

Matthew: This is Matthew Glanfield, chief instructor for the BBO Teleseminar Formula. This is Call 2. We're going to be talking about creating your teleseminar product today. This is where we get to the fun stuff.

The things from last week were the overview and showing you exactly what we're going to be doing. That's exciting, but now we're going to get down to the nuts and bolts of it.

By the end of this call, you will know how to host your own million-dollar teleseminar, which means that you'll sound great, sell a lot and make your customers happy. You're going to make a great teleseminar out of this.

The first thing I want to say upfront is don't worry if it's not perfect. I had a comment from one of our members who said, "I just want it to be perfect the first time." My response to that is, "It's never perfect the first time. In fact, it's rarely perfect the first time. It's rarely ever perfect."

Every time I do a teleseminar, I get cut out halfway through because of my phone. They're still great teleseminars because it's about the content and your passion. It's what you care about that really makes a difference to the attendees.

The very first thing that you need to do is print off the notes sheet. We have a lot of information that we're going to go over today, which is much more than last week. We really want to get down to the details. I have a lot to teach you in a very short amount of time.

I've removed as much of the fluff as I could and just put in the nuts and bolts. These are the things you absolutely must do in order to have a really good teleseminar and avoid most of the mistakes that I have made in the past and sometimes, still do. These are things that you're constantly learning. The notes sheet at www.BBOTeleseminarFormula.com/members/notes/notes2.pdf.

We're going to be talking about a lot of information. I want you to be able to get it all in. You might have to listen to this call again because of the amount of information we're going to go over, so be prepared to do that.

With this new teleseminar service we're using, I'll have the replay up within a minute or two after we are done. I'm going to teach you exactly how you can do that when you actually do your own live teleseminars, although that's not what we're going to be focusing on yet. We are not doing live teleseminars. We're going to do pre-recorded teleseminars.

Let's just quickly look at Page 2 of the notes. This is just a quick reminder of the important resources that we have, which are the members area and the forum.

There are about two or three people who haven't posted on the forum yet. You know who you are. Make sure that you do. I want everybody to participate so that we can work together.

It's a very small group. That can mean one of two things. You can work together a lot on the forum and make it a huge success or you can largely ignore each other and not take advantage of the success that each of you is going to have.

Just remember that all of you, if you take action, will succeed with this. You will make awesome partners for each other.

You should definitely be doing autoresponder spots between you. Obviously, you probably can't do it with all 20, but you could if you really wanted to. That would boost the power incredibly. You would just feed off of each other. Every promotion that any one of you did, everybody else would benefit from. That's something you can definitely do.

The forum is an important area for you guys to get to know each other, really help each other and answer each other's questions. It's where we answer your questions, as well. It's very important that we go in there and answer the questions that you might have.

The next thing, of course, is the overview, which we'll go over. There's the webcast that you guys are at. Don't forget about our member support. I believe I've spoken with most people by email. There might be one or two people who haven't emailed me personally yet.

It's been great. If you haven't noticed, I answer my email once a day at noon Eastern Time. If you send me an email right now, you can expect a response tomorrow around noon. That's just so I can keep everything in order because there's a lot that I have to get done. Of course, there are topic ideas and so on and so forth.

Turn to Page 3. Let's just get all the way through this as quickly as we can. It shows you the four modules that we're covering.

Last week, we covered the overview, choosing your topic and getting your speakers. This week, we're going to talk about creating your teleseminar product. You're not making your website yet.

Next week, we're going to talk about creating your sales website. For most of you, this won't be the case. Hopefully, you can have your teleseminar done by next week. That will be pushing it.

I've been putting a few of you in contact with your potential interviewees. I'm still working on some others. If you haven't got a response back from me yet, it's because I'm still in the midst of contacting people.

I'm contacting most of these people by phone. I'm calling them up to see if they're willing to do this. I want to make sure that I do it right. I will hopefully get everybody's partners lined up for the interviews by the end of this week, if not early next week. I'm working on that right now.

I've been sending out emails and making phone calls. Then I'll contact you, give you their email address and say, "They've agreed. Here's their email address. Contact them, set up your time and get working."

You're going to have to do the actual teleseminar yourself. I won't be there to do your teleseminar unless I am your interviewee, which will be the case for some of you.

If you turn to Page 4, it shows the overview of what we're doing. We're basically talking about Steps 3 and 4. More importantly, we're talking about Step 4. It's only one step, but it's probably one of the steps that will take the most time, which is to get everything set up the first time.

Once you've done a teleseminar and have everything set up for it, whenever you want to do another one, it takes so little time to get ready for it and actually put it on. You just need a bunch of questions.

You already have your teleseminar line. You already know the phone numbers. You already know what you have to do to record it. You just jump on and do it whenever you want.

Once you get this down, it's an excellent way to create a quick product on the fly. Teleseminars and videos are great ways to quickly make a product. Ebooks take a lot longer because of the fact that you have to write them, although they make great products, as well.

Let's turn to Page 5 and get started. This page is titled "What You Need for a Recorded Teleseminar." I've updated the resource area. It's not completely done yet, but it has pretty much everything that you're going to need.

If you're on the webcast, you can see on the left-hand navigation bar that one of the things is "Recommended Tools." If you open that in a new window, you'll see that I've updated it with a few different things.

I have four basic technical things listed. We're not talking about whether you need somebody to interview or need a topic. We'll cover those in a second. Right now, these are the technical things you'll need in order to host a recorded teleseminar.

With a recorded teleseminar, the only difference between that and a live teleseminar is that the only people on the line are you and who is being interviewed. That means if you make a major mistake, that's okay. You can start over. Just pause and edit that out later. You don't have to worry about that so much.

There's a lot less pressure on you when it's a recorded teleseminar. When it's a live teleseminar, there's more pressure. But once you get used to them, you'll realize that there really isn't any pressure. You make mistakes, people see you're human and they actually like you more because of it. It really is okay.

The very first thing that you need is a telephone. It might seem obvious, but I need to specify. This is not a cell phone. It shouldn't be Voice over IP or Skype. It shouldn't be a cordless phone.

The reason is that you need something that will not cut in and out, will give you the highest quality possible and the highest reliability.

The problem with cell phones is that they are awful for reliability. They drop all the time. They give bad signals. You should never, ever, ever use a cell phone except in a dire circumstance when you have to do a call and there's no other way that you can get home or to your office in time to use your phone.

It should be a land line. It shouldn't be a cordless phone because batteries can die at the worst time. When the battery starts to get low or it's just a little out of range, you can get a bit of static.

You want to make sure that you're ensuring the highest quality recording. If all you have is Voice over IP or Skype, you can use them. It's just that I would avoid them at all cost.

I got Voice over IP once and got rid of it within a month. It ruined so many of my teleseminars. It would cut in and out. The quality was not any good. It's just not perfected enough. That technology is not good enough.

Telephone technology is not even good enough quite yet. I still get cut out, even though I use a land line. It's just best to use the most

reliable connection you have, which is a land line without a cordless phone.

If you want to use a headset, make sure it's not a cordless headset. That's something I will talk about later.

Make sure you're never worried about batteries or reception. You should use things that attach directly to your telephone, which attaches directly to the power and then directly to your phone line. That way, you can ensure the highest quality.

This might seem like I'm going on and on about this, but you'd be surprised at how many teleseminars were of really bad quality. We had a hard time listening to the interviewer or interviewee because they just did not have the proper equipment in place.

The other thing about your telephone is that if you have call waiting, turn it off. Whenever you get a beep, people can hear that on the other side. They don't hear a beep, but you cut out. It's really annoying if you're talking and it just keeps cutting out. That's really bad and it's also distracting.

If you're in the middle of a sentence and you get a beep, you're going to get distracted and people are going to be able to tell. If you have call waiting, turn it off. I actually don't have call waiting. I hate it anyway. It's a nuisance.

Get rid of call waiting or if you have a way, turn it off. Talk to your telephone company to find out how. If you can't turn it off, I would strongly suggest that you get rid of it. Do whatever it takes to get rid of it.

These are just little technical things that I want you to know right now so you don't make those mistakes when you do your very first teleseminar.

Don asks, "How do you turn off call waiting?"

It depends. Usually there's some sort of *7 something that you hit, which turns off call waiting. The best thing to do is contact your phone service provider. They can tell you how to turn it off.

Other than that, I'm not really sure. I never had it. They keep trying to upsell me to get call waiting by saying, "It's only \$1 extra per month." I don't care. I don't want it. I don't know how to turn it off.

Susan asks, "Is there a phone and headset you recommend?"

I have that in the "Recommended Tools" area. One of the things there is teleseminar hardware. I put the exact headset that I use. It cost about \$100. It's a good headset and works really well. You're able to adjust everything including how loud you are and how loud people are. It works with a lot of different phones.

The exact phone that I have is from a company in Canada. It's a regular Bell phone. As long as it's a good-quality phone, I don't think you need to worry about it too much. It cost me about \$100 for the phone and about \$100 for the headset.

Most likely, you already have a phone. That's good. You may also really want a headset. You don't have to have one, but I love having one. Talking for an hour with the handset up to my ear can get annoying.

If you go to "Recommended Tools," there's actually a direct link to the exact product. It's a Plantronics product. That's what I use. Do I recommend it? Sure, it works well for me. I've hardly tried any other ones.

I had one before that just clipped onto my ear and it was awful. It was quiet. Make sure that whatever you get, you test it first. Just talk, record and then listen to it afterward to see if you're loud enough.

The second thing you need is a teleseminar line. There are free ones out there and there are paid ones out there. I told you last week that the free one I used disappeared. Well, that wasn't entirely correct.

I thought it had disappeared, but it's just that the company that was re-purposing it no longer did that. It's no longer free conferencing at LiveOffice. It's now just called www.TheBasementVentures.com.

That's also in the recommended tools area. If you go there, under "conferencing services," you'll see one called The Basement Ventures. That's what I used.

I don't use them anymore, mostly. I use them for coaching calls and things like that when there are just two of us and it really doesn't matter so much how reliable it is. If it cuts out, then we can just quickly hop back on, just the two of us.

It's a great free service. It worked for me for a long time. It had a couple of problems within the past few weeks, but overall, it's been a reliable service. If you just want a free one, that's a great one. It allows you to record. It allows you to do all sorts of things.

If you're going to use a paid one, there are a lot of good ones. There's one called AccuConference, but it's expensive. I don't use it. I know of a lot of other marketers who do use it.

They're great for live teleseminars because you can actually see each individual who's on the call. You can give them each individual PINs to see who's on the call and who isn't, who's making noise and who isn't.

The one that I'm using right now for the webcast, and this one is great as well for live teleseminars, but you can also use it just for recording, is Instant Teleseminar by XioSoft, a Rick Raddatz company.

That is also in the "Recommended Tools." There is a link there to Instant Teleseminar. I believe it's \$47 a month. There's a \$1, 21-day trial that you can sign up for if you go to that link. It's a great paid service. I love it. It works really well.

You get recordings instantly after you're done. I've never seen a service do that. Usually, it's a couple of hours after you're done or

you have to request them and wait for about 24 hours. With this one, as soon as you hang up the phone, you can grab the recording. It's really slick that way.

Either of these will work. If you feel more comfortable paying because you know that if you pay for it, most likely they're more reliable, then go with Instant Teleseminar.

If you want a free service then go with The Basement Ventures. A lot of people use them and have had success with them. Just be careful once you start using them more regularly because any free service might not last for a long, long time. Usually, they'll switch to paid or they'll disappear altogether.

They have been good for quite a while, so I can recommend them right now, or at least for the next couple of weeks for the teleseminars that you will be doing.

You need a teleconferencing line. You might say, "I know how I can record a call just by doing a direct phone call to somebody else." It would cost you a few hundred dollars to get the proper hardware.

I once tried to do it with a \$30 piece of hardware that you hook into your phone and then you can hook into your computer and record. It was a nightmare to set up. Even once I got it set up, it did very poor quality.

In order to do a phone-to-phone call, like you directly to somebody else's phone and record it so it sounds really good, you're going to have to spend a few hundred dollars and sometimes over \$1,000 on equipment to do it.

If you're a techie and you love that kind of stuff and you already have the equipment, by all means use it. These are just resources that I personally used so I can recommend. There are a lot of resources and a lot of ways to do this out there and there might even be better ways than what I do.

I can tell you what I've done and you can see the results of that from the teleseminars that we have been creating. It's up to you to decide in the end what you want to do.

For most of you, just get the free one or get Instant Teleseminar, whatever you feel most comfortable with and whatever your budget allows. That will be more than sufficient.

The third thing you need in order to do a teleseminar is the ability to record the teleseminar. There are a few ways you can do this. You can do the first way that I said where you buy all that equipment so you can just record it right onto your computer.

That's fine if you're a big audio tech and you have over \$1,000 to drop without really being concerned about it. I wouldn't recommend that for most of you. For 99% of the people who would take this training, I would say don't do that.

First off, both of the services I mentioned allow for recording at no additional cost.

If you're using Basement Ventures, you can record when you get on the call. They give you all the instructions when you sign up and it starts recording. Within a couple of hours after you've done the teleseminar, you're able to log in and grab the MP3 recording.

With Instant Teleseminar, the same thing happens. You go into the moderator tools. You're able to stop and start the recording whenever you want. You can make multiple recordings. I can start it now, stop it 15 minutes from now, take a break or start and stop it wherever I want, so I can break up the call into different segments.

It's really easy to use. You just click a button, start recording, stop recording, start recording, stop recording and then you're able to log in and grab your recording.

However, you don't want to just use these. They are reliable 99% of the time. But that one time out of 100 when they don't work, you don't want to have done an hour-long teleseminar with an expert who was really hard to get on the call. It was a once in a lifetime

opportunity, then you have to email him afterward and say, "The recording didn't work. Could we do it again?"

That has happened to me a couple of times on both ends, where I was recording somebody else and where somebody was recording me. We've had problems with that.

You always have to have a backup recording. There are a couple of ways to do its. One, you can hire somebody who has all the equipment to call into the conference line, mute their line and record your call. I have somebody who is great for that.

That's what I did when I first started out. The person I used was DJ Dave, Dave Bernstein. He's a great friend and he used to do all my audio work. He's great at it. He's very professional. He's not cheap, though. He's \$100/hour.

If you do an hour-long seminar and he records it, it costs you \$100 right on the spot. Is it worth it? Of course. His recordings are phenomenal. They're really, really high quality. You can put them on a CD, that's how high quality they are.

If that's a little out of your budget, you can use Audio Acrobat. You can three-way in Audio Acrobat. You call the teleconference line, get your speaker and say, "Hold on a second." You do your little flash thing and do a three-way call.

If you don't know how to do a three-way call, contact your phone service provider. They can show you how to do it. Sometimes you have to pay for the service. I think I pay an extra \$5 per month so I can have three-way calling.

You three-way in Audio Acrobat. You call Audio Acrobat, enter your pin, and then press 3 to record the conference line. It will tell you when to patch them in. You'll hear two beeps and know it's recording. Then you can start the recording on the conference line. You'll have two recordings going of the same call.

Audio Acrobat usually has the recording ready within an hour or two afterward. The only thing is the Audio Acrobat recording is usually a

little lower quality. You just want to use it as backup. You don't want to use it for your main recording.

If you don't have a conference line, you could just call the person and three-way in Audio Acrobat, but then you don't have a backup. You're hinging everything on one type of service.

If you want to record, use the built-in teleseminar recording option. Then use Audio Acrobat for your backup, or whatever service you might have. Make sure they're reliable. These are all in the recommended tools area.

Hopefully that's clear enough. Once you sign up for your conference line, it might look a little overwhelming. But as soon as you get used to the controls, you'll see that it's actually quite simple.

There's a little button to start recording. You call Audio Acrobat and press a couple of buttons. That starts that recording. You bring it back into your call. You start your teleseminar and forget about the technical stuff. That's really all there is to it.

The fourth thing that you need is a quiet place. This is very important and sometimes overlooked.

You need to close your doors. Hopefully, you have your own office or an extra bedroom that you can go in and close the door. Ask your spouse and children, or whoever else is in the house, to not interrupt you for the next hour or so.

I have another line. I have to turn off the ringer for that phone. Turn off your cell phone if you carry one with you. The last thing you want in the middle of a teleseminar is to all of a sudden hear this little ringtone in the background. Make sure your cell phones are turned off.

Turn off the sound on your computer. Most likely, you'll be doing this in front of your computer. You don't want to hear the email notification alert. Turn off anything that will make noise that will be picked up by your phone.

Make sure nobody interrupts you. You should have a strict policy that when the door is closed and you're doing a teleseminar, except in dire emergency, nobody is allowed in the room. It will distract you. Even if they don't make any noise, it will really distract you.

You need to be able to concentrate and just be natural on these teleseminars. The last thing you want is distraction.

John from Australia asks, "Matthew, what sort of physical connection do you need between your phone and your computer that will allow you to record your interview?"

You don't want to record the interview on your computer. You need to record it through the teleseminar line. If you actually want to record it on your computer, you need all sorts of equipment. That's what I was talking about before.

You're going to record it two ways. One is on your actual teleseminar line. When you phone into your conference line, if you're using the free one, you'll hit 9* to get the recording started. If you're using Instant Teleseminar, you log into the members area and click on a button to start the recording.

You don't actually record on your computer. It does not record on your computer. It records through the phone line. You don't have to connect it at all to your computer.

If you're actually looking at getting all the equipment and everything, I will give you an email address. I have to update the contact information for DJ Dave. You can ask him all those questions. He knows exactly what to get. He has the best equipment, so he knows exactly what you need if you want to do it all yourself, which I will strongly recommend that you don't do.

Dawn asks, "How much is the Audio Acrobat service?" It's \$19.95 per month. That gives you pretty much everything you need. It costs more once you start getting a lot of people listening.

You can also use Audio Acrobat to put audio on your websites. Once a lot of people are listening to those audios, it will cost you more. It takes a lot of people. You have to have a lot of visitors before you reach the limit of what they give you. If you do have that many visitors, then you're probably making the money anyway.

I think I pay about \$40 a month now because of how many visitors listen to all my audios. To me, \$40 a month for the return that I get on all the products that people are listening to because they purchased those products, is nothing. It's very affordable. \$19.95 per month is all you're going to need for Audio Acrobat.

Those are the main technical things you're going to need for a recorded teleseminar.

One thing I didn't write down is that you need somebody to edit the audio. This is optional.

I'm not even going to suggest software to do it yourself. I tried it once. I'm a technical kind of guy. I can figure out computer programs. I tried to edit my audio and it was a nightmare. I thought, "I'm not even going to touch this anymore."

I called up DJ Dave and he did my editing for me. It was \$100 an hour, but usually he can edit an hour of audio within a very short period of time.

If I was just doing basic stuff, like cutting off the beginning and the end or adding music to the beginning, it cost about \$50 to \$75 each time. It just depends on how much I want to do. If I wanted him to go through and master the whole thing, like go through and balance out all the sound levels, it cost \$200 or \$300.

You need somebody to edit your audio if you want it edited. Most of my audios aren't edited. At the beginning I say, "Hello. This is Matthew Glanfield," then I go on. If there are mistakes, there are mistakes. If there are major things I need edited, like I offer something that I don't want people listening to the recording to hear, then I'll hire somebody to do the editing.

Most of the time, I don't have people edit my audio. Is that a good thing? Not always. I could always sound more professional by having somebody edit it, master the sound and add introductions with music. It's not necessary.

I'm telling you right now that for your teleseminars, you don't have to do that. If you want to spend the extra money and really go all out to make a really fancy teleseminar call, that's fine. You can do that. It's up to you and how much money you have.

Make sure you also test the teleseminar line and recording before the call. You should get on the call with the interviewee and do a test recording for about a minute.

If you're using the free service, you just want to go on and test it by yourself because it will take you an hour before you actually get the recording to see if it worked. You always want to test those things.

You can do it with a friend rather than your interviewee. Have a member of your family or one of your friends call in on a different line. Record your conversation to test the line.

Those are the technical things that you need to do a recorded teleseminar.

Turn to Page 6, "Becoming a Super Affiliate." I've received a couple of emails that said it's not completely clear to some of you exactly what we're doing. Somebody sent me an email asking, "Are we making a product of this teleseminar, or are we promoting a product through this teleseminar?" You are doing both.

You are creating a teleseminar product. Right now, I am creating a teleseminar product. I am teaching through a teleseminar. That's exactly what you're going to be doing, except you'll be interviewing somebody rather than just straight teaching.

You will also be selling a product on these teleseminars. You won't be hard selling. The purpose of the teleseminar is not to sell the product. When you're talking on the call, it's not just to sell their product. But we are going to sell their product on it.

The purpose of the call is deliver good, quality content. The selling is secondary.

Through this process, you are going to become a super affiliate. You are not going to get rich by selling a \$7 or a \$47 teleseminar. You can make quite a bit of money by doing a lot of these, but the true money is in the back end.

Realize that you can make money on the back end by selling an affiliate product.

Look at the BBO AdWords example. At www.BBOAdWords.com, I sell a \$7 interview between me and Simon Leung about Google AdWords. We've sold roughly 370 of them now. I think I sold more of them over the past couple days. I've made about \$3,000 in sales. Is that a lot? It's not bad.

How much of that am I paying on commissions? About \$1,000 of that is commissions. I made about \$2,000 profit from this.

I've also made about \$1,500 to \$2,000 commissions by selling his Google AdWords product. I made \$2,000 on the front end and close to \$2,000 on the back end. It's going to keep growing.

Also, I've built a list. We're going to use it to promote all of your products. I'm also going to promote it to my main list, but that specific list is where we're going to be doing all sorts of things to promote your products with this. I

'm going to make a ton of money from that one little list. It's not even a big list. It's a small one with a few hundred people.

From 350 people, I have made profits of about \$4,000. If you don't think that's incredible, then we're going to have a hard time convincing you that this whole system is exactly what you need.

From a very small number of subscribers, I'm able to generate a huge amount of income. This has been done over and over again. We had another product called "The 30-day Formula." We built a

list of about 2,000 and Todd Gross went on to promote for them and sell all sorts of products.

He kept sending me PayPal payments. I did nothing. He just kept promoting. Over a period of a couple of months, he sent me about \$10,000 in PayPal payments for my half of the commissions. If it was just me or just him, that would have been about \$20,000 of commissions from a 2,000 person list.

Do you need a huge list to make this successful? Absolutely not. That's what we're going to be doing. We're building a miniature system that allows you to crank out a lot of profits from very few people. It will allow you to be an expert in the area and make a lot of money, both you and the person you are interviewing.

That's the key thing here. When you're contacting these people, the benefit to them is that you are going to promote their product. You are going to make a lot of sales.

You're going to promote it in a teleseminar. You're going to promote it in the downloads page. You're going to promote it in the autoresponder.

The main thing about this is you're delivering great content and you're back ending. In other words, after the sale you're selling something else, which is their product.

If you were established, you would sell your own product on the back end. Because this is our first product, we want to make money on the back end. We don't have to make another product on top of that. Eventually, you'll want to create a \$500 product and sell that on the back end, then just use this as the lead generator.

On Page 6, the very first thing it says is, "Register a domain name for the interviewee's product."

You're going to mask an URL, because the last thing you want to do on a teleseminar is say, "I want you to sign up for AWeber. Go to www.AWeber.com/?203210." That's my affiliate link. Nobody will type all that in. Instead I could say, "Go to MyAweber.com." In the

case of AWeber, I think it's against their terms to use their trademark name.

Let's say their product is named The Teleseminar Formula, just like this one. You could register the domain name MyTeleseminarFormula.com. "The Teleseminar Formula" is not a trademarked name. Even if it was, the words are generic enough that you could create your own.

If it is a trademarked name, then create a different one. Instead of MyAWeber.com, use MyAutoresponder.com or whatever you come up with. Then mask that domain name to go directly to your affiliate link. That way, during the teleseminar you're able to say that URL.

We're going to talk about what you're doing as you go through it, but one of the things you're going to do is say, "I'm interviewing Matthew from MyAutoresponder.com." Really it's AWeber.com, but "MyAutoresponder.com" is what people on the call will hear.

You can't give them sophisticated links over the telephone. They're just going to type that in and it's going to take them right to your affiliate link. Of course, you tell that to your interviewee beforehand so they don't say, "No, it's www.AWeber.com," just in case they didn't understand that it was a masked link.

Someone asked, "Are they going to understand when we say we will promote them with our affiliate link?" Yes. They will expect you to use an affiliate link. They won't say, "Why are you using an affiliate link?"

You're generating leads for them, so they want to pay those commissions. Nobody will have a problem with that. If they do, then there's something wrong with them. That's why you want to explain in the interview that the purpose of these teleseminars is to sell their product.

On your end, your purpose is deliver great-quality content, build a list and sell their products. You're going to have more purposes in mind, but you can tell them, "Our purpose is that we're going to sell

your product with this teleseminar.” This is why you want to create these two teleseminars with them.

The first thing you want to do is create introductory information. I call it “the whys and the whats.”

For example, some of you are doing Web 2.0. I’m getting you in contact with Bob Jenkins, Bob the Teacher. He is a Squidoo expert. Squidoo is a Web 2.0 thing.

What you can do for an introductory teleseminar is “Why You Squidoo.” What is Squidoo? Why do people use it and what kinds of results do they get?

It’s all those introductory kinds of things. You don’t cover w what I should do or how should I do it but why should I do it, why should I even care?

People will pay money just to learn about an opportunity. Even if they don’t learn all of the ins and outs of the opportunity, they will pay just to have that. Especially if it’s only \$7.

Will they be disappointed that they weren’t given every step when they’ve only paid \$7? Maybe one out of 100 will complain, and then you give that one person a refund. You only lose \$7. For most people, if they pay \$7, they are going to expect a \$7 product, not a \$500 complete how-to course.

That’s your first one. That should last between 30 and 60 minutes.

The second teleseminar that you’re creating, hopefully with the same person, is lengthier. It also talks more about the whats and the hows.

Let’s go back to the example of Bob and Squidoo. What is it we need to do, and how do we do it?

You can only go so far with the hows on a teleseminar. Things like we are talking about would be better on a video. That means that if

people are stuck on certain things, you can refer them to Bob's product, Squidoo Secrets.

That's where you are going to make affiliate commissions. You tell them, "Now that you've learned all of the whats and the hows, go to Bob and he will show you everything. He'll show you all the steps that we weren't able to cover because of time."

The second call, which is the how-to information, should be a minimum of 60 minutes. Usually they last between 60 and 90 minutes. That's all the whats and the hows.

The first one is the introductory information. That is they whys and the whats. Why do we want to do this? What are the results? What is it exactly that we are doing?

The second is the how-to information. What are we doing? You talked about that briefly in the first one, but it's more detailed. How do you do it? Go here, do this. Go there, do that. Set this up. Make sure you do this.

These teleseminars that we are doing right now are the hows. I'm showing you what to do and how to do it.

The introductory information is going to be the one that you give away for free or that you sell for \$7. It's the cheap one. It's up to you to determine whether you want to give it for free or sell it. I suggest that you sell it. You won't fill the list, but they will all be buyers. You will be able to make more money from them.

You can always have a squeeze page in front of it. However, I suggest you just sell it for \$7. If you want to build a bigger list, you can give it away for free. The only thing is that you will be deceived by the size of your list. You will get a lot of freebie seekers who won't necessarily buy anything from you. But you might catch people who wouldn't pay the \$7, but will pay more money later on.

It's up to you. There is good and bad in both ways. We are going to talk more about that next week when we talk about creating your website.

The second one, you can sell for \$37, \$47 or even \$97. If there's a lot of information that's really highly sought after, you could charge \$197 for a really good product or multiple interviews.

What I'm tell you today is what most of you should do. If some of you want to get even more creative and say, "I know one person that said they have contacted 10 people and they told me that five of them have already responded and said yes," that's phenomenal. Other people have contacted 10 people and gotten no responses.

Sometimes it's hit or miss. If one person had gotten five positive responses, that's awesome and incredible. Make five teleseminars. Do you sell them all together? You could and then sell it for \$197. Or you could sell it as a membership site, charge \$19.95 per month and they get a new teleseminar every month.

You could sell them individually and make a bunch of different websites. Sell some of them for \$7, some for \$47 and start to cross-sell between them and make even more money. There are all sorts of things you can do if you get creative with it.

Right now, the minimum that you need to do is create two teleseminars, an introductory teleseminar and a how-to teleseminar on whatever subject you are going to be covering. Don't get overwhelmed with all of these extra things. Just do the basics for now and that will be enough.

What I'm teaching you to do right now will be sufficient. If you want to do more and you are able to do it, by all means go crazy with it.

Turn to Page 7. Here, we are going to get into a bit of a timeline and a layout for your teleseminar. This is a general guideline. Some of you may need a guideline to tell you exactly what to do. I have no problem with giving that.

This is a little different than sending out emails. Being able to create your teleseminar is a specialized skill.

I started off with a timeline. I learned from one of the best, Alex Mandossian. The things he taught me have made me hundreds of thousands of dollars. I did one teleseminar with 100 people on it and we did around \$70,000 in sales. That was a live teleseminar.

I attribute a lot of income to teleseminars and to the person who taught me, Alex Mandossian. If you really want to get into teleseminars heavily, his Teleseminar Secrets course is a must-have.

Let's go to the layout of the teleseminar. This layout has been designed with a couple of things in mind. First, to make sure that it flows well. Second is to make sure you include everything and get maximum results from it. Third is to say things at the right spot so you can make as much money as you can from selling the affiliate product.

The first thing that you need to do, before you even start your teleseminar course, is come up with your questions. You should come up with these questions on your own. It shows initiative.

If you ask the interviewee to come up with the questions, it looks like they have to do all the work. Instead, it should be, "I'd like to do an interview and here are the questions I've come up with. What do you think?" Ask them to add ideas as well. You should do the bulk of the work.

If you have an existing list in the internet marketing niche, you can survey them for questions and ideas as well. For the most part, you will be able to come up with them on your own.

If you really want ideas, take a look at the sales letter for the affiliate product that you will be promoting on the call. See what they talk about. That can give you ideas for questions as well. That will be what they want to talk about because it is what they teach.

Come up with those questions beforehand. Give them a copy of those questions. Ask for their ideas and input.

When you actually begin the teleconference, just talk with them for a couple of minutes. Thank them for coming. Tell them you aren't recording yet, you just wanted to thank them personally.

Review what you're going to do with them. Tell them that when you ask them a question, you're going to simply be quiet and let them finish. They can talk for as long as they want about anything they want regarding that question.

Next, do your introduction. The introduction should be around two to five minutes.

Introductions are boring. They are usually drawn out. You're talking about yourself for the first 20 minutes of the call. People don't care about that so much. They want to know why they should listen to you, but they don't want to hear that for 20 minutes out of a 60-minute call.

You need to get to the nuts and bolts of the call as quickly as possible so you don't lose interest.

When you are in your introduction, you must absolutely introduce yourself. This is really key. Give your name and your main URL. Don't talk about yourself for more than 30 seconds. Make sure you give a full URL, the one that you want to get traffic to.

When people listen to teleseminars, you want to make sure there's a mention of your URL at the beginning. Everyone who listens to it, even if they didn't buy it from you, will at least hear about your website. It's a bit of an advertising spot for you.

Always start off with your name and URL. Next, introduce the interviewee. Ask them for a bio or create one yourself. You can check their blog or websites and come up with a bit of a bio. When you introduce them, you are going to give their name and the URL.

Remember, you're using the masked URL to your affiliate link.

If we have Tom from AWeber, instead of saying, "This is Tom from www.AWeber.com," we are going to say, "This is Tom from MyAutoResponder.com. He is the president of AWeber."

Make sure you do that so if anyone who listens to your call is interested in going to his website, they can type it in and get your affiliate URL. They get what they want and if they make a purchase, you make the sale and you get the commission.

That shouldn't take more than five minutes. In fact, I usually try to keep my introduction down to about two or three minutes.

Give his bio and tell everybody why you're excited he's on the call. Be really excited about it. "I'm so excited to have so-and-so on the call. We are going to learn about product launches. We're going to learn about online video and how you can make a lot of money from it. This guy has made a lot of money from this."

Thank the person right away. Then they can do their little retort. Then you just jump right into it.

After the first two or five minutes, you are going to start asking questions. Here's a key thing to do. You have your questions in front of you, but you need to listen to their answer. That might sound really simple, but a lot of people don't listen.

As you listen, take notes. Try to come up with extra questions right there on the spot.

I've been told that I'm a really good interviewer. I seem to pull a lot out of the people that I'm interviewing. All I do is write down questions as they talk. I ask them a question. They talk about that for a couple of minutes. I listen to them and I hear something. When they finish, I say, "You mentioned this. Can you clarify that point for me?" If you do that, you can pull really good information from that person's mind.

You really need to become a very good interviewer so you can help your guest deliver really good content to your users.

Michael asks, "What will be our main URL if we are new to internet marketing?" It will be your first website. Before your first call, you

should have a domain name registered for the website you're going to create for this. That will be your main URL.

That's a good question. You haven't created your website yet, but you should grab a domain name. If you have your own blog that talks about internet marketing, you can use that as well.

Make sure you ask extra questions if you can come up with them. Take notes and ask them to clarify anything that is not completely clear.

At the 20-minute mark, you need to do what's called a "soft sell." You are going to soft sell their affiliate product. This is not you all of a sudden cutting and saying, "Everybody, I want you to go buy this guy's product." That's not what you do at this point.

You need to do this around the 20-minute mark because not everybody will listen to the whole teleseminar. You have to resign yourself to that reality. You need to make sure to advertise before the end because at the end, you have the least number of people.

At the 20-minute mark, when you still have a lot of your people, you are going to say something along the lines Of, "Thank you for that answer. By the way, for those listening, if you haven't done so yet, check out MyAutoResponder.com for in-depth training on autoresponders. It's a great resource. Tom has a great website up. I strongly suggest that you check it out because it's great. Now, on to our next question."

Don't push it. Just mention it, recommend it, tell them to go there and tell them why.

After you've asked all of your questions and you've run out of time, you are going to thank the interviewee. Hint at your next teleseminar.

If this is your introductory teleseminar and you have another planned, you can say, "This has been a great call. Thank you so much for all the answers you've given to our questions. I've taken a

ton of notes today. I can't wait to talk to you about XYZ, really how to get to the nuts and bolts of this on our next call."

What you are going to do after that is hard sell their affiliate product. A hard sell is almost like a soft sell except you are actually asking them to make the purchase.

Say something along the lines of, "If you haven't done so yet, I strongly suggest that you check out MyAutoresponder.com for in-depth training from Tom. He really goes into all the details. He gives you 60 pages of this and four videos of that."

"I strongly recommend that if you're serious about this subject, you purchase his course. You won't be disappointed. He's going to give you so much information that you're going to be able to figure it out from A to Z."

You do a hard sell. You talk about it for 30 seconds or a minute to try to get them to purchase the, of course using your masked affiliate URL.

Finish up by saying, "Tom, thank you so much for all the information we have. I look forward to hearing more from you in the future and putting into practice everything I have learned today."

That person answers and says, "It's been a pleasure." Then you say, "Everybody, thank you very much and I'll talk to you later." Click. You don't necessarily hang up, but you can stop the recording.

Once the recording has stopped, you talk to your interviewee and say, "Thank you very much. I've really enjoyed this. I'll give you a copy of everything once it's ready and I'll let you know when I launch the website. Thank you so much for doing this." You just thank them for it and hang up the phone.

You've officially done your very first teleseminar.

If you're worried about the fact that it may not be perfect, that's fine. However, there are a few little tips and tricks that I want to give you,

things that you must absolutely avoid or things that you must absolutely do if you want to make sure you have the best teleseminar you can.

A couple of questions have come in. The first one says, “Did you explain how we would mask our affiliate URL?”

I didn’t exactly give you all the steps because it just depends on where you get your domain name. If you go to GoDaddy and sign up for a domain name there, you’re able to go in and do domain forwarding. You can just forward your domain name that way.

You don’t necessarily have to mask it. I did say mask it. You can mask it if you’d like, but you can just forward it as well.

If you want to know how to mask it, post it in the forum and I’ll have somebody walk you through it. That way, everybody else can see it as well. You can contact GoDaddy’s customer support or whoever you use.

It’s actually really easy to do. You just say, “This is where I want to forward it to,” and they’ll do that for you.

Craig: Should we buy it first?

Matt: I’m assuming you mean the product that you’re promoting. In this case, I would say yes. You should try to get a complimentary copy. If you’re able to set up an interview with them, most likely they’ll give you a complimentary copy of their course.

Don’t be afraid to ask. Just say, “Could I get a review copy so that I can better sell it on our teleseminar?” If they say no, then buy it. I would buy it just so that you can more strongly recommend it, and you can tell people all about it as well.

We have tips and tricks, and then we’re going to give you your actions steps for next week. Then I’ll open up the floor to questions.

Turn to Page 9. I really want you to pay attention to this part because there are some pet peeves of mine that that ruin

teleseminars. I've heard experts do this and I hate listening to their teleseminars.

I'm going to confess something to you. I actually don't like listening to teleseminars. I'm in the minority.

I prefer reading ebooks. If you were to give me a product that was ebook, audio and video form, I would prefer the ebook. I prefer reading. There are not a lot of people like that. Most people like the videos and audios. I just don't.

The reason is that most audios and interviews are drawn out and boring. People talk about nothing at all. They do long introductions. It takes 10 to 15 minutes before they even start talking about what it is that you want to listen to.

They do little things that just annoy the heck out of me. I'm going to talk about a couple of those right now. You need to avoid those so you can have excellent teleseminars and people will love listening to your calls.

As much as I don't like listening to teleseminars, I love doing them, if you haven't been able to tell that. I love talking. I love teaching through the telephone. I love it even more in person, and obviously it's even more effective.

Through teleseminars, you're able to almost get that level of communication that you would in person because of the real-time and the fact that people are familiar with the telephone. They realize that you're there on the other side talking to them.

Here are some tips and tricks that I want you to make sure you absolutely, without dispute, apply in your teleseminars. I put the most important one at the very top.

You never, ever, ever interrupt! Never interrupt the person you are interviewing.

If there are two of you doing the teleseminar together, never interrupt them. I hate it when people interrupt because it breaks the flow and it throws people off.

When I say interrupt, I mean saying anything at all. You shouldn't be sitting there saying, "Uh-huh, hm, oh yes, right, I see, hm."

If you're on the phone with a friend and you're having a regular conversation, then you need to do that. You need to confirm to them that you're still listening. The way that you do that and the way that we're accustomed to it is to say, "Uh-huh, hm, right, yes, I agree, yes, uh-huh" You might not realize that you do it, but you do.

You should never do that on a teleseminar. Never. I'm sorry if I'm beating this into the ground, but it's really important. For one thing, phone quality goes way down when you're talking at the same time. Not everybody will be able to hear the other person, even if it's just a simple, "Uh-huh, hm, yes."

Secondly, it's really annoying to the person you're interviewing. What you need to do is ask them a question and then shut up. Close your mouth, sit there and take notes.

Don't speak until they are completely done. You know that they're completely done when they give you a couple seconds of silence. Don't be afraid of one or two seconds of silence.

The last thing you want to do is come in at the same time as them. It's very unprofessional. It's annoying to both parties and it's annoying to your listeners.

Hopefully I've emphasized this enough. Do not interrupt!

If there's one thing that you do right on your teleseminar, I don't care what else you screw up, make sure you don't interrupt them. I'm just going to emphasize that now because it's a pet peeve of mine and, in my opinion, it makes interviews very unprofessional.

I once spent \$2,000 on a course. It was a bunch of videos, but two people were doing the video. While one of them was talking, the other one sat there and said, “Uh-huh, right.” I couldn’t stand it.

It drove me bonkers to listen to this one guy interrupting the other guy. He wasn’t interrupting in the sense of cutting him off, but he was just saying, “Uh-huh, right.” We didn’t need to hear that. I didn’t care if he was agreeing with him or not. I was just listening to the person who was speaking who was the expert.

You just have to close your mouth when you ask them a question, and then wait to make sure that they are absolutely finished. That’s important.

Never interrupt. Don’t pipe in if they’re in the middle of a sentence and say, “Oh, I just have one thing I want to add to that!” Wait until they’re done.

The second thing is you want to listen to what they’re saying. I mentioned this before, but I’m going to mention it again. The audience can tell if you’re listening.

I remember listening to interviews where the interviewee answered the question and then the host came back with, “It sounds like you just finished a donut.” He said, “Okay. Um, next question.” You could tell that he wasn’t really paying attention. If he was, he wasn’t showing it properly.

You need to make sure you’re listening. To prove that you’re listening, take notes. That will ensure that you’re listening and giving your undivided attention.

It doesn’t matter what your notes are, just write them on a scrap piece of paper. Then, when they’re finished and it’s your turn to talk, recap what they said really quickly in your own words.

Start with something like, “So what you’re saying is we need to use Squidoo because it’s a great source of free traffic and there’s so little competition in it, but the search engines love it.?” Then the

interviewee might just say, "Yes, that's exactly it." They might add some more information on to it.

On top of that, you can question their answers. This is where you become an expert interviewer. What you want to do is when they say, "You want to use it for this."

You come back on and say, "Why would you want to use it for this and maybe not this? Is there some sort of benefit of doing this rather than that?"

You really start to grill them. You put them in the hot seat. People love that. They love it when the interviewer is asking all sorts of hard questions.

That's why they love things like "Dateline" where the broadcaster is just interviewing people and asking all sorts of hard questions that the interviewee doesn't always like.

In this case, you want to make sure you keep it in relationship with the interviewee, but ask some hard questions. Your audience will love that.

Another thing that you need to do in order to have a good teleseminar is to always have a back-up recording. We've already talked about that. The interviewee's time is very precious. Make sure you don't waste it. Make sure you use a reliable phone line.

I'm just emphasizing things I talked about before because they are very important. No cell phones. Avoid Voice Over IPs, call waiting and cordless phones. If you can avoid all of those, that is best.

Next, relax. You're going to do better than you think.

I remember how nervous I was on my first teleseminar. I was extremely nervous. Extremely! You will be, too. That's fine. Unless you're a natural speaker and you just don't get nervous at these kinds of things, you're going to get nervous, but you need to relax.

The next point is to use your voice, not a voice you think you should be using.

I have a friend whose voice is great for the telephone. When he's on the phone he sounds great, but as soon as you hit the record button, all of a sudden he goes into this really deep voice. He sounds absolutely ridiculous. I say to him, "You don't even sound like yourself." It's like he's trying to put on a radio voice.

Just talk like you would to a close friend that you've known for years. You're not putting on an act. You're just talking like I am. If you were to meet me in person, this is what I would sound like. This is how I talk. This is how I teach.

The last thing is, speak with passion. If you haven't been able to hear passion in my voice, I don't know why. I've been speaking with passion and I'm talking about things that are really important and that I firmly believe in. You need to do the same.

You need to get on there and say, "A lot of beginners are having problems with this. What do you see as being the solutions? I see that you're using Squidoo for that. I see that you're using online video, but what is that really going to do for the end user?" Talk like that.

Talk like you're really concerned and trying to help the people who are listening to the call. The one big reason that you want to speak with passion is not just so you're believable, but so your audience doesn't get bored.

The last thing they want to do is listen to you say in a flat, monotone voice, "Alright, here's the next question. How do you do this?" Then they talk and say, "Okay, that's good. Thank you. How do you do that?" They just get bored of your voice. It's not changing and it's just the same thing over and over again.

You need to speak with passion about everything that you are doing.

These are some tips and tricks. I'm sure we'll come up with more as we go through these, but these are really important ones and pretty easy to do.

As soon as you know that you're not supposed to interrupt, you might do it accidentally a couple of times, but as long as you catch yourself and stop doing it, then you'll have a really good teleseminar.

Just the fact that you don't interrupt will make you a much better interviewer than a lot of people out there.

Follow these last tips and tricks and you'll have a great teleseminar. It won't be perfect, but who cares? You don't want it to be perfect, actually.

You want people to feel like it's real, that you're a real person and not just a robot that has been doing this for the past 100 years. They can't do what you're doing because you're so good at it. You need to make sure that you keep everything as real as you can.

On Page 10, I'm just going to give you action steps for next week. First, you're going to finalize your speakers. I've given some of you their email addresses. For the rest of you, I will be giving you those email addresses over the next couple of days.

I'm going to do my best to get everybody's speakers lined up for today and tomorrow. You need to contact them and work out a day and time.

The second thing is you need to set a date and time for your interviews. Try to get them done as soon as possible. If you can get them done next week, that's great. If it's two weeks from now, that's fine. Three weeks is fine. A month from now is okay, but try to get them done within the next month.

Your goal should just be "as soon as you can." Work with their schedule and yours and find the earliest time. Make sure you give yourself enough time to set up your teleseminar line and test everything out. Make sure you have it all in place.

The third thing is to send me an email when you're done. I want to know when you're done so that we can take it to the next step.

There is one thing that I just realized they don't have on here and I didn't talk about. It just came to my mind. Not only do you need to have your teleseminar edited for the audio, but you also need to get it transcribed. You want to turn it into an ebook.

I'm going to put a resource in the "Recommended Tools" area to a company called The Admin Source. Susie Ward does all my transcribing. She does a great job and that's perfect for what you want to do for your product.

You'll need to get it transcribed because that adds even more value to the product you are creating.

We're at the end of our training. Are there any questions?

Michael: You said to let you know when the teleseminar has been done. Does that mean the audio has been edited and it's completely ready to go or just that the interview has been completed?

Matt: I just want to know when you're done with the interview. Not really for any other reason than so I can say, "Congrats! Good job. Keep it up." I can know where everybody is at. I want to keep my finger on everybody's pulse so we can see where you're going.

I don't want to be left in the dark about where you're at. I want to make sure every single one of you gets this all done. I want to promote all 20 of you so we can all make a lot of money together with this.

Tell me as soon as you're done with the teleseminar. Right after you finish it, shoot me a quick email saying, "Hey, I just had my teleseminar. It went great. I could have done better in this area, but I really felt that it went well."

Good luck with everything and have a really great weekend.