



"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:** Friday, July 20, 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 4 – Launching Your New Teleseminar Product
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All training material can be found at
<http://www.bboteleseminarformula.com/members/>

Special Note: This teleseminar starts on time according to 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 the service).
6. You will have the affiliates' page created (again, I will provide templates and 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!

Launching Your Teleseminar Product

Two ways to launch:

1. All JV Partners promote at the same time.
2. Roll-out launch (JV Partners promote at different times).

1. All JV Partners promote at the same time:

2. Roll-out launch:

Launch Sequence:

Getting The Most Out Of Your JVs

Main steps in launch process:

1. Pre-launch (optional for \$7 products)

2. Launch

3. Post-Launch

The Pre-Launch (optional)

- 1. JV sends out email announcing your product.**
- 2. Sends them to a pre-notification sign-up squeeze page.**
- 3. You send out a couple of “teaser” emails, possibly with videos, audio, and sneak-peeks.**
- 4. Specific time for launch is released.**
- 5. Email pre-notification list at least 2 times before launch.**

Notes:

The Launch (not optional)

- 1. (optional) Announce a special bonus for the first X buyers (or the first X days).**
- 2. Send out email to promote product.**
- 3. If you have a pre-notification list, email them twice that same day.**
- 4. Send out another email the next day telling how crazy the first day was.**
- 5. (If there was a special bonus) Email the day before and the day of the ending of the special bonus.**

Notes:

Getting JV Partners

1. Contact Matthew to schedule promotion.
2. Use Google and contact at least 10 potential partners.
3. Use BBO Teleseminar Formula forum to get others to promote.
3. Find **at least** five other BBO Teleseminar Formula members and do an auto-responder swap with them.
4. Find one other BBO Teleseminar Formula member (preferably same topic, but not necessary) and host a teleseminar with them on what you both learned.

Add this new teleseminar product as bonus to both your products.

5. Contact Matthew if you want to do an auto-responder swap with BBOAdwords.com.

Your Action Steps For Next Week

1. Get your product ready to launch.
2. Contact 10 potential JV partners to promote.
3. Send an email to Matthew when you are ready, and he will schedule a promotion of your new product.