



"I want you to PRINT this document and refer to it, make notes on it, and take advantage of it while you listen to our call."

-Matthew Glanfield

---

## Teleseminar Dial-In Details

- Date:** Thursday, June 28, 2007
- Time:** 10:00am (Pacific) / 1:00pm (Eastern)
- Dial In:** 1-218-486-3694
- Pass code:** 131242#
- Webcast:** <http://www.bboteleseminarformula.com/members/webcast.php>
- Subject:** Call 2 – Creating Your Teleseminar Product
- 

All training material can be found at  
<http://www.bboteleseminarformula.com/members/>

**Special Note:** This teleseminar starts on time according to [www.Time.gov](http://www.Time.gov) so please dial-in ten minutes early so you don't miss any content. Your courtesy will be most appreciated.

# Important Resources

**Members Area:**

<http://www.bboteleseminarformula.com/members/>

**Members Forum:**

<http://www.bboteleseminarformula.com/members/forum>

**Overview:**

<http://www.bboteleseminarformula.com/members/overview.pdf>

**Live Webcast:**

<http://www.bboteleseminarformula.com/members/webcast.php>

**Member Support (and Matthew's email address):**

<http://www.bboteleseminarformula.com/members/ask.php>

**Topic Ideas:**

<http://www.bboteleseminarformula.com/members/topics.pdf>

# Training Schedule

## Module 1:

Overview, Choosing Your Topic, Getting Your Speakers

## **Module 2:**

**Creating Your Teleseminar Product**

## Module 3:

Creating Your Sales Website

## Module 4:

Launching Your New Teleseminar Product

# Overview of What We Will Accomplish

1. You will choose a topic.
2. You will plan the product you want to create.
- 3. I will help you find experts to interview (or be the expert).**
- 4. You will create two teleseminar products (with the same expert).**
5. You will get your sales website created (I will provide templates and possibly the service).
6. You will have the affiliates' page created (again, I will provide templates and possibly the service).
7. You will get your product ready to launch.
8. I will promote your product (first-done, first-served).
9. I will help you find JV partners to promote your product.

**Sound easy enough? It is!**

# What You Need For a Recorded Teleseminar

<http://www.bboteleseminarformula.com/members/resources.php>

## 1. Telephone (land-line)

- Not a cell phone
- No VOIP or Skype
- No cordless phones
- Turn off call-waiting

## 2. Teleseminar Line

- See resource section for free and paid services

## 3. Recording Abilities

- Teleseminar recording built in
- Audio Acrobat for back-up

## 4. A quiet place

- Close doors, ask spouse and children to not interrupt
- Turn off ringers if you have another line
- Turn off cell phones
- Turn off sound on computer

**Notes:**

---

---

---

---

---

---

---

---

# Becoming a Super Affiliate

- **Register a domain name for interviewee's product**
  - Link to your affiliate URL
- **Explain to interviewee that purpose of these teleseminars is to sell their product.**
  - Advertise in teleseminars, download pages, and in auto-responder
- **You will be creating at least two teleseminars:**
  - First – introductory information (the why's and what's): 30-60 minutes in length
  - Second – how-to information (the what's and how's): minimum 60 minutes

## Notes

---

---

---

---

---

---

---

---

---

---

# Layout of Teleseminar

- **Come up with questions beforehand**
  - Come up with your own questions (show initiative)
  - Ask interviewee for ideas
  - Survey any existing lists that you have
- **Introduction (2-5 minutes max)**
  - Introduce yourself (name AND main URL, maximum 30 seconds)
  - Introduce interviewee (name and masked affiliate URL, maximum 4 minutes)
  - Ask interviewee for bio or create one yourself (check their blog and other websites)
- **Start asking question**
  - Take notes on answers given
  - Try to come up with extra questions on the spot
  - Ask interviewee to clarify anything (become an expert interviewer)
- **20 minute mark – soft-sell affiliate product**
  - “By the way, if you haven’t done so yet, go and check out [www.mymaskeddomainname.com](http://www.mymaskeddomainname.com) for in-depth training on [INSERT SUBJECT HERE]”
  - Short and sweet (don’t push it at this point)
- **Ending**
  - Hint at next teleseminar (if there is one)
  - e.g. “I can’t wait to talk to you about xyz on our next call...”
  - Hard-sell affiliate product – “If you haven’t done so yet, I strongly suggest that you check out [www.mymaskeddomainname.com](http://www.mymaskeddomainname.com) for in-depth training from [INSERT INTERVIEWEE’S NAME].”
  - Thank interviewee for his/her time

[illegible]



# Tips and Tricks That I Have Learned

- **NEVER INTERRUPT**
  - No uh-huhs, rights, or “I see” comments
  - Wait until speaker is completely finished speaking, and then proceed
- **Listen to what the interviewee is saying**
  - The audience can tell when you aren’t listening
  - Take notes while the interviewee is talking
  - Recap what interviewee said in your own words (“So basically what you are saying is...”)
- **Question their answers**
  - Become an expert interviewee
- **Always have a back-up recording**
  - The interviewee’s time is precious
- **Use a reliable phone-line**
  - no cell phones, VOIP, Skype, call-waiting, or cordless phones
- **Relax, you’ll do better than you think**
- **Use your voice, not a voice you think you should be using**
  - Act and sound natural
- **Speak with passion**
  - Or your audience will get bored

## **Your Action Steps For Next Week**

1. Finalize your speakers
2. Set a date and time for your interview(s)
3. Record your teleseminars
4. Send an email to Matthew when you are done.