

## ALEX MANDOSSIAN INTERVIEW

Tom: Welcome to The Sales Champion and Sixty Days to Greatness weekly tele-interview. My name is Tom Beal, founder of [www.thesaleschampion.com](http://www.thesaleschampion.com), and I will be your moderator for this evening's call. These calls occur every Wednesday at 9:00 PM Eastern Standard Time. Each week it is my goal to bring you a top performer, an expert to share insights and wisdom that can assist you in taking your life to the next level, both personally and professionally.

We've had experts train on sales skills, time management, communication skills, living a balanced life, and more. You can learn more about the upcoming speakers by visiting [www.thesaleschampion.com](http://www.thesaleschampion.com) and registering for the free newsletter. Each week you will be updated with words of wisdom plus information about the upcoming special guest speaker. If you are already a subscriber, you want to visit the site to see some new updates as well as some pictures from Joel Christopher and Ted Nicholas and Double Birthday Bash in San Antonio. Simply visit [www.thesaleschampion.com](http://www.thesaleschampion.com), and take your life to the next level today.

Tonight's special guest is Alex Mandossian. Since 1991, Alex helped his marketing clients generate over 233 million dollars in sales and profits from short-form TV spots, infomercials, QVC, Home Shopping Network airings, retail catalogues like "The Sharper Image", space advertising in "Parade Magazine" and "USA Weekend", and also Internet marketing. Tele-seminars are his primary money making tools to boost sales and profits without having to spend a penny more on advertising. In fact, Alex claims that tele-seminar marketing is the fastest, easiest, and most economical way to create high quality information products from scratch, because the content is literally created at the speed of sound.

Alex has consulted with Carnegie Training, New York University, One Shopping Cart, Mutual.com., Rock and Bach Toys, and with top business leaders such as ~~Martin -----~~, Les Brown, Brian Tracy, Joe Vitalia, John Childers, T. Harve Eker, Dr. Steven Covey, Harvey McKay, and others (1:30). He's a co-founder of "Access to Leaders.Com", "Tele-seminar Secrets.Com", "Audio-Generator.Com", "Instant Video Generator.Com", "Ask Database.Com", and "Action Secrets.Com" Alex runs an information publishing business from his home near San Francisco, California, where he lives with his wife Amy and their 2 kids, Gabrielle, and Brianna. Tonight Alex is going to explain to us how to effectively use and profit from the proper use of tele-seminars. Thank you for joining us this evening, Alex.

Alex: Hey, thank you much. I'm very excited.

Tom: Awesome. Now Alex, as you mentioned in your opening there, why do you feel tele-seminars are such a popular live event these days? And, one other question, are there too many of them now?

Alex: Tele-seminars are alive and well. They've been alive and well for the last decade, the past 7 seven years, 5 years, 3 years, and the current day. Anyone who believes tele-seminars are dead I hope they can speak directly with me. I literally have made a 7 figure income just from tele-seminar marketing and doing it the fastest, easiest, and most economical way. Very high leveraged marketing approach that literally anyone can do without stage fright and doing it from the comfort of your own home.

I am right now in the 5<sup>th</sup> bedroom of my home. I converted it into an office. The California closet is now a bookshelf. I have my computer in front of me. The window is open, so if you hear the ice cream truck going by, then you'll have to forgive me in advance. This is the life style I enjoy and like. I came from corporate America. In fact I lived in Manhattan and I worked on Madison Avenue, and now I have a 30 second commute from the master bedroom, on the 2<sup>nd</sup> floor, I just walk past my son's bedroom, past my daughter's bedroom, and then into this bedroom, which is now an office. Unlike many offices, I also have a shower, and a sink, and a toilet. So I think I'm right up there with Fortune 100 CEO's, as far as all the conveniences go.

So tele-seminars for me, have not only changed my life but have changed the way I do business, because I have literally tripled my income and doubled my time off because of this year leverage of it. If nobody shows up to a tele-seminar, I hang up the phone. I go downstairs and enjoy an early dinner with my family. Now that doesn't happen any more, but when it did, it kind of rattled me in the early days, going back about 4 ½ years. Now that it doesn't happen any more, the biggest challenge is getting enough talent slots to fill the glut of audiences that are wanting to listen from literally all over the world. We have a gentleman who calls in from Greenland regularly. We have someone from South America that always calls. Germany, France, literally every continent except maybe Antarctica is represented. So tele-seminars are alive and well, and you can create content at the speed of sound. I don't write any more, and I don't do private interviews any more. This right now is content being created at the speed of sound.

Tom: Absolutely. And that is the lifestyle of the rich possibly not so famous. My eyes were closed when you describing that. And that's something I can take a deep breath and aspire to be at that level. Alex, what would you say is the quickest and easiest way to get people to sign up for the calls, and, most importantly how to get them to show up for the call?

Alex: E-mail is the fastest and easiest way. I've found that the Internet has literally changed the pace of my tele-seminars are done because of the speed. I can do a tele-seminar tomorrow, send out an e-mail to a listing and 200 people on the call. You couldn't do that with direct mail. You can't even do that with fax broadcasting. You can do it with e-mail, if you have any list whatsoever. And the more trust you build, and the greater marketing intimacy you build with your list, the more people you get on the call. And I have people who I know very well and are dear friends and colleagues of mine, who have lists of over 500,000 and can't seem to get over 100 people on a call. I have around 25,000 people and we've had over 1200 people on a call, one call over 2000 people. So how do you do this?

Well, I have a course on tele-seminars, called “Tele-seminar Secrets”. And I looked at the art and science of how to get people on a call, how to get them registered, and how to sell from your seat. We’ve heard of selling from the platform. Selling from the seat is even more convenient, because there’s no rent-a-car, no hotel room, there’s no AV equipment, and you have so much room for mistakes that even on a bad hair day in your pajamas, you could literally sell 5 figures worth of products and services, or software, from the comfort of your home. I’ve done it from the recovery room of the birth of my first child at Mr. Sinai Hospital. Gabrielle was born on the 25<sup>th</sup> of October. I had a tele-seminar on the 27<sup>th</sup> of October in the year 2000, and I sold over \$12,000 worth of “how to” courses, of which I had to share 50%. But \$6,000 for an hour, that’s not a bad night’s work, especially when my wife and my son are in bed asleep and I’m in the restroom in the recovery room. It’s amazing how convenient a tele-seminar can be. Without e-mail, tele-seminars would be nowhere near as powerful.

Fax broadcasting, when you are given permission, is also a powerful way to get people on, because there are no spam filters. It takes a little bit more time to upload names and faxes, but there are services that my fax broadcasting very reasonable. It’s not free, like e-mail, but for as little as 10 cents, or even 7 cents a fax, you can get one out. And 1 message brought in thousands of people.

Then there’s voice broadcasting. I’ve done this often with marketing [for ?6:35]. With my own list, I’ve work a gentleman by the name of Steven Pierce, who in turn worked with people such as Jay Abraham or on-line and off-line marketing gurus, and we’ve used voice broadcasting just to bring a higher level of marketing intimacy into the foray of our marketing mix. So marketing is all about dimentionalizing how you touch the listener or the audience. And we feel that by bringing voice broadcasting, fax broadcasting, e-mail, and at other times, post cards. We believe postcards should be the way that you market via tele-seminars. Post cards are naked now and have no envelopes, so even the mail man or mail carrier can get on the call. By doing so and adding all of these dimensions of marketing, you can get a lot more people on the call. By reminding the people about the call the day or and the day before, you’ll get a lot more people to attend.

Tom: Which is the other aspect of running the tele-seminars. You just talked about some quick and easy ways to get the people to sign up, and the multi-dimensions of making that happen. What have you found to be the most effective way to get the people who have signed up, how have you found them to actually show up. What’s been the most effective way source for you?

Alex: Honestly, someone came to me with one tactic and a big difference. If your life depended on one tactic as far as the tele-seminars are concerned, why would you rely on most? What is your work horse? I would honestly have to say that tactic is the cheat sheet, or some people call it the note sheet. As far as I know, I don’t think I invented it but I certainly use it the most. We don’t have one for this particular call. Typically I have a sheet that people can read from so that they don’t multi-task. I mean, right now people who are listening could be multi-tasking. They may be surfing the web. They

may be listening to me on the background. They may be having a child crawl on their back, or their spouse may be calling them down for dinner. I mean, I don't know what's happening in someone's life. I know they are not here in this room, so I have to work doubly hard to capture their attention.

You are interviewing me, so obviously your attention has to be on the call, but everyone else, they may not have their attention on the call. So the more attention I can take from them, the better. Just like the more attention they can take from their listeners the better. So one hour is not asking too much. So having a cheat sheet or a note sheet, where they don't multi-task but they just focus on writing? It requires all their attention. Audio is passive. We mute our television sets. We don't turn off the TV during the commercial, because we know the power instinctively of audio. However, when you have a cheat sheet, that requires work. When you have work required, you focus on what it is that you are doing. If that's what it is that they're doing is my content, that's good, especially if something is being sold or content is being delivered. I'd say, hands down, it would be the cheat sheet. The thing I've gotten the most acknowledgment for is the content of the cheat sheet. It's the simplest thing in the world. You just create a PDF document out of a Microsoft Word document, which is a type of word processing software that I use. It's just amazing the amount of acknowledgment you can get from your listening audience by having a cheat sheet. Because most people don't have it. I would focus on a cheat sheet first before anything else.

Tom: Do you also feel the cheat sheet, do you send that to the people when they sign up for the tele-seminar, so that they have something in?

Alex: If you can, you do. Sometimes you can't do it. Like for example, if I am having a survey or a Socratic tele-seminar, which I call the ASK methodology. I ask them a question, and then sometimes it takes some time to process the information. We don't have all the questions and all the content until a few days before the call. I will make a cheat sheet available before the call, but not during the time of registration. I just tell people, cheat sheet to be delivered soon or coming soon. And that way they know that it's coming, and I give a very simple URL, for example, [www.bigseminar.com/alex.pdf](http://www.bigseminar.com/alex.pdf) . It's a very simple URL. That's a cheat sheet I had with my good friend and partner, [Arman Moran 10:21,] and we both do tele-seminars regularly. In fact he promotes his big seminar through tele-seminars almost exclusively, and that was a preview call that he and I both did, if you want to go and take at what a cheat sheet looks like. It is content rich. That was for a free call and it was to get as much content disseminated out there as possible. It is also a product, now. We've created a product out of that call.

Tom: Um. And that [www.bigseminar.com/alex.pdf](http://www.bigseminar.com/alex.pdf). Perfect. Alex, another question. Take a different aim on this. As far as whether to charge or give a free tele-seminar, when it is better to charge for a tele-seminar and when it is better to have them for free?

Alex: If you are just starting, I would have the first 5 calls be free. I mean, you are starting out, you are testing content. Don't change for it. Worse case scenario, you are creating content. You have recordings, hopefully, of each call, and then the best recordings you

can transcribe and you have an instant product without writer's block at the speed of sound. And you are writing with your voice. I wouldn't charge for the first 5 calls, even the first 10 calls. After you feel like you're in the position to charge, then charge a little bit. I'd like to try to make \$30 or \$40 per a one hour call, depending on the content. The softer the content, in other words the more personal development or self-help the content, that's soft content, the less you charge. The harder the content, for example sales, or traffic conversion, or tele-seminar marketing, I've charged as high at \$199 for a 90 minute call or even \$60 for a 60 minute call. My course, "Tele-Seminar Secrets", if people go to [www.teleseminarsecrets.com/specialoffer](http://www.teleseminarsecrets.com/specialoffer), that entire course is \$1797.00. It's almost \$1800. And I get it. I got 183 people to be on that call, which is an 8 part tele-series, which now is a product. So it all depends on what topic you are talking about. But I always have started free, on any topic, even as many tele-seminars as I've done.

The way I know to charge is very simply this. I don't know anyone who teaches this, so anyone taking notes, please if you haven't done so yet, do so now, because this is the hold grail of knowing when to charge. When you have a free call, and you figure OK, maybe it's time to charge now. You've done a few free calls and you've got some tele-seminar time and chair time behind you. You do a call, you do a little content, and then you ask everybody, OK if you would want the audio transcript, please go to this page and pay \$20 for the audio transcripts, which are PDF and MP3 audio. It's available to you via digital download in a couple of weeks. The audios will be ready in three days, because audio doesn't take long. Transcripts take a little longer, maybe 10 days. You tell them for the pre-publication release, sign up. It will cost you \$20. If 20 to 25% of the people say yes, you have a winner. If you want to make more money, you said, and I'll send you the CD for just \$10 more. But really it's a \$35 CD. Well, who gets a \$35 CD? U2 doesn't get \$35 for a CD. Even Star Wars, the DVD, isn't \$35. So by having a CD, tele-seminar, which is a hard copy, and having it delivered, #1 it lowers your refund rate, #2 it's an instant upsale, and #3, and probably most important, if people are going for the CD it means they loved your content. That's how you know when to charge.

Tom: That's a great system. I was taking copious notes on that. Can you tell me a couple of secrets to putting tele-seminars that wow the listeners and bring in big pay days for the promoters?

Alex: Well, content is Number One. You have to have content that is matching the market, whoever you are speaking to, your audience. Make sure that it matches. You can't talk about weight loss content to a group of realtors unless they are overweight realtors and they are interest in weight loss. So you have to make sure that the content is matching and the message is matching the market you are speaking to. The second thing is that you must have an aim. You know, when you set your alarm clock at 11 o'clock at night, you decide to wake up at 7 AM. That decision to wake up at 7 AM was not made at 7AM in the morning. Rather, it was done at 11 o'clock at night, because you had an aim. You had an aim and you had an objective. You had an intention and the outcome was to wake up at 7 AM. In response, what you want to do is have an aim. Do I want to create content with this call? Do I want to sell product with this call? Do I want to create a list

with this call? Do I want to practice my content with this call so see if it is worthwhile? What is it that I want to do?

Once you have your aim, you don't have to sell something. People always think it's about the money. It's not about the money. It's about content. It's about practice. It's about product delivery. It's about branding. It's about getting people to know, like, trust, and respect you so that you can be the biggest name in your industry, whatever it is that you do. And tele-seminars have a high level of marketing intimacy.

Let me demonstrate something. Everyone knows what intimacy is in a relationship. If you are courting a friend, a lover, a spouse – we all know what intimacy is, OK. And it's not about love making, it's about being intimate and starting with a casual conversation and building up. And then it can turn into romance. Now most marketers want romance on the first date. They want a one-night stand. They want people to buy immediately. They wouldn't dream of doing that, even on Thanksgiving Day, they wouldn't go to a parking lot and say, "Hey. Come to my home on Thanksgiving. We're going to have Thanksgiving Day Turkey, and you know you can watch the Twilight Zone reruns with my wife and I, and then I'll bring you back to the parking lot when we're done. What do you think?"

No one would ever think of doing that, but they do that every single day marketing wise. And people right now are nodding, yes, uh huh. Well, I've done it. I've done it, because I want the order now. I want the marketing one-night stand, if you will. Well, if you look at marketing intimacy, and you look at it from the point of view of how close you can become and accelerate your rapport with the audience, then tele-seminars are the thing, because you don't have to move. You can be on the side of the highway after you've gotten a traffic ticket, which I've gotten, and still deliver a seminar. You can be at a boxing match, and still deliver a tele-seminar. You can be in the delivery room, and still deliver a tele-seminar. Or you can be in your office or a bedroom of your home and still deliver a tele-seminar.

The key is listen to how tele-seminars can be intimate. I don't see in any way that you could do this with writing copy or reading on a web-site, this, which I am about to demonstrate. Here we go.

Alex: Did you hear that? That's an island of silence. You can't do that. But how many . . . are you going to do. How about whispering? How can you listen? And get that sense of . . . there's no other word for it for me than just marketing intimacy. There's a sense of authenticity when you are whispering to make a point, or when you raise your voice and speak faster, what you going to do, lean the letter to the write when you are writing?

Tom: Uh huh.

Alex: You can't do that.

Tom: Uh huh.

Alex: Only can you do that with some type of auditory delivery methodology which is tele-seminar, the most leverage is much better than one-on-one phone consulting, and it's less embarrassing than a platform presentation, because there's less at stake. Less money, less travel, and you can have a bad hair day with tele-seminars. Right now, I will tell you exactly what I am doing. I have my feet up on my desk. I have socks on because they are more comfortable than having my shoes on. I've had my shoes on all day. I'm wearing blue jeans. I'm wearing a watch. I wearing a shirt, that I'm happy to say as soon as I'm done with this tele-conference, I'm going downstairs and we have "date night" with my wife.

Tom: Awesome.

Alex: And typically, I have it on Tuesdays, but my daughter was sick yesterday, so we have it tonight.

Tom: Uh huh.

Alex: I can't do that at a seminar. I can't do that with a personal consultation. I can do it with a tele-seminar. And for some reason, if no one showed up tonight, I would have hung up the phone, shrugged my shoulders, gone downstairs, and went to date night earlier. This is the power of tele-seminars. I think people overlook this marketing secret because they take it for granted. If you take it for granted, you will not monetize the obvious, monetize this obvious thing of tele-seminar marketing. It is there for the taking. It is the lowest hanging fruit. There is almost no cost. I mean, you can have a tele-seminar for as little as \$30 or \$35 dollars and have 100's of people on the call.

Tom: Uh huh.

Alex: So I hope people listening right now understand the sheer power and leverage of tele-seminars to double, triple, even quadruple your income while double and tripling your time off. That's my life style. I'm not into working 20 hour days. I used to do that. I would have lost my marriage if I did that and continued to do that like I was in Manhattan now. I work like a 9 hour day. Sometime I am going to pull an all-nighter. Sometimes I go back to back, 16, 18 hour days, because I got to meet a deadline. However, I like having the liberty and the luxury to be able to have a tele-conference or tele-seminar or tele-clinic, whatever you want to call it, specially if it's a non-paid one from the comfort of my mobile phone, which I rarely use, but if I'm in a jam I have to do it. That's what I would do from a park, from my car. I've done it from my gym, because I couldn't get home because of traffic.

Tom: Wow.

Alex: Very powerful, very effective, and very profitable.

Tom: Wow. That is awesome. I am taking notes like crazy here. One more question here. Is there a proven formula for putting on successful, highly attended seminars, for instance,

length of the call, the time of the call, day of the week. Is there any information that you've found from your research to answer those questions?

Alex: Absolutely. The length of the call? I normally start with a one hour call. What the rear-end cannot endure, the mind cannot absorb. 45 minutes is good too. This call is going to last about 45 minutes to an hour. And what you want to do is make it fast-paced. People aren't seeing you. You want to use your voice and you want to make it count. In the beginning of the call you want to introduce yourself and you want others to introduce themselves in the cities they are calling from. When the call starts, which it should start on time, according to time.gov or some other centralized timing system, you know, [www.time.gov](http://www.time.gov) . If you go there, you can pick any time zone in the US and set your clock to that. In fact I just look at it and I start immediately at the bottom or the top of the house, whenever I say this call is going to start. Always start on time. You don't always have to end on time, especially if the call is recorded. I would always do phone calls that are big. Big, big ones, whether it's free or fee based, do the "big" ones on Thursdays and Wednesdays, because you have plenty of time to promote that.

Mondays are not a good day to promote a call, but they are a great day to teach. So if you sold a tele-seminar series, like my tele-seminar secret secrets, which just ended, and now I have created a "how to" course out of it, people paid \$1797 for me to show up almost every other Monday for about 8 weeks, and I taught them eight different areas of tele-seminar marketing which I learned from surveys. I asked them, "What are the most important areas you want to learn?" Attendance strategies. Tele-selling strategies. Registration strategies. Curriculum strategies. How to find out-sourcing and have other people do the dirty work for you. So on and so forth.

There are 8 modules in it, and if you want to get more information you can go to [www.teleseminarsecrets.com/specialoffer](http://www.teleseminarsecrets.com/specialoffer). But don't get the course. Give it some time. Look at it. Even if you feel you need it, just look a little bit and just check it out. Because what you will find that if you use the same techniques and strategies I use, you will be just as successful with tele-seminars. Now in the first 5 minutes of a call, you did this. You got to talk about who, how, and why. Who's on the call? Why, they should be listening. And how the call came to be. What's the story behind the call. Who, how, and why. Who is on the call, how the call came to be, what's the story behind the call, and why people should be listening. It doesn't matter what order you do it in, but who, how, and why. They are very important. First five minutes, then you start with content. Now, if you have an offer, or you have a call to action, what you want to do is give two of them between minute 10 and minute 40. Why that? Because people leave a call after minute 40. They just do it. It drops down like a lead balloon. You have the most number of people between minute 10 and minute 40. It's like a bell curve. Anyone went to college or even high school, you've been probably a victim of the bell curve. And what happens is, you don't be a victim of the bell curve when your money is at stake.

Whatever it is that you are offering, whatever your aim is, whatever your call to action or objective is, make sure that you slip it in twice between minute 10 and minute 40. Very very important, because after minute 40 people leave the call. If you wait until the very

end, like many platform presenters do, you will lose income and you will lower your lifestyle without even knowing it.

Tom: Wow. Those are definite high powered secrets right there. Do you have any hidden success structure that guides your tele-seminars from beginning to end?

Alex: Well, I always like to have case studies. And I use a formula with case studies called PAR – Problem, Action, Result. You start with a problem. Talk about the action that the person took or that you took, it doesn't have to be your case study, and you give the result. And the result does not always have to be a success story. Let me give you an example. Problem: when I was waiting tables at Platte de Jour, which was a French restaurant in Irvine, California, and I was trying to make ends meet as I graduated out of college because I had no idea what I wanted to do. I had 2 degrees, one in psychology and 1 in economics. I didn't know what I was wanting to do. And I interviewed for 1 job for an insurance company called "Chubb Group" and they didn't take me. I was stunned. I couldn't believe that a big man on campus like me, I was also an athlete, they didn't take me. So in my own disappointment and wallowing in my sorrow, I started waiting tables. I learned something at that restaurant that was probably invaluable. I hope it is of value for anyone listening. Here was the problem. The guy that owned the restaurant had salmon. It was a dish called Salmon a la Croup, which was salmon that is surrounded by a crusted shell, like a breaded shell. And then he had another specialty called "Poulet a la Brioche", which was nothing more than saffron seasoned chicken skewers. I can't believe I still remember the names, but that's what they were.

So, here's what happened. I sold more wine than any other waiter there. In fact, I sold more wine than all the waiters combined.

Tom: Wow.

Alex: And it's not because it was my birthday every 4 months. It's not because I did some kind of shady thing, because I didn't do anything like other guys did. I mean, some of the other waiters, it was their birthday every other week so people would feel sorry for them and give them extra tips. I did it the honest way. What I did is when someone said I'd like the salmon, well the salmon wasn't fresh. That was the problem, see. So I would say, problem: salmon wasn't fresh. Action: Here's what I did. I looked to the left. I looked to the right, and I said, "Sir, the salmon is fresh frozen. It is not fresh. It is still a delectable meal, but might I suggest the Poulet a la Brioche for \$5 less. You see, the salmon was \$21 and the Poulet a la Brioche was \$16. So he looks at me, or she looks at me, and they go, "Wow! This kid's honest. He's going against his own self-interest." So they go, "OK, I'll take the Poulet a la Brioche," which was the chicken, for five bucks less. Then I came back and I said, "Sir" or "Madam", and this was the second action I took.. Would you like the Mondovi Chardonnay or the Reserve Chardonnay?" Well, one was regular chardonnay and the other one was a reserve. And they would say, "Ah, just give me the regular." But they said they wanted wine. So I'd look left and I'd look right again. That was the only theatrical part of it. And I'd say, "You know, the Mondovi, Private Reserve, is a much better tasting wine. It's superior, it's oakey, and I

think you'll like it more." Now that was the absolute truth. And I will say 8 out of 10 times, they took it. They took that because I took the action of going against my own self interest. I shattered the problem of non-fresh salmon and guess what? The result was I sold more wine than anybody else because, what's funny is that the person who buys one bottle of wine is much more likely to buy a second. People who don't buy a bottle, typically don't buy 2 bottles of wine. So it was very interesting that my biggest challenge was getting them a cab ride home versus selling bottles of wine. And I was the #1 wine sales person on the floor for 2 years that I worked there, because the action I took was going against my interest. So that's a case study. That took about 5 minutes. It was interesting. It's a story. I hope everyone enjoyed it, but look at the moral of the story. Problem; action; result.

Problem: The salmon isn't fresh.

Action: Go against your own self interest. Tell the truth, and then upsell them with something also telling them the truth, upselling them with wine, of course.

Result: Sell more wine than any one else on the premises. In other words, go against your self interest in the beginning, and then sell more of something else in the end. That's the moral of the story. That's a case study. That's a formula, and that can be done over and over and over again in tele-seminars. That's a proven methodology anyone can take to the bank in any industry. Does that make sense?

Tom: Yes. That's like parables from the Bible.

Alex: Parables were taught, disseminated from one oral tradition to the next even before the scrolls. And then when the Hebrews went from scrolls and then the Romans brought in the Codex, which were scriptures put into a book form, and then there was of course the Gutenberg Press, which changed everything. I think that was the greatest invention of all times, because the written word has changed the way people think and probably has been responsible for more good and bad that has happened in the world ever since. Because people expressing their free will. The fact is all of that is possible through the power of Parable or Story. Because that was the key source, and that was the most interesting way to share stories.

My son, Gabriel, and my daughter, Brianna, I tell stories at night before going to bed. We're raised that way. So when you tell stories business wise, and we call those "case studies", you become not only relevant to someone's life but they relate to you, and they begin to know, like, and trust and respect you, because the real life stories are things that they can relate to for different reasons.

People listening right now probably related to that story about selling more wine for different reasons. You may have related to it because you were a waiter yourself. You may have related to it because you left college with bitter disappointment, not knowing what to do with your degree. You may have related to it because you went against what your boss said one time and you did the authentic and honest thing. You may have

related to it because other people around you were doing kind of shady things, and the truth prospered and doing the right thing ended up being the right way and making more money from it. People probably related to it in many different ways, but it's the story that made that possible.

Tom: Uh huh. And very memorable. That's a great way for people to remember things. I'll remember that story for a long time. Now, Alex, is it better to script the calls prior to the tele-seminar, or shoot from the hip?

Alex: I like to not shoot from the hip, but I like to have a gun holder. Let me tell you what I mean. I like to have an outline. And I sent you questions, and I said pick any of these that you want, I can handle any of them, and if you want to embellish and change things and revise, go right ahead. I can handle any of the questions that I gave you. That is our outline.

Tom: Uh huh.

Alex: Questions are an outline. They are a skeleton. I think if you "script" something, and I've been asked to script and read a script word for word. Ah, talk about total torture.

Tom: Uh huh.

Alex: I mean this was the most torturous thing that I ever experienced, quite frankly, because I lost my place. I was terrified. I didn't know where I was. And I do this for a living! So I would never script anything. You know, I think what you are doing is you are stifling, you are suffocating someone's free will and their ability to express themselves if you script something word for word. However, if you have something that is an outline or questions, and you put little bullet points and points that you want to make, you can use these at tele-seminars. You can't do that on the platform. You can't keep looking at your sheet of paper. People will start yawning and lose interest. You can do it with a tele-seminar all the time. I'm sure you are reading something, and no one's noticing unless I call you on it.

Right now, I've done this so often I don't have to read anything. But the first time I did a call like this, I read every single outline and I read every single bullet point over and over again to make sure the content was rich. But after a while, you know a brain surgeon has done so many surgeries hopefully that even though he gets paid 10 times as much as a general practitioner, he or she is good at what he or she does, because of the practice. And it's that perfect practice that makes perfect. So I hope everyone will take that to heart and start with an outline and not shoot from the hip. The biggest and most egregious mistake people make in tele-seminars is not being prepared.

Tom: Uh huh. That's awesome. And you mentioned some cool things there. The "perfect practice". I've heard, I've actually met Sheryl Crow, the singer, and heard her behind the scene describe how she would give concerts, her and her band, to about 2 to 3 people in

the audience. In that “perfect practice”, she gave the best performance she could, no matter if there were 2 -3 people or 2,000 or 3,000 or 20,000.

Alex: If there was no one on this call right now, I wouldn't be losing one bit of enthusiasm, because I committed to it and I go in and I just burn the bridges behind me. I say, OK, the only way is forward.

Tom: Uh huh, that's right. Now what are some mistakes that people make that can kill their tele-seminar results, such as attendance, sales, satisfaction?

Alex: Well, let's start with the basics. If you give the wrong pass code and phone number, which I have, you can not only kill your sales, you can kill your reputation. A corollary to that is giving the moderator code to over 1000 people. That will not only kill your sales, that will kill your call. It's a total nightmare. Typically, people have a moderator code and they have a participant code. We're on the moderator line, so we mute out the participants so that there's no background noise. Well, imagine giving over 1000 people the moderator line, and, oh, man, it breaks loose. I've done that before. That's a big, big mistake. Another mistake is not having an e-mail reminder the day of the call. You want to remind people. They are not living for your tele-seminar. They don't even remember it. It's a huge mistake when people don't remind their audience that there's a call later that day, or in the middle of the day. Another mistake is not asking people to print the page that has the dial in number and the pass code. The moment you print a page, the virtual becomes physical. You can tape it to the wall, and you won't forget to attend. So it's important to do that as well. Another mistake is when you have a few speakers, you have a few faculty members or keynote speakers, and one of them forgets to mute.

Tom: Uh huh.

Alex: I had this happen. “Delores! Would you get me some pizza? Alex is still on the phone. I can't get a word in. Just come on up. Bring the diet coke with you.”

Tom: And that's a good statement.

Alex: That has happened. It's embarrassing. He didn't know he did it, and I just embarrassed. I didn't even know what to say, to be honest with you. So that's a big, big mistake people make. Now on the product side, there's a big mistake when people have spiral bound notebooks for their transcripts. You can't brand yourself with spirals. You can brand yourself with a 3 ring binder, though, because it has a spine. My book, now if you go to [www.teleseminarsecrets.com/specialoffer](http://www.teleseminarsecrets.com/specialoffer) and click either of those 2 options, you don't have to order the course to see it but you'll see a picture of the course. I have two 3" three ring binders so that I'm branded on the book shelf. Now, grocery stores charge for shelf space. I get it for free, and I take an awful lot of it in the library. So I would do it if I were you or anyone else who was in the information publishing business. I would definitely take up shelf space and forget the spiral bound notebook. They have no branding whatsoever. And then, if you are going to promise transcripts, for God's sake give it to people. I've known people who have promised things and have forgotten

because they got caught up in their marketing. And then all of a sudden, you know, they start getting a bad reputation because they don't fulfill the promises. So give transcriptions. Manage expectations. Let people know that transcripts take a while. Typically, they will take about 2 weeks, sometimes 3 weeks to complete, depending on the length of the call. So let your audience know.

Also, it's important to have replays of the call. Not everyone can make your call. Not everyone can make this call. So if you have a replay, they can get access to the call. They can be in the audience, listen to it over and over and over again. You have a passive, buying audience listening. Those are just some of the mistakes.

Tom: Wow.

Alex: People make a lot of them. I've made every single one of them.

Tom: Me being a rookie have made pretty much all of the ones you have mentioned there. That's great. Start from the common and move to the more complex.

Alex: You've got it.

Tom: Alex, what's the best way to use tele-seminars if you want to "bond" with your list?

Alex: The best way is to have access, free access. Give people free access to you as often as possible. Move that "free line" to the right. Imagine you have an "A" point and a "B" point, and there's a line in-between Point A and Point B. Point A is "no content and absolutely free". Point B is "100% content and you have to pay for it." Move that "free" line to as close to the B point as possible. Why not give your best content first? What are you holding back for? If you are trying to cement your relationship with a prospect, it's crazy to hold content back. When I hear people say this, I think it is ludicrous. Again, I hope they are competing with me. I give my best content first. This is a free call. I'm not holding back one ounce of content.

The only thing I will hold back, because it would be against my own interests, if you are listen it would not make sense, is to give my vendor network. That is reserved for people who purchase my tele-seminar secrets "how to" course. My vendor network are my transcriptionists, my web people, my creative people, my design people – all those folks that I have created a network for. It would be crazy to hand that out on a call without having a relationship – a financial relationship – with people on a call. That's the only thing I wouldn't give away, and I wouldn't recommend anyone else on this call give that away. But I'm giving away as much as I can, as humanly possible, in the 45 minutes, the 50 minutes that we have together. So don't hold back on content. That is my advice to anyone. Make yourself accessible for free. It's so easy to be exposed to over 200 people on a call. It's absolutely or it will cost you less than \$20 to \$30 bucks on a teleconference.

Tom: That reminds me of that Zig Zigler quote, "You can everything in life you want if you help enough others get what they want."

Alex: That's right.

Tom: So give all. I mean, don't hold back, like you said.

Alex: It doesn't make sense. It's for your selfish-interest that you don't hold back, but ironically people do. And we call those people "scarcity thinkers" and God bless them. There's plenty of them. But for them we wouldn't succeed.

Tom: What are some of the secrets of selling from tele-seminars, or would you just recommend they be all content?

Alex: You can sell with content. I've sold at least a dozen times on this call. Right? I've given people the ability to do business with me, and I've actually told them don't do business with me yet. Look, wait, watch. Check out what I'm doing. Don't make a purchase. I had a woman who wanted to purchase "Tele-seminar Secrets" on Valentine's Day for her husband. I told her, "I do not want to process the order. Your husband does not know me. He has no idea who I am. And \$1797 is going to shock him. Do not order the course." Well we have a financing option, 4 payments of \$449.25, and she was begging me. I even gave her some free content to listen to. Well, I said yes.

Husband comes home, goes crazy. They want a refund. OK? It has nothing to do with me. Had nothing to do with my content. I wasn't even shaken, because I knew that's exactly what was going to happen. If you get a "yes" too fast, it's a one night stand and it's ain't going to stick. What you want to do is court slowly. Ascend the hill of prosperity slowly. That's how you get rich. That is true wealth. That's net worth. That's not income. That's net worth. The rich measure wealth with net worth. The poor and the middle class typically measure wealth by income. I didn't say that. Harve Eker said that, my good friend and some one I just recently interviewed. You want to listen to that interview, here's a free link to it. Ask [HarveEker.com/replay](http://HarveEker.com/replay). And there's a good example of how to do a replay. I sold more books in one week than any other living human being, or all the Barnes and Noble bookstores combined, simply because we had a virtual book signing. It's amazing at the power of the tele-seminar and by doing a virtual book signing, again from the comfort of my bedroom in my home, where I'm at right now, we sold a ton of books with a 2 for 1 offer, as you'll see on that page, if you go there.

Tom: Wow. That's awesome. Now, Alex, you have shared some information. I mean my pages of notes are just filled with information I'm going to try to apply and will apply to benefit from the power of these tele-seminars. You are involved in so many things. In the introduction, all the web-sites that you have, that's just a few of the many that you have. What are some things that you would like the listeners and the people who will hear the replay line to know about some upcoming events that you are doing, some other web sites you have coming out. I know there's a brand new product, a couple of month old product that you launched that's been hugely successful with Instant Video Generator. What would be something that you'd recommend they'd want to take a look at as well.

Alex: Start with audio. I would always start with audio, because it's simpler and it's the lowest hanging fruit and it's the lowest common denominator. So if they go to audiogenerator.com, [www.audiogenerator.com](http://www.audiogenerator.com), they'll see a picture of me. They'll my new partners, Armand Moran and [? 37:17] and I would definitely subscribe to that. It's a buck a day. Less than a buck a day, and it's more than worth it. Then there's instant video generator, if you subscribe to audio generator. By the way, you can quit at any time. Instant Video Generator is \$39.95 a month by itself, or just an additional \$19.95 if you already subscribe to audio generator. And then finally I would take them to a free call that I did, and that is [www.actionsecrets.com](http://www.actionsecrets.com). This is an awesome, awesome 65 minutes of content, which is the way I run my life. It may seem a little militant at first, but believe me, you have to really guard your time. Everyone is granted and gifted from the Universe, 86,400 of these little things every single day. You can't invent one, you can't eliminate one, and those things are seconds. You can't manage time. That is a myth. You can only manage your actions within that time that you are allotted. I hope you will listen to that. It's a free call. You don't have to buy a thing. In fact, you don't have to buy anything from just looking and going to some of the websites that I've shown you. Hopefully our paths will cross, and we will do some business in the future.

Tom: Well, Alex, I just thank you from the bottom of my heart for giving the secrets and the wisdom that you shared with the listeners today and the people who will hear this call on the replay line. And I would like to thank you once again for joining the call and definitely look forward to seeing you at future events and definitely possibly working with you in the very near future.

Alex: OK, I look forward to it. Thank you for making this happen.

Tom: Thanks, Alex. Have a great evening. Take care. Bye.