. And then do it.

Set a timer for 15 minutes and say for the next 15 minutes I am going to be the best network marketer. Then do it! For 15 minutes Posture Up, get on the phone and work. When the timer goes off stop and you’re done for the day! Then each day extend it a little longer.

Play a game with yourself. Go to the bank, the grocery store or just out to buy a soda but tell yourself you can’t go home until you approach two people.

Remember, there’s going to be fear but **don’t let it stop you.**

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Home Work

Approach one person today and tell them about your business. What was the result?

Set your time. For 15 minutes be THE BEST network marketer in the world. How did it feel? What was the result?

Get out in your neighborhood. Do not return home until you have told one person about your business. What are the results?

GETTING INTO ACTION – STEP BY STEP TO DO TODAY

1. Come up with a couple names of people you can approach or take your lead list and circle 5 people.
2. Prepare. Know what you are going to say. Prepare your script. Memorize it and adhere to the script.
3. Prequalifying – We are professional sorters and we are sorting people to see who is the best fit for our product or service. We are not desperate to get someone to take advantage of our service. We are sorting through people and it's no big deal. If this person doesn't get it, the next one will. Calm cool – don't let them see you sweat. It's about sorting and looking for quality people.





Home Work

Choose 5 people to be your first leads.

Write your script below and memorize it.

FOLLOW UP

Make sure you are following up with the **right** people. If they say they are not sure, they want to think about it, and please call them back another time, you haven't sold them. You need to dig deeper and find out what information they need.



Next, you set an appointment to follow up. Your script should be something like the following:

Our appointment is for next Monday at "time", before we talk you are going to look at my website and listen to the podcast that I sent you. By the time I call you next week you are going to be so excited with the information that you may not want to wait for our call. If you want to call me before our appointment my number is xxx. "Prospect Name," can I get your commitment right now that if for any reason you can't keep our business appointment you will do me the courtesy of letting me know, either by phone or email, so I can give someone else that space on my calendar and reschedule you?

With this script you are:

1. Affirming you have made an appointment and they understand it's a business appointment.
2. Planting the seeds they will be excited
3. You've given them a task.

If you think they aren't listening, ask them to repeat information back. If they can't read it back they didn't take the time to write it down you don't want to waste your time following up. They are not a good prospect. Tell them thank you for their time but you don't think they are a good fit for your product or service.

Lisa's Websites

Website: www.eynp.com

Email: lisa@eynp.com

Phone: 888-212-0759

FINAL AFFIRMATION

I am beautiful. I am worthy and I deserve all the success that's coming to me right now. Today!



How to Turn Your Telephone Into a Cash Cow Proudly Presents

Todd Falcone
The Fearless Networker

Network Marketing

Meet Todd



Todd brings well over a decade of in-the-field Direct Sales and Network Marketing experience to the table and candidly shares his insights, thoughts and strategies for those looking for peak performance in their Network Marketing and Direct Sales careers.

He is a multi-million dollar earner and has made his way to the top in four leading Network Marketing companies. Mr. Falcone is a highly-recognized trainer, personal coach and mentor to thousands of top-performing home business owners. His stories, teachings and articles have been featured in several magazines including *Six-Figure Income*, *HBC* (Home Business Connection), Zig Ziglar's book *Network Marketing for Dummies*, *Conversations on Success*, *Networking Times*, and dozens of other online publications.

Todd hosts a nationally recognized prospecting clinic and is the author of *The Fearless Networker*, a newsletter providing expert advice on success in Network Marketing.

His candid, in-your-face approach to teaching success principles has captured the attention of literally thousands and thousands of distributors worldwide who swear by his trainings and his "no frills" approach to teaching success. Todd is considered one of the hottest rising superstars in the training and developmental arena of network marketing.



[Click on the iPod to download the audio.](#)

HOW DID YOU MASTER THE ART OF COLD CALLING?

Todd says, "By being in the process - in the game."
Realize if you are going to be successful, waiting around isn't going to do it. You have to go out and get it.
People say they are cold calling but it's really just a call to somebody you don't know and it's not that difficult to get that cold call and warm it up quickly.

The way to be good at it is do to it.

- Study others who are good at it.
- Define your communication skills to create warmth in a call.
- When you run out of warm market don't wait for more to come to you go out and get it.



HOW SOON SHOULD YOU FOLLOW UP?

You should follow up as soon as possible. Don't wait around for people to call you back. Get over the fear of picking up the phone. Todd said he remembers the fear of the unknown, the fear of the unexpected, what might happen and being afraid of getting shut down. No one wants to be put down or made to feel stupid but in any interaction you know you will be accepted or rejected. People can get upset about that. Todd says, "Even to this day not everyone likes me or my stuff." You just don't let it bother you. It doesn't happen very often but you think, "Wow, she's/he's rejecting me." But they are not paying your bills. This is part of the process and it's not as bad as you think.

SPECIFIC SKILLS AND TECHNIQUES

- Being able to carry on a conversation.
- Being able to read script.
- Listening skills are critical. Listen clearly for clues.
- Speaking skills
- Know how to respond to individual so they respond to you.
- Rapport building is everything. Just listening, responding and paying attention to build rapport rather than break sensory tuning. Even the prospect's basic information can tell something about them. Their phone number tells you where they live. Their email address can tell you what their interests are.



Home Work

List 3 ways you can improve your listening skills.

List 3 ways to improve your speaking skills.

Pick three people at random and write down what you can learn from their contact information (phone number, email address, name.)

EXAMPLES OF STUDENTS WHO WERE ROUGH AROUND THE EDGES AND NOW ARE DOING QUITE WELL

Mark was an active network marketing guy at Todd's 2nd level. He was good but he wasn't getting support from his up line sponsor. He came to Todd and said, "I'm out. I don't have the time and I've got this 2 hour commute." Todd asked him what he was doing during the commute and he said "I was listening to talk radio." Todd told him, "I know you have the skills so commit to me and I'll commit to you." They did 3 way calls in the morning and evening during Mark's commute. He did more 3 way calls than any other student and went from nothing to over **Ten GRAND A MONTH** in just over a year! AND he did it during his morning commute! He is now the number ONE recruiting guy in his company and has sponsored over 250 people in one year. That's over 25 people a month!

A guy on a conference call, who works in a high dollar direct sales company, said thanks to Insider's Secrets and he made 8 sales in one week. That meant eight grand in his pocket.

SHOULD SOMEONE FOCUS ON CALLING BUSINESS OWNERS?

Todd says if he was going into the field today, he would spend 98% of his time going after professionals. Target people who are more likely to be successful because they already do network marketing but not in same field. An example is real estate agents. However, he would not tell everyone to start this way. Todd recommends starting with a warm market.

One approach is to ask who are the 10 most out going, financially motivated, fun people you know – then go talk to those people. Don't try to sell them anything. Just say something like, "I just found this opportunity and don't know if you are interested or not but here it is." The people you approach will be interested or not. Don't let it worry you.



The page is framed by a decorative border with a wood-grain pattern. The top and bottom borders are horizontal, while the left and right borders are vertical. The central area is a solid green color.

Home Work

List 10 people you think would be a good fit for your opportunity.

Set a goal date to contact them.

What were your results?

WHAT ARE THE BIGGEST MISTAKES PEOPLE MAKE?

1. Quitting their “day” job to soon with no assets and no savings
2. Sounding desperate. If you chase someone or bug them it never works out in your favor. All you have to is listen and pay attention to hear clues that they are not interested.

TOOLS TO GET STARTED

- Two phones – land lines, not cordless.
- A splitter with cordless phone, two handsets so you can switch phones
- Headsets
- Yellow pad and pen
- Cork board to keep track of things and people



A **sharpie pen** is the most important thing to have on your desk. Why? Because it's permanent and if you have a list of leads and someone is a jerk you can just cross them out. Then you can never call them back - even if you're desperate!



LEADS

You can't afford **not** to buy leads. It's the best value for your time and it's just a numbers game. If you don't change something then nothing is going to change. When looking for quality leads, remember they will need to have a computer, phone, and funds to invest. It also helps if they have a center of influence.

If you know where to look, you won't have to buy leads though. When targeting business people, publications such as *US Today*, the local newspaper and magazines are full of great leads. Train your eyes to see opportunities. For example, real estate agents are great leads. Notice for sale signs as you are driving, look at the business cards posted on the cork board at the local Laundromat or even the advertisements on your grocery cart!



An example of one of Todd's scripts

Hey Raven this is Todd Falcone. I noticed your listing here and wanted to give you a call. I'm not interested in the listing, however I am an entrepreneur and I'm in the process of expanding and looking for high quality people. Raven, do you at all keep your options open in regards to new opportunities?

The page is framed by a decorative border with a wood-grain pattern in shades of brown and tan. The central area is a solid green rectangle containing the text and lines.

Home Work

Where can you find unlikely sources of leads by “keeping your eyes open”?

Write your script for approaching these people.

Set a goal – a deadline to find 5 leads from unlikely sources.

FOLLOW UP

Todd believes you should follow up as soon as possible.

Ways that work best are:

- Email - If you have been given permission to email them! Drip on them.
- When you follow up, are on time for the appointment and are ready to take it to the next step.
- Do a 3 way call with your leadership. During following up is the ideal time to use your leadership.

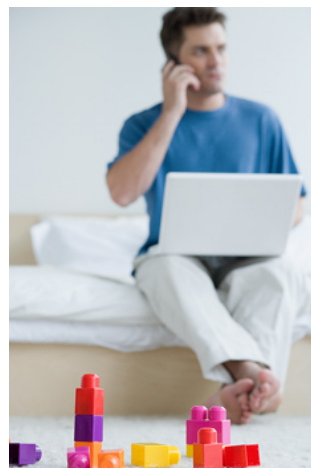


MINDSET

If they are not asking a lot of questions, they are not interested. On the other hand, if they are asking, “How do we get started?” It’s time sale them. **Listen, focus and have the right mindset.**

To get in the right mindset:

- Fill your mind with positive information.
- Being awake and ready to go.
- Give 100% and get it done. Some days you will get knocked around - everyone does. But you should always expect the positive.
- Prepare before calling. It will build your confidence.
- Practice your script and be ready. Do you know how to sign someone up?
- Set goals. Don’t be afraid of not meeting them.



HEAR TODD COLD CALL

Todd does cold calls every Monday night and YOU can listen! The best way to find out the schedule and call in information is to go his website and subscribe to his newsletter.

TODD'S SERVICES

Coaching

Products

Seminars

Events

Private training calls and group calls

Life conference call s for different groups



Todd's Website

www.toddfalcone.com

FINAL THOUGHT

If you're going to do this, do it and never stop. Put in the energy stay focused. Don't quit.





Product Creation

Meet Lynn



Lynn Pierce, founder of the "Women's Business Empowerment Summit", brings you over 25 years of successfully teaching how to combine business and personal development to reach the pinnacle of success and live the life of your dreams.

Known as the Success Architect, just tell Lynn what the life of your dreams looks like and she'll create the blueprint to get you there. She shows you how you can be wildly successful living life your way and fitting your business into your life rather than the other way around.

Lynn's life serves as a personal case study! In a short 12 months after cracking the entrepreneurial blueprint code, Lynn Pierce created 3 different live events in 3 different cities, developed 6 new information products from scratch, appeared in national magazines, was interviewed on numerous radio shows and increased the subscriber base of her ezine by 600% while still vacationing 8-12 weeks a year and moving to another state!

She is co-author of 5 books including the #1 Best Selling, "Wake-up...Live the Life You Love" and "Breakthrough to Success; 19 Keys to Mastering Every Area of Your Life." Lynn continues to create courses, events and mentoring programs to assist you in achieving your dreams quicker, cheaper and with less effort than you think.



[Click on the iPod to download the audio.](#)

HOW LYNN GOT STARTED

Lynn's gone through all the stages and she discovered the secrets that the multi-millionaires used to become successful! On New Years Day 2001 she made a resolution to find something else to do. She knew it had to be something she loved and something that would create massive amounts of money. Her passion was personal human development and she turned that passion into an information empire. She decided to write a book, *Change One Thing, Change Your Life*. She had never written a book and didn't think she was very creative. But now she has created so many that she has forgotten some of them! In the last 5 years she has created over 200 hours of content and this was mostly by phone.

USE A COACH!

You can create immense credibility as an expert in your industry by creating just one high end product! And you don't have to figure it out on your own. You can follow the path of others, like the experts on this course, and learn from their mistakes. Using a coach will get you where you want to be a lot faster. A coach can put you on the fast track to success. There is nothing wrong with asking for help no matter what stage you are at because even the experts use coaches.





Home Work

Find 3 reputable life coaches; compare their skills, methods, and pricing.

Which is the best fit for you?

Set a goal as to WHEN you will get started with your coach.

WHY TEACH?

Lynn didn't decide to teach other people - they decided for her! When she held a seminar or had a speaking engagement, women kept asking her how she became so successful at it in a short amount of time. They wanted to know her system. She thought she would teach her system as events for women and created Women's Business Empowerment Summit. Then she found out some people wanted more of her personally so she created a higher end program. In this program, people meet with her personally in small groups. She coaches them through creating the blueprint for their life and achieving their dreams. Then they map out the course for creating the business.

The majority of her work is done over phone, through interviews, affiliates, and introducing her products and events. She makes a good **SIX figure income from the telephone**. Her earlier teleseminars make current projects. She loves working from home.



HOW HARD IS IT TO TURN YOUR HOBBY PASSION INTO CASH?

Lynne says it is not hard at all. If you talk about something for one hour you can do it! If you have an interest, talk to one person on the phone about the interest and record it, that's an interview! Or you can talk to a group of people and that's a teleseminar. From that one recording you can create a whole line of other products. Your one hour "conversation" can become a CD, an eBook, a home study course or a magazine article!

HOW DO YOU FIND YOUR PASSION?

A lot of people can't find their passion because people are raised to do what they have to do to make a living. They don't feel like they have a right to find their passion or life purpose. **YOU DO!**

There may be 10 things you are good at and enjoy but there is really only one thing you are passionate about. Once you get down to it you will **KNOW** that is what it was all along. It's a core belief right down to your soul.

Lynn's Checklist to help you discover your Passion.

You need to say YES to each of the following statements about an interest or it's not your passion

- ✓ Doing it makes you feel good about yourself.
- ✓ You would do it for free.
- ✓ You loose all track of time when you are doing it.
- ✓ You love talking about it to everyone.
- ✓ You're happy to teach others.
- ✓ If this is how you spent all your time it would be a good thing.
- ✓ It makes you want to get out of bed in the morning.



If you are in a professional service industry, you really need to develop a product. **You will NEVER develop wealth if you're just trading hours for dollars.** You need to find away to put your knowledge to work for you. Creating high end information products is easy fun and fast.

Whatever your passion is, quilting, fishing, scrapbooking, golf, etc, you can turn it into cash. If you feel like you have something to contribute to the market place that no one else has or you think they got it wrong, put it out there. Don't think that what you have to say has already been said by someone else. You can say it differently or you can state your difference of opinion.

EXAMPLES OF A TOP CLIENT


Lynn had a client who had completed her Entrepreneurs Blueprint to Financial Success course. While preparing for another seminar she asked him to send her a list of items he had created since completing the course. He sent a list of 30! She was so proud of him! He was “going great guns” – holding events, doing affiliate calls, making great contacts, and really getting into a lot of things. Sadly, a few months later he passed away. It really hit her how profound what we do really is. He created his own products by doing teleseminars and creating products from them. He got to live his passion before it was too late. “Most people die with their music still in them.” He created a legacy which his family is proud of and continues to bring income to them. Those people who met him and took part in his classes would have never been helped by him if he hadn’t put himself out there. He made a huge difference to the people he touched and impacted their lives for the better.

Home Work

List the things you fell passionate about.

Apply Lynn's checklist to each one and find your passion.

SEVEN STEP PROCESS TO TURN YOUR PASSION INTO CASH

1. Discover your passion.
2. Develop a wealth attitude. Many people listen to CD's, attend seminars, read the books etc. about having a wealth attitude but just listening or reading does not develop the attitude. **You have to believe it.** Believe it. Practice it. Make it a daily part of your life. Then, when crunch time comes, you have it. When your business takes off, it will go quickly and you better have core beliefs so you won't get on a roller coaster of making/loosing/making it again. For example, look at the people in the news today who are very wealthy and seem to "have it all" but their lives are spinning out of control. This is because they don't believe they deserve all that is coming to them. You need to build the foundation to ensure you are ready when the success shows up.
3. Become an expert in your field – a leader not a follower.
4. Become a master product producer.
5. Embrace empowered wealth practices.
6. Become a master communicator. This is about SELLS. Some people want to know what their passion is but never develop it into a business. People fear what SELLS looks like in their mind. If you have a business, you are selling yourself or selling your product. Selling is not a bad word.
7. Become a life long learner.



HOW TO IDENTIFY YOUR DESIRE AND RESULTS

- ✓ Know the goal of your passion in your life.
- ✓ Know what unique, expert talent you bring to the marketplace.
- ✓ Your product better be better than what is out there already or there's no reason to do it.
- ✓ You must have a **product completion commitment**.
If you don't the fear of rejection, failure, and the unknown will take over and you will get 98% of your product finished then drag your feet and never finish it. You don't want to take the chance.



A NOTE ABOUT SALES

Think of who your mentors have been. What if they had thought, 'You know what, I'm not going to put it (a product) out there because I don't want to be pushy? If someone wants my product they will just find me.' People don't just find you out of mid air. You have to be able to persuade people you have something they need. So you become a master communicator. You are always in sales if your desire leads to an outcome of someone saying yes. You can get to yes without selling. To become wealthy, you must be persuasive. You have to have a contagious enthusiasm to enroll people in your dream. It's all about the way you have the conversation. To get to yes without selling, it has to come naturally from who you are.

LYNN'S TOP 2 TIPS

1. When you are doing something you are passionate about, you will do whatever it takes to get your message out there. You will go way outside your comfort zone to make that happen.
2. If you are passionate and you feel you can help someone – once you have the bigger why like helping people and not just filling your bank account - you will be able to pick up that phone and do the interview. Your passion will drive everything.

HOW DOES SOMEONE JUGGLE WORKING FULL OR PART TIME WHILE BUILDING THEIR BUSINESS?

In this economy you can not rely on someone else to provide your wealth. If you have one hour a week, a computer and a phone you can get started. Start by recording on your bridge line and doing teleseminars.

Lynn's Websites

[Turning Passion into Cash](#)

[Your Breakthrough to Success](#)

[Lynnpierce.com](#)

[Women's Business Empowerment Summit](#) Annual event held the 1st weekend in August

Lynn@lynnpierce.com



FINAL THOUGHTS



“You must have a passion that drives you for you to experience a breakthrough to success. Because part of being successful is being happy and fulfilled and how can you be either of those things if you're doing something that you already don't care about one way or another. I mean, it's just not possible. You have to discover your passion and follow it. A passion that drives you is what gets you out of bed in the morning. It's what makes you unstoppable when challenges come up. It's what makes you go so far outside your comfort zone you can't even see the old edges anymore. It's what makes you feel alive, and vibrant and attractive to the abundance of the universe. The secret is there is no secret. If you discover your passion and life purpose and you create a compelling vision for your life and a step by step plan to make it a reality you are so congruent and in alignment from the core of your being that the universe works with you to make it a reality. It works with you because you have to do the work. In reality, having a passion that drives you, fueled by the knowledge that you're getting, and the life plan they form together gives you the tools you need make your dreams reality and achieve your breakthrough to success.”



Home Work

What can you do better than everyone else?

What is the one product and service that you can offer to customers?

List at least 3 steps you can take now to become a master communicator.

List 3 steps you can take now to develop a wealth attitude.



EBook Creation

Meet Ellen



Ellen Violette is an innovator, who has created a one-of-a-kind workshop that is changing lives. She's an insightful eBook coach and motivator, an author, and Grammy-nominated songwriter, as well as a highly successful real-estate investor, who in less than one year established herself as a leading eBook expert making a 5-figure income her first year and now makes a 6-figure income after just 3 years!

Ellen is also the creator of The Virtual eBook Expo where she brings together the top eBook and Internet experts in the world for two weeks of amazing content! Her guests have included Armand Morin, Jim Edwards, Paul Colligan, Alexandria Brown, Stephanie Frank, Lorrie Morgan-Ferraro, Jody Colvard and many more!

Ellen publishes [The eBook Profit Secrets Newsletter](#), a FREE publication that informs and educates on all aspects of eBook writing and marketing with articles, tech tips, inspiration, and more!

Ellen is also a sought-after speaker who has appeared at conferences including Mega Book University and Wake Up Live The Life You Love as well as on teleseminars with such esteemed experts as Mark Victor Hansen's Enlightened Millionaire Institute, Jay Conrad Levinson and The Guerilla Marketing Association, and Keith Roebing's "Mastery Yes" Program to name a few. She speaks on all aspects of writing and marketing eBooks and how to launch a successful business with an eBook.



[Click on the iPod to download the audio](#)

WHY WOULD PEOPLE WANT TO WRITE AN EBOOK?

If you've been on the internet for any period of time, you've heard someone saying they made a million dollars on line. Then the next thing you know they are trying to sell you their product or service. They will tell you it's easy and right out of the box. What they don't tell you is nobody makes that kind of money without credibility and how they got their credibility. The truth is

- They already had credibility off line,
- They piggy backed on someone else's success by created a product or writing an eBook with them.
- They created software.
- One in a million makes a million on their first book.

If you don't have a huge success story, have access to the movers and shaker or don't have an idea for an eBook that is the right thing at the right time, writing an eBook is the fastest way to get expert status and credibility without the advantages the super marketers have.

Ellen started out with no background and no technical skills. Her husband and she started in the real estate field and did well but she was not passionate about it. She wrote the eBook, "[The Moving Cure How to save time, money and your sanity](#)". At the time, she thought she was going to use it to get real estate deals. What should have taken her a week to write took months. She thought there had to be a better way and started looking for an eBook coach but couldn't find one. So then she got hooked on the idea that she could teach others how to write an eBook quickly and easily. **In three years she was making six figures.** She was recognized as an expert in her field within one year. EBooks are really powerful.



Eighty one percent of people think they have a book in them but less than one percent actually writes one. So it puts you in rare company when you do write one. The word author comes from the word authority. We look up to authors because they know their topic and that makes them the expert. That holds creditability and you command more respect, you can charge more, and people want to work with you. From there, it's upward, positive, spiral momentum. If you want to write a book eventually, the place to start is an eBook.



Book sales are falling but eBook revenues are going up. In 2005, eBook revenues went up 23%. eBooks are the future.

WHY ARE EBOOKS SO POPULAR?

- eBooks have a different market than print books. There are several reasons.
- When people have a problem and want help, they want it NOW. So they go on line and get it immediately. Over 50% of eBooks are books that you can't get at your local bookstore. The authors are people who are coming up with solutions to problems and they don't have publisher. They just put it directly on the internet.
- Our society is changing and people want what they want when they want it.
- We are a mobile society and reading eBooks has become the way to read.
- They are less expensive to produce. If you want to be a speaker, you want physical books but start with an eBook. eBooks are cheaper and faster to produce because there is not any printing or shipping cost.
- eBooks have more value because you are paying for the content not the packaging. Many also offer bonuses to download.
- You can print in large print if you need it.
- It's hard to get a publishing deal! It can take two years and your information may be out of date before it gets to print!
- You make more money on an eBook. For a print book you only about \$2 per book but an eBook can be 100% profit!
- You can also work out the kinks. If you find a problem or error after you publish a print book there is no way to make revision without it being very costly. You can revise your eBook at any time with little or no cost.
- Repeat business. It takes less to create repeat business for an eBook.

- You can **REPURPOSE** an eBook. The possibility to leverage it into other products is incredible.
 - audios at \$47 - \$97
 - workbook and cd at \$147 - \$297
 - home study courses at \$1000 or more
 - coaching courses at up to \$5000



WHAT IF YOU ARE INTIMIDATED AT THE THOUGHT OF WRITING AN EBOOK?

Some people hate to write or have a block. Maybe someone told them they couldn't write or they did poorly on the SAT. Ellen offers this awesome personal story.

She did poorly on the SAT she never could pass it. She took the writing part twice and failed both times. When she started college, she was placed, in what she calls, "dumb bell" English. But she graduated with honors and a minor in English!

That's why she created the [Quick-Start 3-Day eBook Authoring Workshop Home-Study Course](#). It shows you how to write eBooks in three days or less and has turned many frustrated authors into published authors! But she found that some people had such a block that they wouldn't take the course. So she took the same principles and created a teleseminar process.

When some people have the block against writing, they "cheat" by stringing together a bunch of articles, finding books in the public domain or having someone else write their eBook (ghost writer). It's not the same thing. You can't say, that's my eBook, I did that. And since only 1% of people write a book it holds more value.

Ellen decided she needed to find another solution and teleseminars made sense. Teleseminars are less intimidating because the people who do them are speakers and not writers. It's a better process for them because you can **literally talk** your eBook. We can all talk so it's not as intimidating.



BENEFITS OF WRITING YOUR BOOK VIA TELESEMINAR

- You can have a 96 page eBook in 3 hours whereas the writing course takes 72 hours...
- Teleseminars remove a lot of the fears. Example – if you like to speak but are afraid of writing.
- Once you have it transcribed you have two products – a teleseminar and an eBook. **You just added 1/3 more profit with no extra work!**
- It's fast! You create 30 pages per hour.
- NOW you can get paid while you are creating your eBook. Because you can charge for the teleseminars while you are creating your eBook! So, if you're going to do the same amount of work, why not give yourself an advance?
- It is easier to be prolific with teleseminars. They only take 3 hours to create. You can create more eBooks, more quickly than ever.
- You can create more streams of income. You have 2 products instead of one.
- eBooks educate your audience and bring them into your sphere of influence and funnel. It lets them know more about you and what you do at a lower price point that most people can afford.
- You can get your information out while it is still current.

Remember, for people who like to write and feel teleseminars are cheating; there is nothing wrong with doing it in 72 hours either!

DON'T PEOPLE CREATE EBOOKS ALL THE TIME USING TELESEMINARS?

They are doing teleseminars, having them transcribed and calling them eBooks. But a transcribed teleseminar and an eBook are two different things. Have you tried to flip through a transcription and find something you're looking for? It's hard to find. A transcription doesn't have the benefits of the eBook and a teleseminar cannot easily be turned into an eBook unless you plan in advance. A teleseminar is a monologue or a dialogue. It's not set up alike an eBook in the beginning so it can end up like a series of questions and answers or a conversation.

HOW DO YOU BEGIN?

When you set up a teleseminar with the intention of it being an eBook, you start it out the same as you would if you were writing. You need:

- A great title
- A great topic
- Chapter headings
- An Outline

There are several advantages to setting up your teleseminar to sound like an eBook.

- You can determine how long you want the eBook.
- You have a lot of control over what topics you want to cover.
- eBooks are priced by the content not by the length. You know exactly how much you're going to talk then you know how much you can charge. People do pay attention to the size of they book.





Home Work

Think about your first teleseminar and eBook. What is the topic?

What is the title?

Create your outline.

You absolutely must do the research first. Build your foundation. This is critical no matter how you are writing your eBook. You have to know whether or not your topic is going to be something you can sell. The first thing is you need to know what you're passion is and then look at your skills. Be honest because you make the most money if you do what you are good at. Then see where your passion and skills overlap. Next, find a target market that wants what you have to offer and has money to spend. A word of caution, you may be passionate about a topic but you have to ask, "Is this going to be profitable?"

Make sure you have infinity for your market or, in other words, you understand your market and its needs. So if you have a problem that you have solved, you can help other people solve it. You have to have empathy for your target market and their needs. The point is that you understand them and how to reach them emotionally. When you write a sales letter you have to reach them emotionally or you are not going to make any sales. That's something that a lot of people miss. You have to connect with your audience.

Next you have to know your unique selling position. You don't exist in a vacuum. You have to know who else is out there and what else is out there. In this way, you know what you are offering is unique and people will want to buy from you. You must know your niche in the market.

Find your key words.

A good source is <http://freekeywords.wordtracker.com/>

Look at the top stories on sites like msn.com

Visit Goarticles.com and look at their top 30 downloaded articles of the month.

Do a Google search

Check out social networking sites

You have to go see who is out there in your niche. Study the competition. Do you have something different or unique to offer? Ellen stress' it's not just about a lower price. Your product or service must be better, new or different. Sometimes it's a new process, a new deliver system or a new niche.

Example: Wal-Mart made mistake in the German market. They decided to open a store there but didn't do the homework to find out what was important to the German people. Wal-Mart offered low prices and ambiance. However, there was another chain that offered low prices. Wal-mart thought their calling card was they would have more ambiance but Germans didn't want ambiance. They were loyal to the other store and didn't care about the ambiance. Wal-Mart went under in German. **RESEARCH AND UNDERSTAND YOUR MARKET.**

The page is framed by a decorative border with a wood-grain pattern. The top and bottom borders are horizontal, while the left and right borders are vertical. The central area is a solid green color.

Home Work

Do your research. What's your passion and skills.

Where do they overlap?

Research your keywords.

HOW CAN AUTHORS MAXIMIZE THEIR EBOOK PROFITS WITH TELESEMINARS

Set up your teleseminars correctly.

Get a free bridge line - thebasementventures.com offer 250 lines and free recording.

Always get a back up recording. Murphy's Law dictates the one time you will have a perfect recording, something will go wrong! There are several ways to do a back up recording.

- Get a caller to do it.
- [Instant Teleseminar](#)
- [Adobe Acrobat](#)
- [Dragon Naturally Speaking](#)



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Formatting your eBook- Ellen has someone do it for her.

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SELLING YOUR EBOOK

Once you do your teleseminar, how do you sell it? Many people just put it on their website and then wonder why it's not selling. People won't buy from you until they know you, like you, and trust you. So it's not easy to make money until you have credibility and rapport with your audience. The fastest way to build the rapport is through a teleseminar. It can be used to sell your eBook and as well as create it.

Another way to promote your book is a Virtual eBook tour. This generally hosted by someone else who interviews you, asking questions and having a dialogue. You sell the book on the call.

Grow your list (of prospects). To do this look at what skills you have, what you are most comfortable doing and what you can do quickly. If you can write, Ellen suggests blogging, writing articles etc. If you like to speak, record it. The great thing about the Internet is it is conversational anyway. You can be natural.

Get educated. Go to free teleseminars at first but realize at some point you have to put your money down. You need to pay for your education. No one is going to give you the insider information for free. Ellen's product www.ebookprofitsecrets.com helps you can start at the beginning and build from the ground up.

Social networking

Don't try to figure it out on your own. Hire some to teach you how to use the technology. Get it done and move forward

Expand your branding, expert status, and credibility.

Viral marketing.

Joint venturing with authors, Ellen will soon launch The EBook Nook. To get more information [click here](#).



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Home Work

List 3 ways to grow your list.

Sign up for one seminar.

Join a social networking site.

Ellen's Websites

[Create eBook in just 3 hours](#)

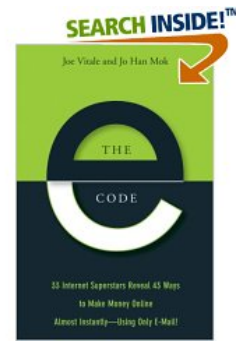
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Cold Calling

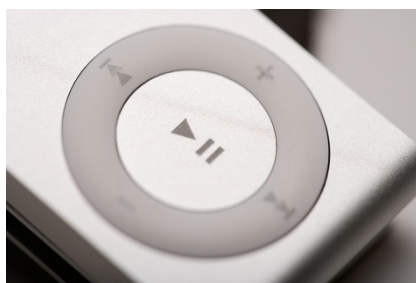
Meet Wendy



Wendy Weiss, *The Queen of Cold Calling™*, is an author, speaker, sales trainer, and sales coach. She is recognized as one of the leading authorities on lead generation, cold calling and new business development and she helps clients speed up their sales cycle, reach more prospects directly and generate more sales revenue. Her clients include Avon Products, ADP, Sprint and thousands of entrepreneurs throughout the country.

Wendy has been featured in the *New York Times*, *Business Week*, *Entrepreneur Magazine*, and *Selling Power*, *Sales & Marketing Management* and various other business and sales publications. She is also a featured author in two recently released books, *Masters of Sales* and *Top Dog Sales Secrets*.

Wendy is the author of the book, [**Cold Calling for Women**](#). She has also created numerous self-study programs including [**Cold Calling College**](#), [**The Miracle Appointment-Setting Script**](#) and [**Getting Past the Palace Guard**](#).



Click on the iPod to download the audio.

Wendy was a ballet dancer in NYC who, as a “starving artist”, started telemarketing to support herself. She found out she was GOOD at it! We all know ballerinas don’t talk but she picked up the phone and built her business. She credits all her current customers to cold calling whether it was a direct result of a cold call or a referral from a client who was first contacted by cold calling. Wendy says cold calling is a communication skill that can be learned and improved on.

WHY COLD CALL?

- It is extremely effective if done well and highly targeted.
- It is inexpensive.
- You can market to the world from your home.
- Person to person contact.
- It is extremely powerful if done well.



But many people are doing it badly so you may perceive telemarketers as “Not bright. Reading from script. Interrupting people. Not offering anything of value. “

When you do it well, cold calling allows you to have control of your own destiny. You can pick up the phone and call anywhere in the world. It’s a wonderful tool to build your business. You don’t have to be a “natural sales person.” Anyone who wants to can learn the skills to be a great cold caller.

BELIEVE!

Your **mindset** is most important. You need to KNOW and BELIEVE - Cold calling REALLY works! Research conducted by the [Direct Marketing Association](#) and [Marketing Sherpa.com](#) has found that the # 1 way to generate new business is by picking up the phone and talking to people!

Whatever you believe is going to effect your actions and that will affect your results. If you believe cold calling doesn’t work, it won’t. When you hold this belief you are prejudging or fortune telling. Look at your beliefs and determine if they support you in being successful.

It all starts with belief. When she started, Wendy had the “artist mindset”. She BELIEVED, “Everyone WANTS to talk to me because I’m an artist. “ So she had no problem getting people to talk to her. She never realized other people were not as self assured until she started training others. Belief carried her through when she didn’t have the knowledge.

It is ok to be uncomfortable but don't let it rule your life. If your beliefs support you, there are resources to learn the skills, and if you have the communication skills they won't hang up! Once you have the correct mindset, you need to educate yourself to build your confidence.

You must believe in the VALUE of what you are offering – or find something else to do.





Home Work

List 3 values of your product or service.

1. _____
2. _____
3. _____

Why do you believe in your product?

How would you express this to your best friend?

EDUCATE!

One skill you must have is the skill to have intelligent conversation. You don't have a lot of TIME when cold calling. When you are face to face with someone, they don't usually walk away and you can SEE their reaction to what you are saying. You don't have that on the phone so it's easy for a prospect to get off the phone. So in a short time – 15 to 30 seconds – you have to get your prospects attention and then their agreement to have a conversation. You do that by communicating the value of your product or service in a way that they will “get it”.

Have email and network marketing replaced cold calling? Studies say cold calling is better than email and network marketing and it gets better results. The human connection of a call is the- next best thing to face to face. People pressed for time prefer face to face.

Marketing of any kind requires a level of skill – it doesn't just happen. **But you can DO IT!**

Wendy goes back to her ballet training. In ballet – you go to class every day – for at least 1.5 hours. You listen to your instructor and train hard. If you do this everyday, and do what you're suppose to – over a period of 8-10 years, you will be a ballet dancer. Period.

Now here is the good news – if you prospect every single day, and educate yourself, every day – you will be effective on the phone. And it won't take years. You will learn in a fairly short amount of time. Period. Be consistent. Then it will get smoother. Be assertive.



The Biggest reason people don't get the results they want is they don't ASK. Ask for the appointment.

Wendy suggests using the Appointment Setting Mantra –

I'd like to introduce myself and my company.

Can I have 10 or 15 minutes to explain it to you?

Can we set a time this week?

Have the skills..... know the goal of the call..... **ASK** for what you want!

Is this you? “I find myself talking too much. I need to learn how to shut up.”

Try these tips:

- Count to 3 after prospect finishes talking before responding.
- Ask more questions.
- Listen – really LISTEN.

People talk too much out of fear. This causes you to hear what the prospect is not saying. For example:

If they say, “I can’t talk now; can we do it another time?”

You hear, “He/she doesn’t want to talk to me.”

If your prospect says, “I don’t think I’m interested.”

They aren’t saying no they’re saying you haven’t given them enough information.





Home Work

3 things I can do NOW to educate myself.

1. _____

2. _____

3. _____

Write your Appointment Setting Mantra

SCRIPTS

You need to work with a script. Think ahead and craft an approach so you will get the result you want. Write it down and have it in front of you so you don't forget what you want to say. BUT don't write grammatically correct – write your script in **SPOKEN LANGUAGE** –the way you talk. This way you don't sound like you are reading.



If you find it difficult to write in spoken language, call your voice mail, record your script, play it back and then write it down.

Get Wendy's **Free Report** - [How to Write an Effective Cold Calling Script](http://QueenofColdCalling.com) on her website – QueenofColdCalling.com.

WHOM DO YOU CALL?

This is really important. Most people think cold calling is a numbers game. This is not true. You need to spend time calling the best prospects. **Identify who is most likely to buy, buy a lot and buy more.**

How do you do this? **Profile your customers.** Look at your top 10 customers and figure out what they have in common – industry, geographic region, company size, ages, marital status, and gender.



Create an Ideal Prospect Profile by:

- Identifying who is most likely to NEED what I'm selling.
- Brainstorming with friends or colleagues.
- Determine where will you find these types of prospects? Think creatively.

But what if this is your first business? You don't have 10 customers? Then look at your competition. Who's buying from them? Who needs your product or service? Brainstorm with friends and colleagues. Hire a coach.

By creating your Ideal Prospect Profile you will be doing one of the most important things you need to do – **target your market**. Don't smile and dial! **BEFORE YOU DIAL** – Ask why this person should be interested. **IDENTIFY** the value.

After **YOU** have identified the value, tell your prospect in clear terms. Be clear about the value of what you are offering. This is the place where a lot of people fall down. Bottom line – why should this customer be interested? **LEAD** with this.

Voice Mail – Should you leave a message? The call back chance is minimal. Wendy suggests only leaving voicemails if you have one or a handful of prospects that you know have a specific need for your product or service and time is of the essence. For example, you know they will be buying what you have in the next month, then leave a voice mail but realize you will have to leave a series of voice mails. On your voice mail:

- Be clear about Value.
- Leave your phone number clearly.
- Be prepared to call 7-8 times and leave different messages.
- If they say take me off your list – then you need to take this seriously and do it.



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Home Work

Write your script.

Create your Ideal Prospect Profile

HOW TO OVERCOME FEAR AND RELUCTANCE

JUST DO IT!

There are the facts and there are the stories we tell ourselves.

The Facts –

- You need to make calls.
- You will reach your prospect or not.
- You will say what you need to say and they will say what they need to say and that's it.

The Story –

- I'm bothering them.
- I'm interrupting them.
- They're not interested.
- They will hang up on me.

Change your story. What if you thought prospects will want to talk to you and want what you have.

- Imagine you are calling a friend.
- Put a rubber band on your wrist – snap it when negative thoughts enter.
- Beat Telephone Terror

Get Wendy's free report [Ten Top Tips for Terminating Telephone Terror](#)

Top 3 Reasons people are afraid:

1. Projections – you interpret what your prospect is saying is negative when it is not
2. Fortune telling – you predict your prospect will not want to talk to you.
3. The fear that you create for yourself is greater than the reality.

Top 5 Points to remember:–

- 1- Making calls is fun.
- 2- Make a lot of calls – every single day.
- 3- Remember you have something of value.
- 4- How you think and feel is within in your control.
- 5- We are talking about a phone call - No one is going to die. If someone says no to you, nothing bad is going to happen. Have some fun with it!



Home Work

List your top fears.

How will you overcome them?

INTENT AND PURPOSE

Your intent is to make the connection – the appointment. Not make a sale that day. Most people are not closing over the phone. You are simply asking your prospect to talk to you. It's about filling up your calendar – your appointment is making a deposit into your account.

Step by Step process.

- Ask is this a good time for you?
- If not, when would be better?
- Remember, the 2nd time you call it is no longer a cold call bit a warm call!

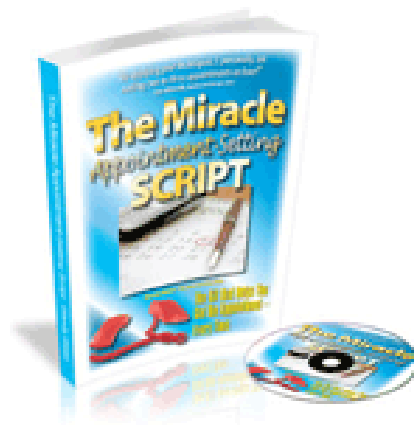


Wendy's Websites

Queenofcoldcalling.com

[The Miracle Appointment Setting Script](#)

[Monthly teleclass](#)



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Home Work

Review the script you wrote in the previous Homework section. Have you covered the Step by Step process?

Commit to make calls every day this week. Write out your schedule.



Content is King

Meet Stu



Stu McLaren is an affiliate marketer and manager who knows what works and what doesn't in the online world. His specialty is the inception of ideas, and he promotes a course which teaches others how to generate an idea and take it from a concept to a method of earning cash at his My Idea Guy blog.

He is the Affiliate Manager for some of the Internet's top marketers including Armand Morin, Mark Victor Hansen and Glazer-Kennedy. So he has a wealth of experience in affiliate management and recruiting.



[Click on the iPod to download the audio](#)

HOW DID YOU GET IN TO CREATING CONTENT?

Content is King! With the information marketing business becoming more important each day, Stu recognized that creating content and products must be done on a regular basis. He says you can absolutely do it from home and that is why he loves it! You can capture content very easily. He's in a small town out in the middle of nowhere, just outside of Ontario Canada, but you only need a phone and your voice. You can create any type of content over the phone – an online product, off line product or book. **It's all about repurposing.**

SHOULD YOU USE A SCRIPT?

There are many different view points on this subject but Stu's preference is interview type products because they are more relaxed and a lot less scripted.

If you are the interviewer you need to be well prepared. You need to plan your questions so you cover the content well and make it flow. If you are the interviewee, it's easier because you can just answer the questions and give great content.

If you are teaching lessons of material over the phone, for example multiple modules taught over several calls, you should outline the major points.

HOW DO YOU DECIDE WHAT QUESTIONS TO ASK?

Put yourself in the shoes of the listeners. You need to communicate with your target audience.



An excellent way to do this is the [Ask Database](#). It will collect questions from your audience, sort it, and give you a ton of information so you will have a wonderful foundation to build your product.



Another way to find out what your audience wants to know is to go inside public forums and groups such as [Google groups](#) or [Yahoo groups](#). Read the boards and find out what people are talking about and what they are asking. Pull those topics out and start working with them because that's where the market is stuck. Groups and forums are a gold mine for great questions. You can also do this with forums. Search Google by putting your topic + forums. You can go a step further and visit the top blogs, see what topics are being covered and go through the questions people are asking. [Technorati.com](#) is a great place to find blogs.

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Home Work

Go to **ASK DATABASE** to create questions and gather responses from your target audience.

Visit popular forums and write the top topics and questions people are asking.

OTHER CONTENT THAT CAN BE CREATED OVER THE PHONE

- Stu recommends testimonials. Instead of asking people for a written testimonial on a product or service, call people who are fans of the product, ask them what they think of it and record what they say. You can use this recording as a testimonial. It works so well because people don't get spooked by just talking on phone. It's very comfortable. If you ask them to record a testimonial themselves, it is less likely to be done. Recording the testimonial on a phone call makes it easy and friendly.

These can be used several ways.

- On sales letters and marketing materials
- Create a booklet or information package where you profile or give case studies of people using your product or service. This adds value for your prospects and it's a built in testimonial.



HOW CAN YOU CREATE A PRODUCT THAT WILL BE WINNER?

The biggest thing is getting inside the mind of your customer. Ask questions. Get feedback. Remember, the [Ask database](#). You can create surveys or contests.

When you do a surveys you have a general ideal of what they want but the survey lets' you drill down. You are identifying the biggest problem for your market. Solve that first and they will keep coming back.

Create a contest. Ask your audience what they think. This involves your customer in the development of the product. It is very powerful later when you are selling because they feel like they were "a part of the creation of the product." Engage your audience in the development of the product, as much as possible, ahead of time so they can be apart of it from the beginning. This creates anticipation and excitement.

Keeping everything a secret is a mistake. The more you involve people the more successful you will be because they feel like they are a part of it.



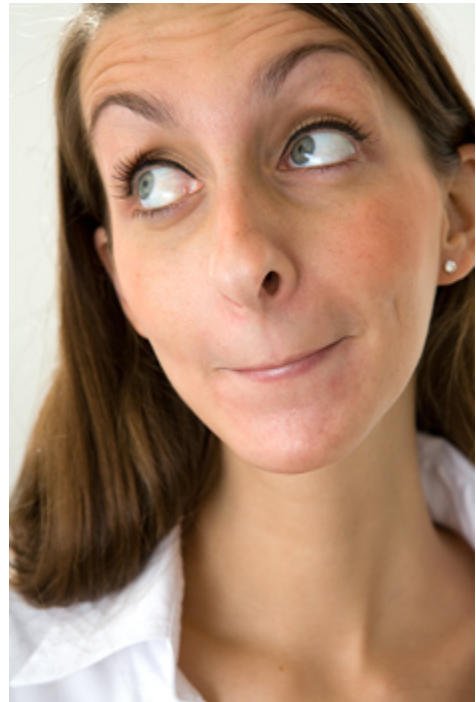
Home Work

If you have already established a product, enlist the help of some of your customers and create audio testimonials. Who can you ask?

Create a survey to gather more information from your target audience. What questions do you want to ask?

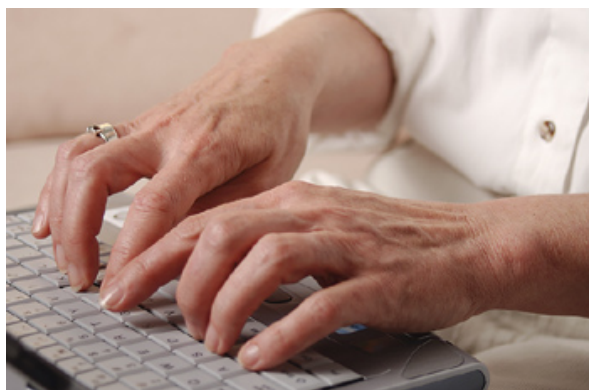
DON'TS

- Don't keep it a secret.
- Don't wait for it to be perfect. The reality is it will never be perfect. For example, consider Bill Gates and Microsoft. When he first released windows it was DOS, if he had waited until now he would never have been as successful. But he released it and continued to develop it. You can improve and go back and say here is a new version and I want to give it to you free. Your customer will love it! Your first product will not be your best product. It's part of the process. The good news is the 1st product will probably be your worse but they will keep getting better. You have to develop your own style. Unless you differentiate yourself, it will be an up hill battle. After your content is created, polish it up and turn it into professional product.



YOUR PRODUCT IS CREATED. WHAT IS NEXT?

Look for vendors with whom you can work. Stu recommends the 1st person you hire be a transcriptionist. Two good places to search are Guru.com and Elance.com. You can place an ad and transcriptionists will submit bids. Stu says make sure you ask for their rate per audio hour file. This is so you know up front exactly how much it will cost you. Bids generally range from \$25 to \$90 based on how much people are willing to do and the quality of the transcription. When you find someone who does a good job, maintain a relationship with them because they will be a vital asset to your business as you create more products.



REPURPOSING

You should plan to repurpose your audio products from the onset. When you create the outline for your audio product set it up so you can repurpose it very easily afterward.

For example, a 60 minute audio lesson:

Sell the lesson to people first. When you create your outline, chunk it up into twelve 5 minute sections so can make it into something else later. Five minutes is a nice bite of information. Then you can use it to generate leads, bring traffic to your website, and send to your affiliate, use as bonuses, blog posts, magazine articles and much more.

The next person to hire is a graphic designer for cd, cover art, etc. And then create your sales material.

WHAT ARE THE MOST EFFECTIVE MARKETING TECHNIQUES?

The fastest and best way is with joint ventures. But you must realize joint ventures are based on a relationship. So you have to take time to build relationships. Stu attends a lot of seminars so he can build relationships. If you meet people, have conversations with them, have dinner etc., they are more likely to support you. But if you aren't able to attend seminars or workshops there are other ways to build relationships.

Your JV partners are a very powerful marketing source if they have a way to communicate with your target audience. Through them your marketing message can reach 1000's of people. And your message is coming from somebody they trust, therefore, their recommendation has a much higher value than someone visiting your site cold.

HOW DO YOU CHOOSE A JV? WHAT IS COMPENSATION BASED ON?

Not all JV's are equal! You need to look for certain qualities in potential JV partners. People who get a lot of traffic or have a large email list targeted to your audience.

You can find out how much traffic their website gets in the following ways.

- Check their [Google rank](#). This is based on a scale of 1-10 and any rating of 4 or higher is good.
- Check their [Alexa ranking](#). This will tell you how much traffic they have to their website.
- [Compete.com](#) gives you general overview of traffic.



Find out how large their email list is in the following ways.

- Sign up for their newsletter. This will show you how they market and many will show you how many people are on their list.
- The Online Ezine Directory is a paid service. It enables you to search for ezines based on keywords you type in. Then, it tells you how often they publish, how many people are on their list, what it costs to advertise, contact information and much more. You can find out exact details.



However, even though a website may get a lot of traffic, it doesn't always mean you want to JV with them. They're business strategies may not match up with yours.

Stu offers this story. A few years ago, he was doing his first Idea Incubator Seminar. It is geared toward entrepreneurs and took place in a small environment with high level people. The problem with the first one was he had 7 people registered with only 4 weeks left until the seminar. So panic set in and he came up with the idea of enlisting JV partners. He decided to approach David Frye. His list was targeted, 50,000 members strong and a good fit. Just before Stu called David he read his most recent newsletter which, incidentally, had just been published. He took the time to read it thoroughly. Then he picked up the phone and called David Frye. They started talking and he told him he was a newsletter subscriber and had attended some of his workshops and teleseminars. Stu asked David if he would promote the Idea Incubator Seminar. David responded that at that time he was not promoting anyone else. He said it sounded like a great event but unfortunately he couldn't do it. Stu said, "Thanks and, by the way, have fun on your speaking trip in Mexico." David said "What did you say?" This showed David that Stu actually DID read his newsletter. He thanked him and hung up. Two minutes later, Stu received an email from David saying he would promote the seminar.

When you show an interest in someone else's business they are more likely to help you. It's so easy to get to know people with teleseminars etc.



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Home Work

Make a list of 5 potential JV's for your product.

Choose the top 3 that are a good fit for your product.

Show an interest in their business, sign up for their newsletters, and pitch your idea of a JV with them.

PRICING

It's always tricky to set your price and there is no one set formula. It is a work in progress.

Tips:

Decide what the purpose of the product is. You may be better off to use a product as a lead generator.

There is a lot that can change the dynamic of how you price your product. For example if you were doing a teleseminar series and your purpose was lead generation for a back end product, you would give the teleseminar away for free. By doing this you satisfy the freebie seekers and it gives them a way to check you out. Then the up sell is the transcripts. You price them as an impulse buy at \$10 or \$15 and this gives you a chance to separate the freebie seekers from the interested people. Those who will invest in your products are much more valuable customers. The free product is inconvenient. They have to show up at certain time and you don't give the transcript or audio away. After the call you say they can no longer get the same low price. If they don't buy during the call, the price increases from \$47 to \$97.



Anything that deals with making more money has a higher price point. Products such as self help products, like low to loose weight, have a lower point.

With free seminars the audio is your up sell and those who buy up sell products will be repeat customers.

Teleseminar can be a portion of the package. Stu likes to give people as much value as possible. He favors the side of giving them too much rather than too little. That way they will trust you and think if I'm getting this much for free I can't imagine what I will get with paid stuff.

Stu's Websites

Myideaguy.com

Myideaguy.com/blog

Annual seminar – idealseminar.com

World Teacher Aide – fund schools in 3 world countries – predictioncall.com – biggest marketers on the internet – what's going to be hot – proceeds go toward causes.



Tele-fundraisers

Meet Stu and Amy



World Teacher Aid is an organization that is focused on bringing education to children. We are currently working in El Salvador and Ghana, Africa. The World Teacher Aid story begins in 2006 with founder Amy McLaren.

While traveling, Amy witnessed extreme poverty and a lack of education in third world countries. She knew that she wanted to do something meaningful, something to help the

children that she saw in many countries that didn't get a chance to attend school because of low finances or a lack of a teacher. In November 2006 Amy and Stu decided to do something about it.

Fortunately five key speakers donated their time to complete a teleseminar on internet marketing with all proceeds going towards a mission trip to El Salvador that year. The call was a HUGE success. Together, they managed to raise over \$17,000 to take to El Salvador.

With such an overwhelming response to the first project, Amy has decided to narrow their focus and fund a salary for a full time teacher in third world countries.



[Click on the iPod to download the audio.](#)

WHY THE TELEPHONE TO RAISE MONEY?

Living in a small town, Stu and Amy knew they had to use the phone to reach a large number of people. It enabled them to deliver great value and connect with a lot of people at the same time. Through the power of the phone and bridge lines, they give tremendous value to 100s' of people who purchase the teleseminars AND make money for their charity.

- ➡ It's easy
- ➡ You can reach a lot of people
- ➡ You can deliver great value

A telephone fundraiser is a way to raise money via the phone. People pay money and receive some type of value, i.e. the content of the teleseminar, in return.

The difference between a micro tele-fundraiser and a tele-fundraiser is:

- A micro tele-fundraiser costs less and will typically have the topic content and a section about the cause the fundraiser is supporting. You will typically get a lot more callers and it has ripple effect. When they learn more about the cause, they want to get more involved and help. The typical price point is \$25 to \$40.
- A tele-fundraiser will have a higher price point but attract a smaller audience. Typically it doesn't position itself well for long term growth.

You have a virtually unlimited potential audience with tele-fundraisers. People from all over the world can call in and contribute. Stu and Amy say it is exciting because everyone is dialing in at the same time from across the globe. It really opens your eyes and makes you realize what a small world it is. They often get emails from people who know someone who lives in the country they are visiting next and asks if they will contact on the next trip.

Their first teleseminar together was Amy's freshman experience with hosting a teleseminar. She says it was easier than what most people think. Since you can't see people's faces or reactions, she feels it's easier than a face-to-face presentation. She is much more comfortable on the phone than in front of people.



KEY STEPS IN THE PLANNING STAGE

- Establish the right connections. Find people in the market that have the same beliefs and values that you do. It starts with a core and you build from there. Look for people who could give tremendous value to the call, people who have information you're your audience would want to hear. People are very open and willing to participate for a charitable call. It's a way they can give back through the gift of their time.
- Set goals. Be clear about what you are trying to do.
- Decide how the call will be structured. Stu recommends working with a theme.
- Communicate effectively with your partners. Their participation is really what makes the call successful. People want to hear them and they (your partners) provide the value. Create materials for your partners that summarize your goals and what they can do to help market the call.
- Follow up with your participants. Send pictures of how their donation was used.



The Key is to provide a teleseminar that people would have PAID money to listen to whether or not the money would go to charity. The **bonus** is that the money does go to charity. If potential callers are on the fence this may tempt them off the fence and you get a higher number of participants.

It's very simple even if it's first teleseminar! But Stu and Amy caution, "Don't promise anything you can't deliver because for long term credibility you must follow through on what you offer."





Home Work

List five people you would want on your board of directors.

Prepare your materials to present to them.

IS THE PRICE CALLERS PAY TAX DEDUCTIBLE?

You should consult a lawyer in your place of residence. Generally if the organization you are raising funds for is not legally recognized as a charity, the fee is not deductible. Any cautions when you are talking to a lawyer make sure you consolidate your questions so make the most of your time. Lawyers do charge for each email or phone call.

DO ALL FUNDS GO TO CHARITY?

In most cases you want to make it as profitable as possible for the charity. Expenses are very minimal. The only costs should be hiring someone to do the recording and transcription. A tele-fundraiser is much less costly than doing a dinner or event.

Stu and Amy's Future Fundraisers

Membership site

Predictions call in December – <http://www.predictioncall.com/>

[World Teacher Aid](#)

Their program involves -

The feeding program

Student scholarship program – sponsor child to go to high school

School renovation project

Teacher sponsorship – sponsor two teachers in Uganda

DID YOU EVER THINK YOU WOULD HAVE THIS SUCCESS SO QUICKLY?

Amy says this was always one of her ideas but did not expect it to come to fruition so quickly. Stu and her working well as a team really helped.





Home Work

Plan your first tele-fundraiser. Set a target date. What organization will benefit and how much percentage will go to the charity?

How many guests will you interview? Who are they?

What's your goal (dollars) you will raise for the charity?



Bonus - Soft Sale Marketing

Meet Judith and Jim



Husband-and-wife psychology team Judith Sherven, Ph.D. and Jim Sniechowski, Ph.D. have discovered the core issue that holds people back from the success they desire. It's The Fear of Being Fabulous™ and it's epidemic. Consequently their groundbreaking Overcoming the Fear of Being Fabulous seminar programs and products have attracted a large and grateful audience.

As the creators of Soft Topic Copywriting, they've carved out a new niche in internet marketing with their Soft Topic Copywriting Clinics.

A clinical psychologist, Judith worked in private practice for twenty-two years. Jim holds a doctorate in Human Behavior and co-founded the Men's Health Network in Washington, D.C.



[Click on the iPod to download the audio.](#)

THE PATH FROM BEST SELLING RELATIONSHIP AUTHORS AND PSYCHOLOGIST TO SOFT SELL MARKETING

Judith and Jim have created a lot of relationship products - all done by the phone. They were having a hard time finding someone to write sales copy that matched their needs and market. What they wanted was heart felt copy that established a connection between the copy and the reader. They hired someone but didn't get back anything they could use. So they decided since they had done a lot of writing themselves that they would write their own copy. Alex Mandossian told them they wrote great sales copy, suggested they keep a file of all they write and they teach others. They have now taught Soft Sell copy writing many times – all by phone.

With Soft Sell Marketing

- You are “in integrity.”
- You can feel solidly connected with your readers.
- There is no false hype.
- You can sell in a way that is sincere.
- It values the connection between seller and buyer as primary.

While attending seminars to learn more about internet marketing and talking to people there, Judith and Jim thought something was missing. They believed there needed to be a conference for the caregivers – healers, self improvement experts, coaches, etc. These were people not comfortable with hard sell tactics and hype.

Hard copy works for a particular market. They are not objecting to the copy itself. What they are doing is focusing on the caregiver market and writing copy to match the message to the heart of the market. Hype copy is not appropriate for this audience.

We, as a society, are so bombarded with advertising that we are almost immune to it. People are saying, “**ENOUGH!** If you are going to advertise to me, talk to me in away that is respectful and makes sense.”



DEFINE THE SOFT SELL COMMUNITY

ROI means return on investment. If I buy a product and we are engaged in an ROI exchange, I buy the product and give you a check. I expect the amount of the check to come back to me whole plus the profit. The profit is my return on investment (ROI).

But, for example, if you are a parenting counselor and your client asks about a 5 yr old with problems, you give them a suggestion, it works and they give you a check. They are not expecting a check to come back plus a profit. They are expecting an experience.

ROE means return of experience. That's what soft sale marketer's sale. They are coaches, therapists, physicians, artists, real estate agents, etc. They don't deal with ROI but ROE and they are soft sale because insane profits are really hard. Hard sale doesn't speak to you it assaults you. Soft sales are more invitational and relation based than hard sales. It's not that soft sales don't like a profit, but if I can sell you a product and help you then that's terrific.

The Soft Sale model keeps you "in integrity" and allows you to feel emotionally connected to your buyer without any shame or embarrassment about having to clobber people to get them to pull out their credit card. When people discover this model, they say, "I thought I was going to have to just get a job because I just couldn't do that kind of (hard) copy. You offered a place I can stand behind.



If what you're writing is beautiful but it does not move the reader to take the action you want them to take, then all you have is a beautiful piece of poetry. It is ineffective. It has to move them – it's about action!



PRECEPTION AND ABUNDANCE

A basic rule: It all starts with how you perceive your reader. If you perceive them as someone who is just after money, then you have a way of writing automatically and you have to be able to write to the conversation that is already going on in their head. Make it an extension of what they are thinking.

One problem of hard sell is it's built on scarcity. You've seen the ads – Buy Now or price goes up! Only 5 left!

In soft sale, we look at it from an abundance perspective. If your reader wants to solve a particular problem, you approach them with a heartfelt invitation to help them solve their problem or fulfill their desire through your product. You speak to them as if you are beginning to establish a relationship with them. Then your copy comes out in a certain way.

All sales copy has certain things in common whether they are hard sell or soft sell. They are two different approaches but use the same techniques. Your intention, audience and how you move the audience is different. When your customer gets to your sales page they already WANT to make the decision that you want them to make. Your job is to use the techniques to get them to make the decision. You do it in a way that is different for hard or soft sell. It's scarcity vs. abundance environment.



The page is framed by a decorative border with a wood-grain pattern. The top and bottom borders are horizontal, while the left and right borders are vertical. The central area is a solid green rectangle containing the text and lines.

Home Work

Write 3 different sales copy for your product.

Have 3 of your friends read them and rate each sales copy on its ability to persuade them to action.

GOLD

Fundamental in soft sell marketing is your personal story. This is not true in hard sale where typically the focus is how much money you will make, what you have to do to make it and testimonial are geared around money.

With soft sell, since you focus on self improvement, your audience wants to know

- What do you know about what I'm going through?
- Who are you?
- How did you struggle with what I am struggling?
- You came up with a solution.
- They can trust you.





Home Work

Write your personal story. Be sure to include your struggles and how you overcame them.

Lined writing area with 10 horizontal lines.

Have someone proof your story and then perfect it until it is smooth.

Lined writing area with 8 horizontal lines.

KNOW YOUR AUDIENCE

You must know your audience, if you don't that's a problem. By knowing what you want to offer you have chosen the audience you want to reach. Decide what copy style and tone of voice is relevant to who you want to reach. If you know your audience is an experienced based audience, and what you're interested in is building long term relationships, then you know the audience can be offended by a hard sale approach and you need to use soft sale. Ask yourself these questions:

- Who are you?
- What are you selling?
- Who are you selling it to?

The worst mistake you can make is to assume you are selling it to everyone. If you market to everyone, you will sell no one. You can't do it. You will lose. Even Wal-Mart is selling to a very specific audience and mindset. If you try to reach everyone, you will be so diffused in your identity you will get lost. But if you are focused, you won't get everyone but you will get people who are focused and will create a long term customer. The heart goes way beyond the money and when it does it provides a lot more enjoyment.



A decorative border with a wood-grain pattern surrounds the central green area. The top and bottom borders are wider, while the left and right borders are narrower.

Home Work

Write a description of your audience.

Who are you selling to?

What is your demographic?

DEVELOP YOUR SALES LANGUAGE



When you are on the phone with clients, listen for phrases or words that ring a clear bell. Write it down and include it in your sales copy. This is how you develop a language for your sales copy.

THE PHONE IS A PHENOMENAL TOOL.

We all have one and it's just sitting there! We all need to use what we have. Boomers want to speak from the heart and be authentic and they may not know how to use the computer but they are comfortable talking on the phone.

For their Bridging Heart and Marketing Conference, Judith and Jim do a lot of the preparation on the phone. The people that attend are the people who need support and more information about sales and marketing, using the phone and using sales copy. There is an enriching quality to all that is going on in marketing when it's done in a soft sell way. It's an expansion of the experience. Much of it happens on the telephone. The people who attend are coaching on the phone, holding teleseminars by phone, and even doing peace meditation by phone.

- All preparation is done on the phone—even their coordinator lives in a different state.
- They book all speakers on the phone.
- Conference promotion and inviting people to register is done largely on the phone.

HOW ARE YOU ABLE TO FILL THE SEATS AT THE SEMINARS?

- People who attend are eager because Soft Sell Marketing is so unique and different.
- They have the support of people in the soft sell community who are willing to get the information out to their clients.
- People resonate with Soft Sell Marketing.
- Judith and Jim price the conference in a way that is manageable.

Judith and Jim's Websites

www.judithandjim.com

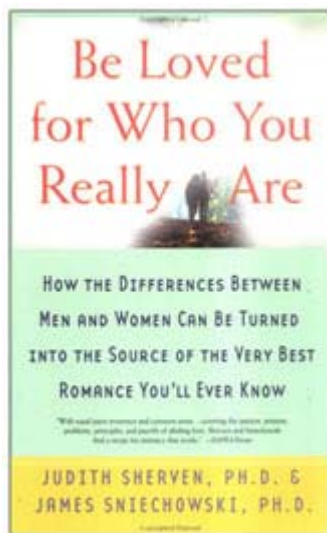
www.bridgingheartandmarketing.com/platformbonus

– tells you how to build a soft sell platform

You can receive a special discount at www.bridgingheartandmarketing.com/raven

FINAL TIPS

Reach out to people you know and ask them if they would mind hosting a teleseminar or a preview call. You need to be comfortable in asking. No one succeeds without getting help. Success is a team effort. Any body that ever succeeded has had tons of help!





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Special thanks to my featured guests who helped make this product possible. I appreciate you!

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Judith and Jim

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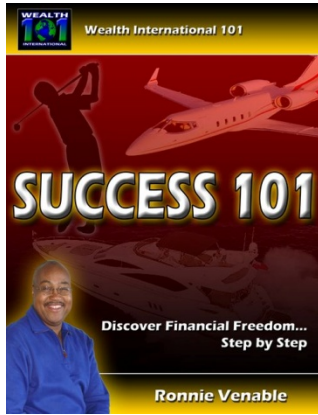


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