

Matthew:

This is Matthew Glanfield, chief instructor for the BBO Teleseminar Formula, our latest program to help you make money as quickly as possible from a beginning standpoint or wherever you might be.

This is a beginner program but at the same time, it's a bit of an intermediate program. If you're an absolute beginner, this will work. You also may be somebody who knows the basics and is looking to quickly get a product made and have some partners. You may be looking to have me help you really boost your sales. This is for you as well.

We have about 20 people signed up for the actual partnership part. We'll help you create and promote your product. I'm really excited for this. It's a bit of a fast track.

I wish I could offer this to everybody. I honestly wish I could just have a program to help you create a program or product. Then we help you promote it through our lists, and through JVs as well. Unfortunately, that would require contacts in pretty much every market out there, which is not always possible.

I would have to tell everybody to do internet marketing, which is not the most advisable thing to do en masse. For 20 people, it works really well. For 100 or 200, that just wouldn't be very good. I'd hit the same JV partners over and over again. They'd probably get tired of that.

There is a note sheet I want everybody to download. The link is

www.BBOTeleseminarFormula.com/members/notes/notes1.pdf. Download it, print it off and have it in front of you to take notes on. There will be one other page we'll look at as well. I'll give that to you when we come to that point.

Today is Call 1 of our four-module fast track. I apologize if this seems really stripped down. I've removed everything unnecessary from this product to get your product created as soon as possible and start making money.

The subject today is Module 1, "An Overview." I'll talk about the entire program so you know exactly what we'll do right from the start and everything we'll get done.

Today, the actionable thing I'll teach you is choosing your topic and getting your speakers lined up to create your products so you can have it ready for next week.

Next Thursday on our live call, we'll learn how to actually create the teleseminar product. Your job for that week will be to create it.

Let me clarify something right up front. This program can be done at your own pace. You don't have to get it done within four weeks. It would be best if you do, but just remember that you don't have to. If you fall a little behind, that's okay. I'm not going anywhere.

Our Q&A calls will keep going and you have access to my email address until the end of August. If you get it done after August, you can still get me to promote it. That's perfectly fine.

It is best to try to get it done by the end of August. If you run into complications, legitimate reasons why you're not able to continue at that point and need to wait a month, that's fine.

Try to put all excuses aside to just get this done. Take action. You've spent a bit of money to get in this. There's a lot of potential here.

I don't want to see anybody back out. I know we can make this work. I've had so many partners succeed with this exact method that I was almost going to make this what I taught for Traffic Formula, except for the fact that it's a little harder.

It's not just creating your newsletter. It takes a bit more work to start up with your own product, especially a teleseminar

product. If you do it and do it right, you'll do fine and have a lot success with it.

Turn to Page 2. We'll go over a few resources you can use.

Hopefully everybody is logged into the Members area. It isn't 100% done yet. There's still more material to be added. You'll find recorded calls along with all of the material such as notes, extra sheets and any templates. If we have to, we'll create videos. Whatever's necessary, we'll post it all there.

Obviously, not all the material is there because it's not all created yet. We're creating this as we go along. However, there are a lot of resources to use in order to get the most out of this membership and get this done as quickly as possible.

We have a forum specifically for this training group. There are only 20 of you, so it won't be a really busy forum. Forums only really work if there are a lot of people participating.

I ask that every member of the BBO Teleseminar Formula be active in the forum. Log in once a day, see what posts are there, respond to questions and ask your own. It will be a member support forum so you help each other.

I'll also be in there. I can handle supporting 20 of you. Also, Ruben and Steve will answer questions. If they are technical questions, don't use the forum. If an audio or video doesn't work, send it to our support desk. They'll be able to help you a lot quicker than if you put it on the forum.

It's not quite as quick a response in the forum, but everybody can see if other people have asked that question.

We've broken it up into Modules 1, 2, 3 and 4, Other Discussion and Member JV Request. If you have questions about training material, put it in the proper module. If it is a question about today's training call, make sure you put it in

Module 1. If it's a question about next week's call, put it in Module 2 and so forth. If you have something that's unrelated to those four things, you can use the Other Discussion category.

Lastly, if you want to try to get JV requests from other people in this group, use the Member JV Request. Your subject would be, "My product is _____. " It could be traffic generation, eBay, Google or AdWords. Describe who you're interviewing and your product, commissions and payouts to get others to join.

There's no reason why the 20 people in this group can't be JVs for each other. Do you remember all that autoresponder swap stuff we were talking about? You will be able to capitalize on that.

If all you do is get promotions from the JV partners I set you up with and then link back and forth through autoresponder swaps, you'll see a lot of cross-traffic and cross-sales. You'll make a lot of money from this group.

I don't want to look at you as a bunch of students. I want to look at you as a bunch of partners. We'll develop you into that partner.

Picture this. My partners have my email address. If you become an official partner after this is done, if everything works out well and you've proven you really take that action and build your list, you'll be able to contact me by email, and possibly even by phone.

Then you can call me up to say, "Hey Matt, I've got a product launch coming up. Can you help out?" Most likely, if it's into my marketing campaign, I absolutely will be able to.

When I have products to promote, guess who I'll turn to? I'm looking to build a group of people who are much more than just students/customers who buy from me again and again. I

want you to become my partners who promote for me and who I promote for again and again.

In order for you to qualify for that super partner status, you'll prove yourself through this. All you have to do to prove yourself is to take action quickly.

Don't fall over it. You'll run into obstacles. I understand that. You have my email address. You'll be able to contact me directly if you have problems. There's nothing wrong with problems. That's normal. Life has problems.

I don't want you to just stop. I want you to take action and move through the course. Become what I call "super partners."

I'd love to have all 20 of you become a super partner. That just means you'll be the people I deal with on a regular basis to promote products. You'll leave that whole customer/student method and enter into a whole different world of marketing as you're able to partner with me.

You'll come with me to seminars. We'll talk over the phone, have mastermind calls and all sorts of things. We'll really develop each other's businesses. We'll bring them all to the next level.

I'd love to have 20 new, powerful partners. You'll know each other. This is a super time for everybody to really get to work with each other.

You need to use the Overview. In the Members Area, just click on the training curriculum.

All calls start at 1:00 p.m. Eastern and run for roughly two hours. I apologize if that time doesn't work for you and you have to listen to a recording, but that's the time we need to schedule these.

If you aren't able to attend the Q&A calls, feel free to submit all your questions in the forum beforehand. Everything will be recorded. You'll be able to listen to it all.

Of course, every one of you has my email address. If you really need something answered urgently, send me an email. That's in the Overview PDF on Page 2 of your notes, you'll see those links.

The next thing is the live webcast. Whether you're on the phone or not, you should be able to go to the live webcast. You can submit your questions there.

The next thing is the member support and my email address. One of the big things you get is a lot of support. I'm treating you like partners and not just customers.

In the Members Area under "Contact," it says, "Ask a Question." On the home page, you'll see a big "Ask a Question." Right click on the link to open it in a new window. If you use Firefox, open it in a new tab. That way, you can still hear the webcast while I'm explaining all this.

On the Ask a Question page, there are three sections: technical, training and questions specifically for Matthew.

If you have technical questions such as, "The audio is not working. I can't listen to one of your recordings," or "The PDF isn't working for me," please submit them to our customer help desk. If you send them to me, I'll forward them to the help desk. I'll reply to you, "Please submit this to the help desk. It's something they need to help you with."

We have systems in place to help you with those things. I don't want you to contact me for them. It's a waste of my time and yours to use me when you have people in place that can help you quicker. I don't answer emails as often as they check the help desk.

If you have training questions, I would suggest you use our forum. If you have questions about today's module, post them in the forum. I will moderate it, and so will Ruben and Steve. We'll answer your questions there. Everybody can see each other's questions. It will help to cut down a lot of the support time, which means you'll get faster support.

Last but not least, you have my email address if it's a question that you don't really want anyone else to see. For example, when we're setting up partners and products, we won't do that through the forum. We'll do that through my email.

One of the things you'll do today is choose your topic. You'll post it on the forum, then email me to say, "Matthew, this is the subject. Who can I use for JV partners to create the product?" You'll do a bit of research on your own as well. Then we'll start to interact and set you up with people who will be willing to do teleseminars with you.

The email address to me will only be valid until August 31. After that, it will no longer redirect to mine. It will just reply automatically to ask you to use our help desk or the forum.

I'll probably leave the forum up forever so you can keep going there. We'll stop supporting it in late September, unless we run another group through. I'm not quite sure if we'll do it or not. Try to get everything done before the end of August so you can reach maximum support for everything we're doing.

Last are the topic ideas. One thing you've noticed that's not in here is a way to schedule your one-on-one phone time with me. We'll add that shortly. I wanted to wait until after our first training call so nobody would try to schedule it before you've received any training. You should reserve that for when you really need it. I want to do one hour with everybody.

If, right at the beginning, you get on the phone with me to help you choose a topic, that's probably not the best use of your time. The better use would be to help you critique the sales page and product or look at your emails to see if they're good. Then you can get maximum value for what you've paid for and what you're getting.

Your topic idea is the last thing. I created a PDF at www.BBOTeleseminarFormula.com/members/topics.pdf. We'll get into the topics in this call.

There's a bit of introduction on the resources you'll use. I've also put Recommended Tools there. It's not updated yet. I just copied it over from the Traffic Formula area. I'll change it so it's only recommended tools for what we are dealing with. Right now, it has a bit of everything in there. I will update it according to what I suggest throughout our calls so you don't have to get confused. You'll know exactly what to use and why we're using it.

Let's turn to Page 3. This is just an overview of our training schedule. We're on Module 1 right now, "The Overview: Choosing Your Topic, Getting Your Speakers. "

Next week, we'll talk about creating your teleseminar product. The week after that, we'll talk about creating your sales website. The week after that, we'll talk about launching your new teleseminar product.

Module 4 is on July 19. That's less than a month away. You could, if you work hard at this, have your product ready to launch for July 19. After July 19, you'll know exactly what to do. Less than a week after that, you can launch your product with your JV partners and me as well.

Let's turn to Page 4. I want everybody to understand exactly what they're getting. It gives you the nine things we want to accomplish. There are nine steps here.

Step 1: Choose a subject, a topic within the internet marketing niche. Hopefully everybody understands why that has to be the case for this program.

Step 2: Plan the product you want to create. I will talk about how to do that, but you need to plan it.

At any of these stages, if you want my advice, send me an email. In fact, I'd like everybody to go to Ask a Question. Click on the email address and just send me a quick, "Hey, Matt. Glad to be on this program," or "I'm not glad to be on this program." I'll respond, "I'm glad to have you on board." You can see I'm actually responding to your emails. It will give you confidence that I'll be there for you over these next three months.

Step 3: I'll help you find experts to interview, or I'll be the expert myself. If you look at the topic sheet, I'm an expert on a lot of those things. I'm not an expert on all of them.

If you choose eBay, I'm sorry, but you don't want to interview me. I don't know much about eBay. I know how to set up a posting and everything. I'll set you up with somebody like Jim Cochran, who spoke at the same seminar I did. I could probably get him set up with two or three of you to talk about eBay.

If you talk about AdWords, I can get someone like Simon Leung.

I'll show you an example of a template we will do in this course. I want to share some results with you as well.

Step 4: You will create two teleseminar products, both with the same expert. If you can get two people, you can do one with one expert and one with the other. We'll explain this more in Module 2.

You want a front-end product and back-end product. You want to give something away for free or charge \$7, \$10 or

\$20. On the back end, maybe you upsell them to both products for an extra \$50 or \$100 for really highly sought-after information.

That will be the beginning of talking about back-end strategies. It will get you in the right mindset for future products you'll create.

Step 5: Have your sales website created. Please understand that I will not create your sales website. That's not part of the \$2,000. I didn't promise that anywhere. I don't suggest that you create it. I suggest you get it created. I will provide templates.

I'm talking with my web designer right now. We're setting up a service. We'll put together a package for this group and you can hire us to do all of it for you. You'll still have to create your sales page. We don't do copywriting.

Send that to us and we'll set up your entire website, everything from AWeber to your payment processor and everything else. We'll have a package. It will cost extra, because it's an extra service.

The \$2,000 that you paid for this course does not include web design services. Please understand that if you want to use us for that, we'll have a package ready that I'll announce in a couple of weeks when we get to designing your sales website.

If you want to use somebody else, that's perfectly fine with me as long as you use the system that we have. You can do it yourself if you want to. If you're a bit of a web designer and you can figure it out, do it yourself. That will save you a lot of money. It will cost you a bit of time, but it will save you money.

Step 6: Have the affiliate page created. This is the page where you recruit your affiliates, where somebody comes to get their affiliate link, the tools and everything like that.

Again, we will provide templates and possibly a package for that.

Step 7: Get your product ready to launch.

Step 8: I will promote your product. I put in brackets, “first-done, first-served.” Have you every heard first-come, first-served? This is first-done, first served. As soon as your product is done and ready to go, you send me an email and I will schedule you for the next available slot to promote your product.

If you’re the last person to get done, then your product might not get promoted until as late as September or October. If you’re the first person done, you can get it promoted within the next month.

If you’re really quick with all this, if you have everything ready to go on July 19, you could get a promotion from me the week after that.

Step 9: I will help you find JV partners to promote your product. Notice I put “I” and “you.” There are certain things that you need to do, and there are certain things that I have promised to do. You choose the topic, you plan the product, I help you find experts to interview or I am the expert that you interview.

I could do that for everybody. It would not bother me to do 20 of these products. There’s a benefit for the person you’re interviewing. I also love doing it. I love teleseminars.

You will create two seminar products then get your sales website created, but I will provide the template and possibly the service. You will have the affiliate page created. Again, I will provide the template and possibly the services.

You get ready to promote. I promote. I recruit JV partners. You’re also going to recruit JV partners.

There are a couple of people I talked to today on our coaching call who know of somebody that I don't even know of. They might be getting him to do their teleseminar. If you know of somebody, don't think that you can't use them. Just because I don't know who they are doesn't mean that they're no good.

There are a lot of people I don't have access to, but you might. If you do, you can use them. If you can't find an expert, by all means I'm going to help you to do that. I have a lot of people I can set you up with. Pretty much all the topics that I suggest, I have people I can refer you to.

Sound easy enough? It is. This is really not a complicated process. I want you to understand that. I've stripped out all the extras, everything that's unnecessary. We're going to get this done and we're going to get it done soon.

That is my goal. I don't want to dilly-dally with this. I want to get it done. I want everybody to have success with it.

Let's look at a case study of what we're going to be doing. The case study is at www.BBOAdWords.com. This is a perfect example. It's not completely what we're going to be doing, but it's pretty darn close. This is "The BBO AdWords Formula" with Simon Leung.

If you remember, I did a call with Simon Leung on Google AdWords and we include that in the Traffic Formula membership. I took a copy of that exact call out of the Traffic Formula membership and I'm selling that for \$7.

You might think that \$7 is really cheap. Remember, they're not getting support, the points system and all that other stuff that you get with Traffic Formula membership. They also don't get everything else that comes with the membership. They don't get all the previous modules or the later modules. They just get the one little tidbit that talks about list building with Google AdWords.

I created this website. This website took me about a day to create, including the sales copy. This sales site is really short. I'm not going to suggest that you have such a short website. I didn't really need to do much.

If you're at www.BBOAdWords.com, you'll see it's very straightforward. It has a header graphic. It has a headline. It has a bit of an audio that plays automatically when you go there. Then it's me selling the product. I have a little product graphic.

Then you see "Get instant access via PayPal now." You click that. It takes you to PayPal. You pay the \$7. After you've paid the \$7, it brings you back to register for it.

Once you've registered for it, it gives you an upsell. The upsell is the master resale rights, which I sell right now for \$27. It's not much. I'm not trying to make much money off of this. I'll tell you why in a second.

They can sell the audio and the transcript for as much or as little as they want. They can even give them away. The only thing they can't do is change them. They don't have private label rights. They have master resale rights and giveaway rights. That's what I upsell. A lot of people have taken that as well.

It's pretty straightforward. I launched it yesterday. All I did was send out one email to my list. I hadn't even recruited partners yet. We've sold around 160 or 170 of the \$7 product. That doesn't sound like very much. It's only about \$1,200 in sales.

We also did a bunch of the back end. I think we've done about \$1,500 in sales total. It's somewhere around there. This is just from me sending the test email out to my list. I wasn't even pushing very hard. We would do more if it was more expensive.

The reason I didn't do more is because it was a test product. What I really want to use this for is to get more people to promote my products. Then I get more leads. I use that to sell Simon's product.

Here's what you don't see. This is where a lot of the money is made.

On the other end, when people buy this product, in the teleseminar that I do with him, I promote his product. We teach a whole lot, but I also promote his product. Also, on the download page where people go to after they've purchased the product, at the very top is a big advertisement for Simon's \$97 product.

He has a \$97 product and an upsell of his own. This is complete training for Google AdWords. In the autoresponder are promotions for Simon's product. We've already received a bunch of sales for Simon's product. I make \$67 in commission for every sale. I've almost made more in commissions on Simon's product than I have selling my own.

Think about that. I sell it for \$7 and then I make the \$67 commission on the back end. This is kind of what you're going to be doing. You're going to be selling your product in the front end. You're going to have a cheap product and an upsell. The upsell might even be \$97.

The reason why I've only made \$1,500 is because I had a really cheap back end, only \$27. Yours is going to be more expensive than that. We're going to pull in many more sales.

On the other end, I've already made over \$2,000 with one email. It was to most of the people on my list, but not to everybody. You're going to get more than one email from me and we're going to really push it and make a good product launch out of it.

This is kind of like what you're going to be doing. It's very straightforward, not complex. There are a lot of little things

that you have to get straight and make sure that you do right. Other than that, it's not too bad.

I'll take screen shots of every page and give you access to all this so you can see exactly how this system works.

We just had a question from Dave, "Matt, would you recommend a digital product or a physical product for the program?"

We're starting with digital. If you're thinking about turning the teleseminar into a CD, that would make a great back end. You can experiment on that afterward.

We're starting with digital. The reason for that is because we're not going to get into fulfillment services. If you want a really good fulfillment service, somebody that will create your CDs and ship them for you automatically, there's Speaker Fulfillment Services at www.SpeakerFulfillmentServices.com. They're great for that. Most of the experts use them because they work really well.

We're starting with a digital product. Physical products can come later on. You can create entire courses based around teleseminars.

Look at what I'm doing. This entire course is based around teleseminars. All the training is done that way. It's actually a lot easier than you might think. You can deliver really high-quality content that has a really high perceived value through teleseminars. That's what we're going to be doing.

Hopefully that gives you a little idea of what we're going to be doing over the next couple of months. Let's move on.

Turn to Page 5, "Choosing a Topic." This is an area that people get stuck at really easily. However, I'm going to provide you with certain things to help you choose as quickly as possible. I don't want anybody to get really stuck here.

I have a topics list. I want everybody to open that up. It's at www.BBOTeleseminarFormula.com/members/topics.pdf. I put in a list of potential topics. This is by no means all-inclusive. They're just some ideas that I had.

The way I created this list is I thought about all the partners that I really have good contact with. I thought, "What is it that they teach?" I don't want to give you a topic where I don't actually know a partner who I can help you with. If that happens, we'll do a bit of research for you.

We want to make sure that the topic you choose, I can help you maximize. That's why I chose these.

If you go to the potential topics, you can see Google AdWords, Online Video, Online Audio, List Building, Traffic Generation and Free Traffic. Traffic generation can get broken down a lot, or you can just have general traffic generation. Free traffic is one subset of traffic generation.

There's eBay. You can teach eBay in many ways, like how to make money through eBay or how to drive traffic through eBay.

There's Affiliate Marketing, Squidoo and Web 2.0. That's MySpace Squidoo, using YouTube and all those kind of things to drive traffic and make money.

There's Web Design. You can teach web design. That's a really good topic. A lot of people want to learn it, or at least want to know how to do the basics.

There's AdSense and Starting an Online Business. BBO Traffic Formula goes into that category. There are Teleseminars. You can teach people how to do teleseminars. There are Squeeze Pages, Copywriting, JV Partners, Blogging, Product Launches, Ezine Advertising, Article Marketing, Outsourcing, Product Creation and Membership Sites.

If you're looking at these and thinking, "I'm not really an expert in any of these," who cares? You're not the expert. You're interviewing an expert. Just keep that in mind. It doesn't matter if you're an expert in these areas. In fact, you don't need to be one at all. You're going to become an expert. You're going to be positioning yourself as one.

To start off, you're not going to position yourself that way. You're going to position somebody else as the expert. Then you're going to teach more and more. You're going to learn more and more about it as you go along. You're going to create more and more products in that area and position yourself as the expert.

You'll join the realms of all the other big online gurus in no time flat. In fact, if you do this right, within a year, actually within a few months if you do it really right, you can join the status of online gurus and be making a lot of money from this.

On Page 5 under "Choosing a Topic," I have five traits of a good topic. I was brainstorming this and trying to think, "How can somebody know which one of these to choose?" There are five good traits to look at in order for you to understand what a good topic is. We're going to talk about what will make you choose the right one.

Trait 1: The topic needs to be profitable. I can tell you right now that every subject on this list is profitable. That's it. I can tell you that right now. There's not one thing on this list that I can't prove to you is profitable.

I can look at Web 2.0 and say I saw that somebody released a book called *Web 2.0 Secrets*. Within 24 hours, I sold about \$20,000 of that ebook. It was just an ebook. That's it. It was a cheap product. It was \$47 and I sold a ton of it.

The funny thing is that this was a well-known marketer, but he went by a pen name so nobody actually knew who he was. He made up a name just to prove that it could be done.

He actually had somebody else create the ebook. He hired somebody to do it, and he sold \$20,000 of it within 24 hours without being well-known.

Product launches. Jeff Walker released his Product Launch Formula a couple of years ago and made \$600,000 of it in seven days. Is it a big market? It's huge.

I talked to him a year after he launched it. I asked him, "Do you still that, or has it kind of fizzled out?" He told me that he sells between 30 and 60 units of it every month. That's \$30,000 to \$60,000 every single month of that same product that's almost a year old.

Google AdWords is a huge subject. Online video is tremendously huge. All of these are huge topics that can make you a lot of money.

Trait 2: Your topic needs to be high in demand. There are a lot of subjects that, while they appear profitable, are not always high in demand. Profitable and high in demand don't always go hand in hand. They usually do.

Think of it this way. If you have something that's not in high demand but the people who do pay for it will spend \$10,000 or \$20,000 on it, is it profitable? Yes, to an extent.

We're not looking for something that people will only pay \$10,000 for. We're looking for something that people will pay from the bottom up so that it's high in demand way at the bottom.

For example, people love traffic generation. They want to get their hands on it so the free traffic stuff, Squidoo and Web 2.0. All that stuff is high in demand. Blogging is high in demand right now. It's a huge vehicle for publishing content on a website. Everybody wants to learn how to do it. That's high in demand.

Article marketing is another traffic method. Outsourcing is where people are looking to reduce their workload and increase their productivity. You make more money by doing that. All these are high in demand.

Trait 3: There need to be other experts who are already established in the field.

There are a few reasons for this. One is because you need to interview at least one of them. The second reason is because you need potential partners. If there are no other experts, there is no other competition, then who is going to promote your product? You need to find people that are really related to that subject.

You can cross-promote these things. For example, Joel Comm is the AdSense expert. He could promote any of these things. He could promote Google AdWords or ezine advertising, squeeze pages or eBay and have good success.

Where he probably has his most success is when he promotes Google AdSense related things. That's already targeted to what the people on his list are looking for. That's probably where he has the most success.

I could do that for myself. Whenever I promote things about affiliate marketing or traffic generation, I get the most success. That's how I built my list.

If you built your list around eBay and people who are interested in eBay, then the most success you'll have will be promoting and being promoted by eBay publishers.

You can go outside of it as well. They're all within the internet marketing niche. They're all within people trying to make money online through websites and traffic generation.

You still want other experts within your sub-niche. That proves that it's profitable and you can develop partnerships with these people by meeting, calling or emailing them. You

can really boost your business over both the long term and short term.

Trait 4: There absolutely needs to be potential for a high-end product.

If people in that niche are not willing to pay more than \$100 for a product that you create, then it's not a good niche. It's not a good topic. You need people to be willing to pay it.

You need to be able to create higher-end products to pump in the revenues and really, really increase your profits. If there's no potential for those higher-end products, I'm sorry. It's not a good topic.

All the topics on that list have potential for higher-end products. If you choose a topic that's outside of that list, email me. Say, "Matt, I want to choose this topic. It's not on the list. Is this okay?" I want to make sure I have partners who can help you with that or that I can help you with that myself.

I also need to make sure it's profitable. I know all these subjects are profitable. You should email me to make sure that any alternate topic you choose is profitable as well.

Trait 5: This is the determiner for which one you choose. The first four apply to everything on this list. However, this is what's going to help you to determine which of these topics you need to choose.

The way that you choose it is an interest or, even better, a passion. When you're looking at this list, if you think, "Online video? I don't even want to touch that. I'm so anti-technical that I never even want to look at videos," don't choose that as your subject. You're going to have a hard time doing it.

However, if you look at AdSense and think, "That's awesome. I want to do Google AdSense. I want to teach

how to make money in Google AdSense,” and you just get passionate about that, then choose that as your subject.

If you’re a web designer and you love web design, choose that as a subject. You may love eBay, or you may be really interested in copywriting. Maybe you’re a really good writer and think that you could eventually become an expert copywriter. By all means, choose that subject. If you look at Google AdWords and it gets you excited, choose that topic.

A question you might have is, “Am I stuck to a topic once it’s chosen?” The answer is yes and no. Yes because if you really want to get the most out of your business, you need to stick to a topic and then build your business around it. You can reach out to others that are related, but you want to stay around a core focus.

You don’t want to become the expert of everything. You can’t be an expert of everything. You need to be an expert on specific things. That way, you can brand yourself. You can make more money with it.

You’re not stuck to a topic. If you started with teaching Google AdSense, you may move toward Web 2.0 because you’re teaching people how to use Google AdSense with blogs. You move toward blogging. Then you become a blogging expert instead. You leave your AdSense product and you don’t really develop it further. That’s fine. There’s nothing wrong with doing that.

You won’t develop yourself quite as quickly as you could. You’ll backtrack a bit. You’ll still be doing better than most people out there because you’ll be creating these products. You’ll be moving forward with your advertising.

It’s okay for you to switch topics if it’s in the same niche because the list you built with AdSense is still related enough to talk about blogging.

Just understand that when you switch topics, you'll lose a lot of people. A lot of your list will not be interested in hearing you talk about it. Even if they all care about it, they won't all be interested in hearing you talk about it because you haven't proven yourself the expert in that area. Keep that in mind.

Here's what you have to do. I hope that you can all do this today or tomorrow. I want you to have it done by tomorrow. You need to do two things when you choose your subject. This is on Page 7 on the Action Steps.

First off, you need to choose your topic and then post it in the forum under Module 1. I want you to put, "My topic is _____." In the body of your post say, "This is what I chose to do, and this is why I chose this topic. This is why it excites me the most out of all of them." I want everybody to do that.

Don't be afraid to choose a topic that somebody else has already chosen. If everybody chooses the same topic, that's a little much. I'd limit it to three or four people at most on the same topic. If you see there are more than three or four people on the same topic, you might want to find a different topic.

If you really want to do it, that's fine. We can have more than three or four, but we'll get the most out of this if we keep the limit of three or four people per topic. We'll see what happens as we go along, too. It's really not a bad thing if more people have it. Then they can all partner with each other.

At the same time, we want to make sure we don't spread our experts too thin. I can't use the same JV partner five times unless he's really willing to do that. Most likely, they'll be willing to do it once, twice or maybe three times. Then I'll have to find somebody else to do that same topic.

Once you have your topic, I want you to send me an email directly—not to the help desk, but to me. Say, “This is my topic. Who do you suggest that I contact?” We’re going to talk about getting your speakers in a moment.

I’ll suggest it to you and I’ll set you up with that person. Of course, I’ll talk to them first and make sure that they agree to it. We don’t want to be sending unsolicited emails. It works, but we want to make sure that this works 100% and not 10% or 20%.

Turn to Page 6. This is a really important subject. I want to talk about getting your speaker, how you can benefit them and why they’re going to help you to do this. If you understand this, it will be much easier to negotiate what you’re going to do with these people.

Here’s the first question you might be asking. “Why would a potential JV partner of Matthew’s want to create a product with me? Is it just to do me a favor?” I hope that’s not the only reason. I have more reasons to motivate them to make sure they actually do it for you.

The first reason is because they’re going to get a lot of exposure from you. When you create this product, within the teleseminar you’re going to mention their website over and over again.

At one point, you’re going to sell their product. You’re going to say, “I strongly suggest that you go over and grab Jim’s product about eBay. It’s great and I love it. Go to [whatever.com](#),” which forwards to your affiliate link. You do that in both of your teleseminars with them.

You’re not selling it in the teleseminar. It’s not a sales call, but you will be doing a bit of selling in the teleseminar. We will talk about that.

Second, it’s going to be really useful to them is because they’re going to get promotions not only in your teleseminar,

but on your downloads page. When people finish purchasing, whether they get your upsell or not, they see a link to that person's product.

Third, there are going to be a couple of autoresponder emails that sell their product. Their product is basically going to be sold like crazy throughout this whole process. Still, if you don't have any people that you sell it to, that doesn't really benefit them.

That's when I come in and say, "I will be promoting this product, and I'm going to be linking a few other JV partners that are well-known and do really well to promote this product." Then the person is going to say, "That's great because I'm going to get extra promotions."

It's just like Simon Leung with www.BBOAdWords.com. We did the interview. I sell his product not only in a teleseminar, but on the download page. It's going to be in the autoresponder, as well. It's already selling copies. We've made over \$1,000 in commissions so far with what I've been selling through the teleseminar we created.

I haven't even sent out an email to promote his program. I just sold it through the teleseminar and we've done over \$1,000 in commissions. He's quite happy with that.

He's getting all that benefit. I've only promoted it myself. I haven't even gotten JV partners to promote it yet. Image how much more he's going to benefit once I get other partners to promote this.

Here's another benefit you can give them. This is probably not going to interest them quite as much, but it's a nice thing to throw in. You can say, "When I'm finished, I'll give you a copy and you can do whatever you want with it. You can sell it to your members. You can give it away. You can do whatever you want with it."

The reason you want to do that is because in the teleseminar, you're going to be saying your website name. "Hello, this is Matthew Glanfield from www.BBOAdWords.com." When he gives it away, guess whose link they're going to see in the transcript of the call? It's going to be your website.

That's the big advantage you're going to be presenting to these potential partners.

You're not necessarily going to get them to promote this product. Hopefully, you can see the reason why. They promote it to their list, then you promote their product to their own customers and you make the commissions. That just doesn't make much sense.

I'm not going to ask Simon Leung to promote BBO AdWords, but that doesn't mean he can't.

Some of them will do it as a favor. They'll say, "Sure. I'd love to promote it," because then you can give them 75% or 100% commission, whatever you want to give them. They can benefit from promoting the product because they have good rapport with their clients. They might be able to make a lot of sales.

You're not necessarily going to try to get them to do that. You can mention it to them. I would say to them, "I don't expect you to promote it because it's your own product. If you'd like to, I can give you 75% or 100% commission, but you don't have to. I understand why you wouldn't want to." You can mention it to them so it's in their mind. They can make that decision.

Don't try to get them to promote it. We're going to get other people to promote it instead. That way, they're not just promoting to their own list.

There are two ways to get speakers. One, you're going to try to get your own speaker. I'm also going to get you a speaker.

The reason you might want to do more than one is because the more teleseminars you can do, the more valuable your product. If you try to sell a single teleseminar with a transcription, if it's a really, really high in demand subject, you might be able to sell it for \$100. You might only be able to sell it for \$50.

If you have a second teleseminar, a second expert, then you can make a teleseminar series. You can have two teleseminars. You can have four if you want to create two for each of them. That would add a higher perceived value. You can include the second one as a bonus and be able to sell it for \$97.

Of course, you want to work on trying to get your own speakers. The way you're going to do that is by doing research.

Once you choose your topic, I want you to go to Google, type in your topic, then look at the highest-ranking Google sites and contact 10 people. You don't have to do this step if you don't want to, but I'd really like you to do it.

I'm going to help you find an expert. I will find somebody for you to interview. However, I still want you to do this and get into the practice of contacting people.

Contact 10 people by email, by phone, however you can do it. Present this to them. "I would like to interview you because you're an expert in this area and I'm going to create a product that will promote yours."

"I'm going to become your top affiliate. Matthew Glanfield is going to promote it. I have these other partners that are going to promote it as well. I will expose them to your

product. We're going to sell a lot of them and I'd like yours to be the back end. "

I'm also going to find you a partner. Don't worry if you're not able to actually get a hold of any of them. I'm going to set you up with somebody.

That's what you're going to do to get your speakers. The reason you're shooting for the top ones in Google is because they're the ones that are getting traffic. They're the ones getting exposure. They might even agree to promote for you.

Like I said, you don't have to get them to do that because it's counterintuitive for them. They might do it just because they'll think, "That's pretty cool. I can do this to position myself even more as an expert."

That's what you're going to do to get your speakers. I'm going to get you one. You're going to contact 10. That's all I'm asking. Make a template email if you'd like. Send it up to 10 people on Google. You never know who you might find that I don't have access to. That will be a huge boost to your business.

Let's turn to Page 7 and look at the action steps for next week.

Step 1: Introduce yourself on the forum. I want every single person in this membership to use the forum.

Go to the Other Discussion category. You can do that right now as I'm talking. Just say who you are and if you're looking forward to the course. You can talk about your background if you'd like. Keep it simple.

Everybody should reply to everybody else and say, "I'm looking forward to working with you." Start having a little bit of interaction with each other.

Step 2: Choose your topic.

Step 3: Post your topic in the forum under Module 1. Make it your subject line. If your topic is traffic generation, your subject line should be, "My subject is traffic generation." Then talk about why you chose it and anything else you want to speak about. .

Respond to and encourage each other. Everybody here is going to succeed if you do what you're supposed to do. It's hard not to. We're going to help you create a product and I'm going to promote it. It's going to be hard for you not to succeed with this.

I have a hard time believing that somebody would do everything I show them to do, with the resources I'm providing and the chance I'm giving you to promote your product to my list, and not have success. I just can't see that happening.

I would almost guarantee your success if it weren't for the fact that those kind of guarantees are obviously impossible to guarantee. It requires you to take action as well. If you never take action, I can't guarantee anything.

Step 4: Send an email to me and tell me what your subject is so we can start discussing speakers. The sooner you send me the email, the sooner I can get somebody set up for you.

Step 5: Research speakers you may want to contact.

Step 6: Contact 10 potential interviewees. I don't care if it's by email, phone or snail mail. If no one responds, don't worry because I'll get somebody for you. You just never know who you might hit that will agree.

You can create five products. There is so much potential to that. It's insane how much potential there is to creating teleseminar products. They're so quick simple and you can get partners at the same time you're making the product. It's a great way to form those relationships with people.

We're going to open up the Q&A now. Just a reminder, as well, we have Q&A calls on Tuesdays. This coming Tuesday, we'll be having a Q&A call at 1:00 EST. If you have questions and you're not able to attend the Q&A call, submit them beforehand using the Q&A form. I'll answer them.

We have a question from Craig in Vancouver. "To Google our topic, do we add "how to" before the topic keyword?" It depends on the topic.

For example, you don't just want to type in "AdSense." You want to type "make money AdSense," or "how to make money with AdSense," "how to make money with Squidoo," "how to make money with Google AdWords," how to drive traffic," "how to build a list," "how to use online video," "how to blog. "

Just make sure that whatever you type in is what people are looking for.

Fran asks, "I'm confused about the product part. Is the teleseminar the actual product, or are we creating something else like an ebook?"

The teleseminar is the product. It's a very good product, mind you. You're going to record the teleseminars and transcribe them. You'll have the audio and you'll have an ebook. I'm going to give you the resources to get it transcribed as well. I have somebody that I use for it. She'll be happy to be given all this work. She'll love it.

You're going to have the product, the audio and the transcription together. That is your product.

"Can you give us an example of what to say to a potential interviewee?"

I'm not going to give a template at this time. The last time I gave a template, a lot of people were using it and complaining that other people already received it.

I would tell them exactly what I just told you. Tell them how you're going to benefit them.

I would say, "Hello. I'm so-and-so and I'm looking for experts to interview on this subject. Your name came up as an expert in this area. I'd like to do a teleseminar with you where I ask you a few questions. It will only take about an hour.

"The benefit to you will be that I'm going to promote your product in a teleseminar and also in my autoresponder. I already have partners set up who are going to promote this teleseminar, one of them being Matthew Glanfield."

You can use my name. They may not recognize the name, but you can say, "Matthew Glanfield, who has more than 20,000 people on his list. I want to sell your product in the teleseminar and also in the autoresponder emails."

"I have all these partners who will promote this. We're going to sell it and generate leads. "I'm going to promote your product and I want to become a super affiliate for you because you are an expert in this field. Would you be interested?"

Dave asks, "Matt, do we need special computer hardware or software to do the interviews?"

You need a phone. That's it. I'll show you how. All you need is a phone. If you want to get fancy, you can get a headset but, don't get a cordless headset. I'll talk all about all these things next week. We want to make sure to use the proper equipment. Really, all you need is a phone.

As a reminder, our Q&A call will be this Tuesday. Please make sure you get on forum right now. Right after this call,

get on the forum and start posting. I want to see everybody in there. If not, you'll be hearing from me.

"Can you give that list of things to include in the request, not a template?" That's a good idea. Sure, I can do that. Expect that by tomorrow or early next week.

Let's just finish up here. Have a good evening and we'll talk to you soon.