

“FRED GLECK *Presents ...*”



SELLING PRODUCTS

from
the

PLATFORM

*A comprehensive guide
for speakers, seminar leaders
and trainers.*

FRED GLECK

**SELLING
PRODUCTS**
.....
PLATFORM

*from
the*

*A comprehensive guide
for speakers, seminar leaders
and trainers.*

FRED GLECK

**Fast Forward Press
Hendersen, NV**

Selling Products from the Platform
by Fred Gleeck

© 2003
Fred Gleeck
C/O Fred Gleeck Productions
209 Horizon Peak Drive
Henderson, NV 89012
702-617-4206
E-mail: fgleeck@aol.com
www.fredgleeck.com

All rights reserved.

Printed in the United States of America

Cover and text design © TLC Graphics,
www.TLCGraphics.com

ISBN#: 0-936965-01-0

“Fred Gleek rocks! He coached myself and a few of my friends in 10 minutes on his methods and immediately and dramatically increased our platform sales. I’ve not seen any information anywhere this detailed, specific or practical. For the small price I would consider it a must buy for anyone who does any kind of public speaking involving product sales.”

– *Marlon Sanders, CEO, Higher Response Marketing, Inc.*

“You must buy Fred’s book. Your investment will be repaid times 100 in the very first month!”

– *Nate Booth, Professional Speaker*

“Get this book! Discover the marketing savvy of a master product pitchman. See how to create your products at minimum cost. Then how you can sell them at maximum profit. And how to dangle alluring incentives to inspire audience members to go for your whole enchilada on the spot!”

– *Burt Dubin, www.speakingsuccess.com*

“This power-packed book is full of practical, proven ideas and techniques you can use immediately to supercharge your sales from the platform.”

– *Brian Tracy, Author, Speaker*

“Fred, I couldn’t put your book down. It helped me immediately see areas I was overlooking in maximizing my sales from the platform. Best of all, I’ve put your techniques to the test and they work extremely well. Thanks to your book, my platform sales continue to increase.”

– *Bob Serling*

“Fred Gleek is a master at selling product from the platform. He shares all his secrets in this comprehensive book. It’s worth its weight in gold to a speaker who wants to make more money in the back of the room.”

– *Roger Dawson, author of
Secrets of Power Negotiating*

INTRODUCTION

Who is Fred Gleck?

After getting fired five times from major corporations I went out on my own as a marketing consultant and professional speaker. I have been doing both for 17 years. I used to speak over 100 times a year. I now speak about half that much and make a lot more money. The primary reason is because I've gotten very good as selling products from the platform.

What I cover in this book is the result of relentless testing. I make well over 50% of my income from the sale of various products. I meticulously track what maximizes my sales and revenues. Read carefully, and follow my system. Learn from my mistakes.

Product sales ability from the platform, or the lack thereof will dramatically affect how financially successful you will be in the speaking, training or seminar business.

I've seen all the "world famous" speakers sell their products. I have watched their numbers. I have never seen one who moves more products per person than I do. This isn't arrogance, these are just the facts.

First, let's talk about how you rate yourself on product sales. The criteria I use is dollars per person, per minute. I used to use the formula dollar per person.

One day I was presenting at an internet marketing event. I only had 10 minutes on stage. This was because I was not a previously scheduled speaker. After tabulating my sales results, I found out that I had sold around \$6,000

worth of material. I as “bummed out” that I hadn’t sold as much as a friend who had sold over \$30,000 worth of products.

Using my old method of computation I had done about \$100 per person. There were about 60 people in the room.

My friend, Jonathon Mizel, the internet guru, then pointed out something very important. He said that my method of computing results was inaccurate. He went on to say that my formula left out a key component: TIME! He suggested that I add the time element to my formula. Jonathon convinced me that without this component, the speaker who has two hours to ingratiate themselves to the audience has an obvious advantage. These people would have more time to gain the audiences trust and thus sell more products.

I agreed. Using the new system, my numbers would be: \$6,000 divided by 60 people, divided by 10 (the number of minutes). The result: \$10 per person, per minute. This method of computation adds the important element of time.

I did seminars for a number of years with CareerTrack. Formerly the largest public seminar company. They did various kinds of professional seminars. I was always the top salesperson in every topic that I taught in.

I gave my first public seminar in 1984. About a year or so before that I took a seminar on “How to Start and Build Your Own Consulting Business.” I took the seminar from a guy named Howard Shenson. He later became a mentor of mine. Whenever he came to New York City for a consulting or speaking assignment, we would get together.

After I saw his seminar I said to myself that not only could I do the seminar, I could do it better than he did. It turns out, I was right. He even agreed.

So I went out and read every single book I could find on the topic of consulting. Close to 70 in total. I gave my first seminar on consulting having never done a days worth of

consulting work. I do not recommend that you follow my lead.

However, that's not to say that many people don't do the same thing. I have heard countless stories about the "so called" real estate gurus, some of whom have never owned a piece of real estate themselves doing seminars on how to buy and sell real estate.

The very first seminar I did, I did a reasonably good job. The evaluations were good. I made about \$2000 total on a Saturday. I knew that I had found what I loved to do. I recorded that day's seminar. The next time I did the seminar, I was selling product.

The only mistake I made was that I was dealing with a generic marketplace. Not a niche. The net result? The product prices were lower. I had a package that I was selling for a maximum of \$125. When you are dealing with a generic market place, the absolute top end of the price range is probably \$497. This is just a guess and I have no hard data to back this up. It is my personal hunch.

The actual top end of the range is probably closer to \$300. Learning how to sell products from the platform is an art as well as a science. There are steps that you must make mechanically to be successful. But, you must do them within the context of being yourself.

Use your own language, but follow the "system" described in this book and you **will** be successful.

Learn how to sell products from the platform well and it could be worth many millions of dollars to you over the life of your career as a speaker or seminar leader. Take the time to learn how to do it and it will pay off in spades. It has for me.

I love making money, but it is not my primary motivation. I keep my overhead very low. But, I still go back and forth between New York City and the Las Vegas area. In the near future, I will also be spending summers in Europe.

I am also more “success oriented” than I am “money oriented.” I am, however, highly competitive. I think it's because of my background as an accomplished amateur golfer. At one point in my life, I even considered doing it for a living.

Looking at the equation: $S - E = P$. I make good P (profit) in business both because I am good at increasing S (sales), but also because I am good at decreasing E (expenses).

SELLING PRODUCTS from the PLATFORM

.....

The Mental Side of the Product Sales Game

You cannot get up in front of a group of people and be successful selling your products (or anyone else's) unless you have 100% confidence in the materials you are selling.

For me, this has two components. First, you need to create great content. Secondly, you need to package your products attractively. Doing both will dramatically increase your confidence when you get up in front of people and do your product presentation.

You must have products you are proud of. That doesn't necessarily mean that you have to have them packaged in fancy four-color packaging. It means that you have to feel that your materials are worth many times more than the price you are charging.

You must also feel that your products will help make a significant change in people's lives. Let me give you an example. I was just at a Peter Lowe Success event (a one day event which showcases a variety of speakers) to critique a client of mine who was one of the speakers.

I was impressed with his speaking ability. He's a very good speaker. He was sincere and packed his presentations with content. He is also very funny.

Here's his problem. He feels uncomfortable SELLING up in front of a group.

My question to him was: WHY? He told me it was because he felt a little bit uncomfortable with the whole sales process. He felt a bit odd asking people to buy his materials.

I asked him if his products really worked. He shot back strong and forcefully: "Yes, of course they work!"

He had received many glowing testimonials from people saying the same thing.

I told him that with a product that works that well, he should feel guilty if every person in his audience **doesn't** buy. His products are so beneficial to people he should approach the sale of his materials with an almost religious zealotry. After all, in many cases, he was saving lives.

His product sales have since increased substantially as a result of this change. In his case, a change of mindset.

I think he now "gets it." It has dramatically changed the forcefulness of his product presentation.

Be Confrontational of the Status Quo

In my presentations, whether they are short one-hour affairs or more lengthy seminars, I am always very confrontational of the status quo. I attack the popular wisdom. I expect that you probably do the same.

I think that this is critical to selling products. If people feel like they know everything that you give them in your speech or seminar, they will be very unlikely to buy your products.

Why should they? They knew everything that you talked about in your presentation. Most of them will suspect that they will not be very surprised or impressed with your products. It's a very logical assumption!

If you don't have material that is particularly novel or different, you need to get some. Add it to your presenta-

tion to help improve both your speeches and your product sales.

The more you attack the conventional wisdom, the more apt you are to be perceived as innovative and different. If you present your material in this manner, the chances of selling products will be much higher. People will feel that you have even more new and exciting information to give them.

In every niche market in which I speak (about 15 these days) I constantly go on the attack against the establishment in that industry. Coming to one of my seminars they will hear many things that they have never heard before. Most people don't want to rock the boat. In any industry, I **do**. I think you should as well.

Many in my audience, as I'm sure is the case with yours, have gone to see speakers at meetings and conventions before. They have "heard it all." They have bought tapes in the past and been disappointed. They have heard the same old repackaged crap over and over again.

The only way you can get those people to reach into their pockets and pull out their credit cards is to let them know that your material will be different. This starts with the content of your presentation. If there is new, creative material in the presentation itself, people will assume the same about the product.

Make sure to also pack your handout with content. Also make sure that the information you give them on the handout is immediately useable. Doing this will make people assume that your products are the same.

You Must be Liked/Respected by Your Audience

In order for people to buy from you two things must be true. They must like you and they must respect you.

Pick up a copy of Robert Cialdini's book: "Influence" to understand the "power of liking." This book is also a great

reference tool for understanding a number of key elements of the product sales process.

To your audience, you have to seem nice. You have to seem approachable. You also must appear to be highly competent in your field.

You probably don't have a hard time agreeing with this concept. Now the question is **how** to behaviorally manifest these two characteristics.

People like you based on how you handle yourself and your audience members. Do you greet them before your presentation starts? Do you firmly shake their hands and give them your full attention as you greet them?

When someone asks a question from the audience do you listen attentively and not put anyone down for asking what may seem to be a "stupid" question. While speaking are you smiling and having fun? Can you make yourself the butt of your jokes?

All of these things can help get your audience to like you.

As far as generating respect, there are a few key ingredients. You must be 100% knowledgeable of your subject matter. You must have a grasp of all the current trends and issues in the industry. You must be able to back up any controversial statement you make with research.

All of this will allow you to take controversial views and still be respected. Even by those who may not agree with you.

Think about it for yourself. Would you ever buy anything from someone you didn't like and respect that cost you over \$500. I wouldn't! Your audience won't either!

Measurement Eliminates Argument

There are two signs up in my office. One says: "Measurement Eliminates Argument." The other one says: UPSSELL EVERYTHING.

As a marketing consultant, whenever I talk to my clients, I always communicate to them the importance of measuring the results of any of their marketing efforts.

As a speaker, you need to make sure and track your numbers each time you do a presentation where you sell products. Note what you are wearing. Note the particular presentation you used. Record the total number of people who were there. Record the total number of sales that were made. Note the exact amount of time you spent in front of the group.

In short, measure everything you possibly can.

Always make sure to tape your presentation. If you blow the doors off your product sales, you will inevitably be asking yourself: "What went right?" If you don't have a recording of the presentation, you may not ever be able to find out.

After each presentation, analyze your numbers. Try to find out if you sell more wearing the double or single-breasted suit. Do you sell more when you have on the red or the green tie. Do you sell more in flat shoes or in heels? Men, please don't respond to that one.

If you want to sell the most product you possibly can you want to make this into a scientific effort to find what works best, in every conceivable area.

How Do You Measure Results in the Speaking/Product Sales Business

As I mentioned earlier, when I worked with CareerTrack, I was concerned with only two things. My evaluations from participants and the number of dollars sold per person at every event.

This is how they measured my performance and it was how I evaluated myself. I am no longer as concerned about the evaluations because I am 100% confident in my material. BUT, I still do them. I still very closely monitor

my sales figures at each presentation.

As I mentioned earlier, the way that I compute how well I've done is by using the formula: dollars/person/minute. Whenever I coach someone to improve their product sales numbers I ask them to record this number every time they do a presentation.

Some people, in order to inflate their numbers, compute the number of dollars sold per buying unit. If three people come from the same organization they consider that one buying unit. Working your numbers this way is how the federal government deals with the issue of social security. Smoke and mirrors! Don't do it. Compute dollars sold per person, per minute. PERIOD!

When coaching people I'll also ask them to test different things in their presentation. One at a time. We then keep those things that produce results and discard those which don't. For me, this is a science **and** an art. The art is in selling product. The science is in tracking the numbers.

When someone calls me and says they had a "great day" my next question is always, how much did you do?

The response I am looking for is dollars per person, per minute. This is the only number that counts to me.

Is it possible to sell a lot of product and not get great evaluations? It is. I think that if I never sold products to a group that my overall evaluation average would be higher. This is because a certain percentage of your audience will feel disturbed about your doing a product presentation for your products. They just don't feel selling products is appropriate.

Live with it! If your goal in the speaking or any other business is to make everyone happy, you will always fail! There will always be a certain number of people who will bristle at your unabashed commercialism. Expect it.

The real question in my mind is this one. How many people will you disappoint by not having great information available for them to buy right there on the spot? My

guess is quite a few. Don't worry about those people who have a problem with your presenting your products. It is their issue, not yours!

Mental Preparation

I am not one of these New Agey kind of guys. I don't believe in chanting or burning incense before your presentation. But hey, if it works and you can get measurably better results from doing this, that, or the other, then by all means do it.

Getting into the right state of mind is critical to your success in selling products. This is over 50% of the battle. I really believe this.

You must go into the event with an **attitude** that you truly want to help people and you will do anything that you can to make this happen. Everyone gets into this "head" in a different manner.

I suggest you try any and everything you can and see what works.

My approach mentally is this. Every time I speak in front of an audience I KNOW I have something of value to give them. Both in my presentation and in my products. How do I know this? From the evaluations I get every time that tell me so. Also, from the great letters people send me telling me how much the products helped them.

How did I get these great evaluations to begin with? I spoke (and still speak) about topics I have an incredible passion for. This is essential to me.

If you had a very close friend who was in business and you had found something that would make him 20% more revenue over the next 12 month, how passionate would you be in trying to get him to buy it?

I'll bet you'd be pretty adamant.

If your products truly do work like you say they do, you need to get almost fascistic in your insistence that they

buy the material.

But similar to religion, different people respond to different approaches. You need to see what will be the most effective way to get the greatest number of people to respond to your product sales message.

If you know what you have is good and will honestly help people, your mental attitude will be just fine. If you have some very weak material, your chances are slim.

The Look/What You Wear

Many speakers dress up like Barbie and Ken dolls when they present. For me, this just doesn't work!

I always make my attire totally contingent upon results. I have experimented with this over the years.

What works best for me is when I am in dress slacks and a multi-colored sweater. My God Fred, don't you wear a suit like all the other speakers? In short – NO!

I dress in what I call professional, casual. This allows me to look different than my audience in most cases. What can these folks learn from another "suit." In their opinion, probably nothing.

As long as my hosts aren't offended by my mode of dress, I wear what will generate me the best evaluations and the greatest product sales numbers. Make sure and ask them before you do it. I suggest you do the same.

100% Absolute Confidence in Your Products

If you don't have complete and total confidence in the quality of your products, go back and redo them. If you don't have this level of confidence, it will be as transparent as a silk dress on a sunny day.

If you can't get up in front of a group of people and ask them to put \$500 or \$700 on their visa or mastercard that

they have to pay off over the next 18 months, then your products aren't good enough. Even if people in your group have no financial worries whatsoever, you need to act as if they have to make a choice between eating a full meal tonight and buying your products.

When you can feel 100% comfortable asking them to part with their money for products rather than having a full meal tonight and mean it, you've got products that are good enough. If not, redo them.

I pack all of my products full of information. Lots of content. Very little fluff. People want a decent presentation, but more importantly, they want content. In one of my niche markets I have been in for over 10 years, I have had two product returns. I have sold well over 3,000 sets of material. My return rate is virtually 0.

The confidence must be both in the content of the products as well as the packaging. In order for you to be confident in the content you need to pack them with real, useable, easy to follow "how to" information. The packaging need not be fancy, but you must feel confident about it.

Occasionally I will sell products at a substantial discount in very select markets. The way that I justify the price reduction is that I don't include any packaging. I just bind all the cassettes together with rubber bands. I am still confident in the packaging, or in this case, the lack of packaging.

To be honest, my packaging has never been really super-attractive on my audio cassettes. In some markets I do have some very nice 4 color covers on my videos.

My confidence in the videos isn't any greater than the audios, however. Do I lose some sales as a result of this type of packaging. Maybe on occasion. Here is an example of a quote from one of my seminar evaluations:

"I was very close to purchasing 'package A' (3 tapes @ \$195) until I saw that you did not have all the tape sets

available, and the ones you did have were not packaged, but held together with rubber bands. One might argue that only content is important. However, as an expert in marketing, I would disagree. Nonetheless, I'm very interested in what you have to offer. I look forward to visiting your website, and expect to be purchasing some of your courses."

This is **not** a typical comment, but I wanted to put it in to be honest. You do get reactions like this. But to be honest, this is the first comment I've seen like this in over 5 years. My response? SO WHAT?

Return rates are always lower when you sell in person versus any other means. People see you, people like you, people buy from you. They are much less likely to return the product in this situation. But if the product is substandard, they will return them regardless of whether or not they saw you present.

Another reason why I feel so confident in getting people to buy my products is because of the impressive guarantee that I offer. I will cover guarantees later.

Room Set Up

If you are doing a presentation of under 90 minutes in length you can get away with using theatre-style seating and not have it affect your sales.

I have found that any presentation that goes over an hour and a half you need to have space for people to write. If people aren't comfortable sitting and listening to what you have to say, it will be very difficult for you to get them to buy. It's just common sense.

So make your decisions accordingly. If you are promoting your own seminars, this may mean booking a larger room at greater expense. Do it. It will pay for itself in additional product sales.

If you are doing a speech for an association of corporation, try and get them to agree to the same.

Meet/Greet Before the Speech/Seminar

I always like to meet and greet people as they come into the room.

Most “big shot” speakers don’t do this. Some just don’t like people (don’t kid yourself, there are many speakers like this). Others like to create an aura of unapproachability. This somehow gives them the feeling that they are special.

Well, I feel pretty special, but I like people. I have also found that I sell a whole lot more product when I shake hands with people as they walk in the door. I can’t shake everyone’s hand, but by the time I get introduced to speak, I have a large percentage of the group already on my side.

You can actually feel the difference in the room. This makes my mission of maximizing product sales that much easier.

I suggest you do the same. But don’t make people feel like you are doing it out of obligation. If they get those “vibes” this technique will backfire on you.

Displaying Your Products

Should you have your products on display? Yes, but not in such a way that makes you appear as if you are blatantly selling. This is a mistake made by many apparently smart seminar leaders and speakers.

Displaying the products in such a way as to look like you are blatantly selling can create a defensive reaction on the part of your seminar or speech attendees. My definition of blatantly selling is to have loads of product sitting on a table as people are walking into the room. To make it really look bad, make sure to have someone behind the table flashing a big toothy grin to anyone who will make eye contact.

They see that you are setting them up for the sale. When it gets to where you give your product presentation, they are already negatively predisposed. You don't want this to be the case at your next presentation or speech.

In a small group of less than 35 people I will put the products on a table directly behind me. In a larger group I will put all the products nicely displayed on a round table off to one side of me up on the platform, if there is one. If there isn't one, I will stack them one on top of the other sitting on a nearby chair.

This allows people, in any size group, to know that there is something on display, but not to have it shoved in their faces. The "shove it in their face" approach would be accomplished by having a large display on the table when people first walk in the door.

Even though you want to be honest in your sales approach, you don't want to look like you are over-selling, or trying too hard.

Checklist to Bring to Your Gigs

I have a checklist for every individual speech or seminar that I do. Not bringing the right materials will kill your sales. For example, if you forget to bring samples to show up in front of the group. That would be a deadly mistake!

Make sure you have a checklist of items to bring to your presentations. Go through the checklist before you leave to make sure you have everything. When you get to the engagement, check things off as you unpack them.

When you find you need something that wasn't on the list, ADD IT for next time. Within a very short while you will have a very comprehensive list of what you need and will never forget anything essential that you need.

This is a mandatory item. Don't forget to do it!

Accepting Engagements

I no longer do any speaking engagements where I am not allowed to sell my products. Even if asked to speak to YPO (Young Presidents Organization)? Well, there may be a few possible exceptions. That may be one of them.

Only accept engagements where they allow you to sell your products. This should be one of your requirements. It must be in your contract that you can do so. If you can't sell products, **don't** do the speaking engagement. You will not make the money you deserve.

The main problem that meeting planners (or those who have arranged the event) have with you selling products is that they fear a hard sell. Most of these folks have had some speaker come in and spend the entire time presenting your products instead of delivering content. It's a valid concern. To overcome this, send them a tape of one of your presentations. Explain to them your philosophy on products and how you make your product presentation.

Tell them it would be exactly the same as on the tape and explain to them how you do your product presentation. This should help you to overcome the objection.

I would hate to invite someone to speak who sold products in a tacky or improper way. That said, let me warn you. You will have some people who will outright refuse to let you sell products.

Unless you are speaking to some group who you must speak to, turn it down. If you are effective at selling products from the platform, you will make more than 50% of your revenue from product sales.

Getting an Association on Your Side to Sell Products

Associations are always skeptical of people who sell products when they present. They have been burned in the past and their members have screamed in their ears.

If you do get the opportunity to speak to an association, don't assume they won't let you sell product. They will initially tell you that, however, so be prepared to hear it.

Some of my biggest paydays have come from speaking gigs to associations.

In order to get an association on your side with regards to this issue, you need to do two things. First, you have to convince them that your entire presentation will not be a sales pitch for your products. They have seen this approach before and frankly, they are gun shy.

The best way to do this is as I said before is to send a video tape of your presentation to another association where you can show them first hand exactly how you present your products. If you do things as I recommend, they will not be offended.

The second thing you need to do to get any association to support your product sales efforts is to cut them in on a piece of the action. Make them a partner in your sales success. Offer to give them 10 or 20 percent of your gross sales if they agree to have some of their staff help you work the tables.

If you offer them this kind of an arrangement and they agree, you will be surprised at how "helpful" they can be. You will hear it in their introductions and they will talk you and your products up all over the place.

To make this happen you need to show them the value of the products to their members. The best way to do this is to get as many testimonials as you possibly can from their membership. Demonstrate to them how much help you have been to members of their association and prove it.

On some occasions, they will become "true believers." If and when they do, hold on, you're in for a great ride. As a hard-core supporter of you and your products, the effects on your product sales will be significant.

Never feel bad having to cut the association a check for more than your speaking fee they are paying you.

Consider them your highest paid full commission salesperson.

If things go this way, start looking for another equally zealous association partner.

Go Quickly, Leave People a Little Overwhelmed, a Tad Confused, Yet Favorably Impressed

Whenever I give a speech or seminar, I have 3 goals. To maximize the amount of income I derive from the speaking engagement, to get people to give me great evaluations and have people think that I was a great speaker and get asked back to speak to the same group.

If your goal is to sell product, listen very carefully to this one. I speak quickly. Not just because I have spent the last 20+ years in New York. It's also because I have tested this item extensively over the years.

I have conclusive evidence that speaking quickly, everything else being equal, will increase your product sales.

It will not hurt repeat engagements either. At least I haven't found that it hurt my numbers in that department. Heck, maybe they want me back because they didn't catch it the first time!

If you want to overdo it on content delivery go right ahead. This is what I do. I want to leave people exhausted and a bit overwhelmed.

Pack your speech or seminar with content and the fact that you moved quickly, too quickly for some, will be a non-issue.

3 Characteristics of a Great Speaker

People are much more apt to buy products from someone who is perceived as a great speaker, everything else being equal.

Over the 4 years or so that I did CareerTrack seminars, I did a survey on the sly. I would ask participants at these events to write down what they thought were the 3 most important characteristics of a great speaker.

I did not give them any other coaching. I just asked that question and repeated it exactly the same way if they didn't quite hear it right. Over the course of a year I did this informal survey many times and got a total of about 2500 responses to this question.

They would write down their answers on a slip of paper and hand them to me at the end of the seminar.

I compiled the results and this is how they came out. Although there were other answers, these 3 were at the top and in this order. All other answers accounted for less than 20% of the total answers.

Sincerity

Top on the list was sincerity. People want a speaker, I believe, that they feel is "real." There is nothing that turns people off quicker than someone acting, or speaking like someone they aren't.

Everyone knows this intuitively, the question is how do we create sincerity? What are the behavioral manifestations of sincerity? When people say "that speaker really meant what he/she was saying." What caused them to say and think that? I have found 3 elements to be the greatest contributors to what we all know and perceive as sincerity.

First, you must speak in a conversational tone. A tone that people will feel is how you normally talk as a person in your every day life.

This is one of the reasons I think that Oprah is so successful. When you listen to her you get the feel that she is really the person that you hear and see on TV. Same thing with Hugh Downs, the former host of 20-20 on ABC.

If you want a professional speaker example of this, take Lou Heckler. One of my favorites. He is REAL PEOPLE personified! If you don't know who he is, you should. Call NSA (National Speakers Association) and get one of his tapes.

Another necessary ingredient to convey sincerity is to speak only on things you really believe in and feel passionate about. Those speakers who can "talk about anything" will fall flat on their face in this area. There is no way they anyone can feel truly passionate about everything (or anything) they speak about.

Lastly, to convey what others will perceive as sincerity is comfort and an in-depth knowledge of the material. You really need to know what you are talking about when you speak to be perceived as sincere. This means that whatever your topic, you need to be an eager and interested student.

I have always had a passion for marketing. I read every book, attended every seminar, and continue to buy every tape on the subject. Over the past 10 years I have spent over \$100,000 in my study of marketing. When I speak on this topic, one of the things that contribute to my being perceived as sincere is my passion as well as knowledge of the topic.

For you this means picking a topic area that you really enjoy and studying it. Reading everything you can about it. Knowing the field inside and out. Keeping current with the latest trends and ideas. If you try to do all of this with a topic and find it to be drudgery, you are not speaking in the right topic area.

Someone talked to me not long ago about what they were going to do when they retire. I don't understand retirement. If you love what you do, shouldn't you want to do it forever? My Dad is now 89. He has written 17 books since the age of 65. He couldn't have done this unless he loved to write. If I live to the same age, I am sure I will still be a serious student of marketing.

Content

The second highest item on the survey was content. People do not want to listen to a speaker who doesn't deliver solid, useable information. How does one insure that this happens? With a few simple steps.

First, you need to deliver information that is non-theoretical. It must be information that is practical and easily applied. You should make it crystal clear how people are to use this information. Give them all the tools. Nothing should be left to chance. At the end of your seminar or speech, people should **not** be left thinking: "OK, what do I do now?"

You have got to give them the steps to follow. Preferably in a handout that details everything they need to do. If you have ever bought a product that needs assembly, just think about how you have felt when the directions they included were inadequate. If you give poor direction to your audience on the HOW TO DO IT side, they will judge you as weak in the area of content.

In order to make sure that your content is applied, you need to hang each of your major points on a hook. In addition to your handout, you need to tell a story, or give an example that people will remember. Some "anchor" has got to be present to give your audience a chance to store the concept and be able to retrieve it later quickly and easily. Stories and examples are the best and most memorable hooks. People will many times remember the story and then remember the content point many years after your encounter with them.

Everyone learns differently. Make sure and understand this when you are trying to give your great content retention value. Some people will need to see something — perhaps some kind of a prop or visual aid. Others will need to hear something to remember it. The story idea works well. Still others will need to apply the concept to

remember the content point. Create an exercise where they have to **do** to remember it.

Ideally, if you have 3 points that you want to cover in a speech, you can deliver these three content points and illustrate them each three ways. One for each of the different kinds of learners in the audience.

Humor

In my survey, the third most important characteristic of a good speaker was humor.

There are three key things you need to do to make your speech or seminar more humorous.

Any and all humor you use is best when it is self-deprecating. Make yourself the butt of all the jokes you use. This will endear you to your audience. It shows you have a lot of confidence in yourself to show people that you screw up and you can never make mistake and offend anyone if you pick on yourself.

Remember, only a Catholic can tell a joke that seems to make Catholics look foolish. Anyone else will appear to be insensitive and bigoted.

To be funny you need to tell stories, not tell jokes. If you tell a joke and it doesn't work, everyone knows it. No one laughs. And with a joke, there is no getting around the fact that it didn't work. When you set up a joke, everyone knows what that set up looks like. They also know what people thought of the joke by the amount of laughter you get.

There is an easy way to be safe on this one. Tell stories! When you tell what you think to be a funny story and no one laughs, everyone will just think it was a story. The joke set-up telegraphs to everyone that what comes next is supposed to be funny. If people don't laugh at the joke, it will be looked at as a joke that didn't work. This is not true with a story. If it is funny, people will laugh. If it isn't, it will just seem like another story. Less harm done.

This leads to the last point I'll make on humor. IT'S ONLY FUNNY IF THEY LAUGH. The definition of funny must come from the people receiving the message. I don't care if you think a joke is funny. I don't care if your family thinks it is funny. It is NOT funny if people don't laugh.

If you try a story attempting to be funny and it doesn't get a laugh, then you need to drop the story. That is if you are looking to be funny using that particular story. Your audience is the only **true** judge of humor.

If you are looking to add humor to your speeches make sure you use self-deprecating stories. As you speak, make sure to "take notes" on which ones work (audiences laugh) and which ones don't. Drop those stories which don't and try new ones in their place.

Comedians do it this way. They start with say 100 jokes. When then deliver them, people might laugh at 5 of them. They keep the 5 and then add 95 new ones. Of the 95 new ones, people might laugh at 6 of those. The comedian will then keep those 6 that work. He/She now has 11 jokes that work. They then repeat the process.

I'm not saying that you should become a comedian on stage. But I am saying that my survey tells us that if you want to be considered a great speaker, you have to be perceived as funny. This doesn't mean that every story you tell has to be funny, but if you follow the steps above, at least more of them will. Thus enhancing your chances of being perceived as a better speaker and helping you to sell more products.

FREE SPEAKING TIPS:

To receive regular tips on how to start and build a successful speaking business send an email to:

tips@professionalspeakingsuccess.com.

The Action Idea Sheet

Although this may sound like a section on how to do seminars properly, it is also integral to product sales success.

At the beginning of every seminar manual/handout I have a sheet that I call the "Action Idea Sheet." This is a full 8 1/2 X 11 sheet of paper with about 15 large bullet points down the page. After some introductory remarks, I tell people to pull the action idea sheet out of the workbook.

I ask them if they get 3 great ideas will they feel like their time and money was well spent coming to the seminar. Inevitably people nod their heads or say yes. I tell them to take notes into the workbook but to write their really great ideas, the "AHA" ideas separately onto this sheet of paper.

I tell them that if by the end of the day that have not gotten 3 great ideas I want to them to come up to me after the seminar and demand their money back.

I review this sheet before each of the breaks. In a one day seminar, right before lunch at around 11:45 we review the action idea sheet again. This will be the third time reviewing the sheet. By this time, people usually have more than 3 action idea points written down. I have already exceeded the agreed upon expectations.

This sets me up nicely for a sales presentation. I have clearly delivered on my brash promises with incredibly dense content. I have established both rapport and credibility with the participants. The action idea sheet is tangible evidence of my ability to deliver as promised.

They will expect that they will get the same in my materials. And they do!

Answer all Questions Fully and Completely

Some people are under the mistaken impression that withholding information is effective in getting people to buy your products. This is 100% FALSE.

I have seen numerous speakers attempt to force feed their audience on buying their materials. You will hear an inept product sales speaker say something like: “For those of you who get my tapes ... “ Or they might say: “In my book you’ll find ...”

These kinds of lines can possibly be used once, but not until the half way point of a presentation. Regardless of the length of your speech/seminar or workshop, don’t even mention the products until the half way point.

Answer any and all questions as fully and completely as you can. Do not withhold anything. My mentor in the consulting and product business, Howard Shenson, personally instructed me in this area. He did so very effectively. I learned that consulting work would be less forthcoming if you withheld information from people when they asked you questions.

His contention was that if you give out all the information you know on any given topic, people will always think you have more. This may or may not be true. But one thing is certain. You will get both more consulting work and generate greater product sales if you answer all questions fully and completely.

Picking up the Product and Referring to Something in a Manual

During the course of your speech or seminar, it is helpful for you to pick up one of the workbooks for one of your products and flip through it to find something that you then talk to your audience about.

People will see you reach for something on the product table. When you later present your products, they will understand that information that you found valuable was within one of the workbooks for one of the products.

This will help you to establish value.

Don't do this more than once or twice during a one day seminar. In a presentation less than one day in length, do it only once. But do it BEFORE the product presentation.

Doing it more than once or twice will look like a set up. Which in reality, it was. Just don't draw attention to the products by doing it more than I recommend.

Make sure not to make a big deal of it when you reach for the workbook on the table. Don't try and draw attention to the fact than you are reaching for something on your product table.

At this point in time, the audience doesn't really know you have reached for something on the product table because you haven't begun your presentation to them yet. When you do your presentation to them and they remember you giving them some verbal or non-verbal cue that you were reaching for something special, they will put two and two together retroactively.

They will not respond positively. Make your move to pick up and refer to the information in the workbook of one your products very casual and nonchalant.

Handling Product Hecklers

This is a sticky issue. Not handled correctly, you can really blow a wad of cash. If you are in a large group you may have the opportunity to make \$30 or \$40K. Maybe even more. You have got to be able to handle all possible problems that occur.

If you do get someone who heckles you, here is what to do.

First off, hear the person out. If someone interrupts your presentation, don't interrupt them as they protest. Let them finish what they are saying. Tell them that they may not want to buy your materials and that's O.K. Tell them that you have sold many sets of these materials and that others may find them very valuable and that you wouldn't be offended if they wanted to leave the room.

You can even at this point make mention of your own return ratio if it's low.

When you say this to them it basically gives them permission to leave. If they leave, GOOD. If they don't, they will generally shut up from that point forward.

If they don't, in most cases the audience will shut them up.

More important than what you say is **how you handle** the person. If you react defensively, you're dead. Trust me, I've made this mistake. It'll kill your sales and your credibility. People don't get into a buying mood when there is confrontation or tension.

Pricing Your Products

Another big mistake that speakers and seminar leaders make is underpricing their products. This is what I call the "Nightingale-Conant Syndrome." They are the largest seller of informational products in the United States. Their products sell for around \$10 per audio tape.

Many speakers, in their attempt to look professionals (I guess?), copy this misguided pricing philosophy. Don't make the same mistake!

Most speakers have this distorted notion that the most that they can ask for their products is somewhere in the 10 to \$12 per tape price range. Wrong-o Buster.

First, you need to customize your products to the market niche you are speaking to. This will allow you to sell your products at three to five times the amount that most speakers sell their products for.

If I speak to a group of random business people about marketing, I can sell my general marketing products. I can sell them for no more than \$199 and still move a decent amount of product. If, on the other hand, I am speaking to a group of caterers, I have a specific marketing package targeted specifically to this group.

For the exact same amount of material as my general marketing product, I can charge \$495 and sell the same percentage of people in my audience. The difference? A product that is directed specifically at this particular group.

So one reason why speakers underprice their products is because they make them generic. Generic products, by definition, cannot be sold for nearly as much money.

Another big reason I feel that speakers underprice their products is their lack of confidence in their ability to sell them at a higher price point.

People who either aren't, or don't believe they are very good salespeople resort to one means of marketing. Lowering the price.

If you are targeting your products to a very general market, your price points will be somewhat lower. You will have to make it up in volume. If your topic is broad enough and you get enough speaking gigs, this **may** be possible.

If you still have questions on pricing, feel free to call me to discuss what would be appropriate.

Three-Tiered Pricing

Why do you think that most fast food restaurants offer you a choice of drinks in the small, medium and large size? Because people need choices. By providing more than one option, you can also persuade people to make the decision you want them to make.

Take the drink example. When you see the small drink priced at 79¢ and the medium at 89¢ and the large at 99¢, how can you not order the large? It makes no difference that you aren't particularly thirsty. It's just the best decision, given the options.

When you give people choices on prices, lead them to the choice you want them to make. Your pricing should never

be set up to have them buy the cheapest option. But it is entirely possible that you set the prices in such a way to encourage people to choose the middle option.

I am a strong believer in bundling. This is one of my “tricks” when I sell products. When you prepare an order sheet for selling products (either in person or via mail order), make sure to come up with three choices at three different price levels.

In the storage industry, I have arranged my marketing materials to match their basic needs. I tell them there are 4 steps to storage success. Each one of my product offerings gives them more and more pieces of these steps.

Option number 1 should be the lowest level product offering. You give people the “basic” version for say \$297. I don’t think you should price your low-level package any less than this price (this is assuming a tightly niched market). That is not to say that individual products can’t be priced less. In the storage industry this means they get three videos for that amount.

Option number 2 should be a step up in price from the first level. Using the storage industry as an example, I add the elements of step 2 and 3 in the process. Now they have steps 1 and 2 and 3 when they order the intermediate package.

Option number 3 is created by adding step number 4 to the total package. So in option number 3 the customer in storage gets all 4 of the steps in audio and videocassette form.

This works out perfectly because when I discuss the 4 steps in the process I stress the importance of all of them as a system. I am encouraging people to opt for the most expensive package.

Group Composition and Pricing

Depending on the group composition, I may change my prices. I rely on my instincts in this area. This is where

product sales proves to be an **art** and not a science.

You may be wondering how I can do this when I have already prepared an order sheet for this group. There are two ways to do it. One is by doing the following. Always put the full retail prices on the order sheet. The only discounted price I offer on the order sheet itself is for the “whole enchilada.”

Let’s say the total retail price of all of your products comes to \$2589. Your “whole enchilada” price might be \$997. Keeping it just under \$1000. You can keep that price point or decide to cut it even further, depending on the group and your decision on pricing.

The second way can really only be done in a small group. I carry two different sets of order sheets. If I think the group can handle a higher price point, I use the order sheet that has prices which are slightly elevated.

Some of you might be asking: How can you charge one set of prices to one group and then another set of prices to another group? The answer is very simple: Have you been on an airplane lately? Take a random survey of 20 people sitting around you and see what they paid for the same seat (almost) that you have.

That should justify the issue of pricing consistency. There is **no** reason why you shouldn’t charge the most that you can for products. That given the composition of the group and their ability to pay.

If I think a group will have a problem with higher prices, I use an order sheet that sets my price point lower. A good example is when I do classes at continuing education centers. I have a group of products that I will sell to these groups. It usually consists of 5 different products.

I have a total of 10 products for this market. I found this to be too overwhelming an amount of products to present to a group where I was only with them for 3 hours. I then split up my orders sheets into two different sets. I have 5 products on each sheet. It has worked out fine

using this system. Which order sheet to I use? It depends on the group.

What this taught me is that people can't handle more than 5 offerings on an order sheet unless you are in a one-day seminar environment in a tightly niched market.

On the order sheet it says that they can buy products 1,2&3 for the package price of \$125. When we get to the actual presentation, I normally tell them to put an X through this amount. I tell them that today, and today only, they can get this whole package for just \$99.

The package which normally goes for \$125 for just \$99.

The second offering is for products 1-5. I normally sell these as a package for \$175. I cut his price to \$125 at the day of the seminar.

If for example, I feel that the group would be in a position to afford more, I might jack up the prices at the last moment. I would just leave them at the price listed on the order sheet. Check the sample section for examples of orders sheets.

Payment Terms

If you have a product or product package that goes over \$200, you may want to offer payment terms. Allow people to break up the purchase into a number of payments.

I suggest that you consider giving people as many as 3 months to pay. This will help to increase sales. Will you end up with some bad debts as the result of this policy? Yes. Will sales increase enough to make it worthwhile? Absolutely.

I have a number of packages that sell for over \$700. At this price level, you need to give people the ability to pay for things in installments.

I usually do not put this on the order sheet when I sell products. I just relate the possibility to them verbally.

When I sell products via mail order, it is a good idea to put the payment term options right on the order sheet.

The decision to allow people to make payments should be based on testing. I have found that in the markets that I am in, very rarely do people need or want terms.

In the more mass markets, terms are probably a good thing. Again, testing is your answer.

Your Website

You must have a website. In the near future, everyone will be downloading your products from the site.

Even before we get to that point, you need a web site that people can go to see a listing of your products. The site should detail all of your products and what each one of them contains.

If you are attacking more than one niche you should have separate sites for each niche. You want to appear like a specialist in each niche market.

I own over 100 websites. Many of the different sites promote my individual products and services. I would recommend that you do the same. I also have my main site: www.fredgleeck.com.

I also recommend that you pick up a copy of webmarketingmagic (www.webmarketingmagic.com). This is the software I use to market my products and services. It has everything you need and more. You can sign up for a free 30-day trial and check it out for yourself.

Don't give away too much on your site. An article or two will be fine to show them you know what you're doing.

You do not have to spend big money on your site. But it does have to be functional. I suggest you contact my webmaster, Darrell Boyce at webproblemsolver@aol.com. He has done a variety of site for me and my clients. He is very good and can be trusted to do good work at a reasonable fee.

We could spend 30 pages talking about the right way to design a product web site, but that is not appropriate for this book.

You Must Offer Credit Cards

You must offer credit cards as a form of payment. If you don't, you cut your product sales by 50% or more. This is not an optional item. It is mandatory. Don't have credit cards? Get set up to take them. Call the folks at e-commerce at 1-800-675-6573. Tell them I sent you. Their rates are very reasonable.

Accept Visa/Mastercard and American Express as a minimum. The other cards are less important. Over 90% of people will want to use these cards if they choose to use cards.

Is it a pain in the butt to set this up? Yes, a little. But keep in mind how much more money you will make when you offer people the option of accepting credit cards.

This is not a negotiable item. Take credit cards. If you don't, you are losing money.

Will it be difficult to set it up? Yes. It's a hassle but it's worth it. Trust me.

What About Checks?

I take checks. Do I get burned on occasion? Absolutely. I look at it as a cost of doing business. I suggest you do exactly the same.

It all depends on the group. But with most groups here is what I do. I tell them that if they don't have their checkbook, it's no problem. I tell them that I trust them. They can take the products with them and then send me a check later. I tell them I have a very effective collection agent named Luigi. He has a 100% success rate. I make it funny.

Take a look at the small print on my order sheets in the appendix.

If people don't choose to pay on the spot, I only give them one set of tapes from their order.

If you don't take checks, you will lose sales.

I like to make it as easy as possible for people to buy from me. This includes allowing checks as a method of payment. Do I ever have someone stiff me? Absolutely. Again, look at this as a cost of doing business.

In my presentation I will say: "Some of you are saying, Fred, I would love to buy your materials but I didn't bring my checkbook. No problem. If you promise to put the check in the mail tomorrow I will let you take the materials now and you can send the check when you get home."

By trusting people I have had very few problems. It creates obligation on their part. I also try and "guilt trip" them a little. I tell them that if they don't pay, it won't affect me that much but it will be really bad karma for them.

The number of customers you gain through doing things this way will more than make up for those that stiff you and never send you a check. After all, all you lose is the true product cost, which is minimal.

I will then send people invoices every month. It will reflect any partial payments they have made and the remaining balance. People may pay more slowly using this system, but they usually end up paying eventually. Those who don't pay usually end up returning the product.

Even given the amount of time and energy this takes, it is a net positive thing to do. The only time I wouldn't do this is when you are in a mass market. Working in a niche seems to work fine this way.

My suggestion? Take checks.

Packaging Your Products

I recommend that you standardize all of your audio cassette programs into a maximum of 3 different sizes. One package for a two cassette program. One package for a four-cassette program and one for a six-cassette program.

You don't want to be ordering more than 3 different audio cassette packages if you can help it. It also saves you a lot of money. Try and deal with what are referred to as "stock products." These are products that manufacturers keep in stock because everyone uses them.

Not only will you get a better deal price-wise, but they always keep these items in stock. Thus, you will be able to get your orders quicker. This means you won't have to inventory as much stuff at your location and have your money sitting on the shelf.

Refer to my million dollar rolodex and refer to a company called Blackbourne. They will be very helpful in getting you the packaging you'll use.

I try to avoid creating a lot of paper to go with my products. Having a lot of printed matter increases your costs dramatically. Let's assume you have a "manual" that goes along with your product. Say that it's 200 pages in length. Single sheets.

This will increase your cost by at least \$6. It will also increase your postage by at least another \$2 in most cases.

I'm not saying you shouldn't include printed matter if it is essential to your product. But remember to compute that in your product cost and price things accordingly.

If you do include printed matter with your products, consider shrink-wrapping the paper so that it doesn't get bounced around in transit. You will have a certain number of people who will get really turned off by damaged paper and return your product for this reason alone. If they don't return the product, they will hesitate to buy from you in the future because of this experience.

As far as how to bind your paper, you have a few different choices. You can either buy packaging that comes with a binder allowing you to have it all come as one package. In this scenario the binder has room for a certain amount of printed pages and then has a “tray” of two, four or six cassettes glued to the back or front inside of the binder.

They can look pretty good. I have used these for packaging some of my own products and I wasn't happy with them. I would rather have you use standard binders that you drop a cassette tray into along with any printed manual that goes along with the product.

In the future, I'll be giving people a website address for people to download the manuals for each of my products that have them. This will make it cheaper and easier for both you and me.

Value of No Packaging – Rubber Bands

When you cut your prices on your products at your seminars there must be a justifiable reason that you can articulate to your audience.

In some of my groups I will sell them the package at significantly reduced rates because I leave out the cassette binders that normally hold the products. This allows me to cut prices and have a reason for doing it.

It is basically a gimmick to let me cut prices to a specific group and have a justification for doing so.

I use two lines to explain why I am reducing the price of the products I am presenting to them. The first line relates to the fact that they are a captive audience and my cost of marketing is much lower. The second reason I give is that they will not get the fancy packaging.

For those who insist on the packaging, I will always sell them the product at the higher price. In this case, packaging becomes an upsell.

Having Products in Inventory

I always compute the number of people who will be at an event where I'll be speaking and bring enough product to satisfy the anticipated demand. I do this based on percentages. I usually have a good idea of how much I will sell to this particular kind of a group on this particular topic.

How do I compute this number? Experience gathered over time. I usually know that to a given group I will close a certain percentage of people. It is therefore crucial to know approximately how many people will be at your speech or seminar.

When you are just starting out selling products, you will be all over the lot on this one. Also, different groups have different dynamics. With one group, everyone will buy. With another group, a much smaller percentage will buy. Read the section on the mental side of product sales to learn more.

When in doubt, bring more than what you need. It is always easier to ship product back than to hurt your closing percentages by not having enough to satisfy the demand.

Balance this, of course, with the cost of shipping your products back and forth. But if you are pricing products at the price points (fairly high) that I suggest, it will almost always be in your best interest to have more product than you need. Even if you do need to ship some stuff back.

You only need to think of how you would like things if you were a buyer yourself. If you're like me, when you buy something, you want it **NOW**. That's why this "please allow 4 to 6 weeks for delivery" stuff is completely nuts.

If I put out a good bit of money to buy something, I at least want to take something with me that day. Even if it isn't the whole package. I need **something** to get me

started. At least one cassette to listen to in the car on my drive home. Or going back on the plane on my walkman.

No one wants to fork over a lot of cash and not have anything to show for it. If you can't give people a complete order, then at least give them some of what you owe them. So make sure and have a lot of one product that is in your basic package, so everyone who orders walks away with something.

If you do have to give people a partial order, make sure and note this on the order sheet so that when you get back to the office you don't double ship or leave something out.

Over time you will get pretty good at estimating the amount of total product to bring. By that time you'll be pretty rich, so don't worry about it.

Having Bags with Your Name on Them

For years I operated without giving people anything to carry their products in if they bought from me. Bad idea. I have now changed that policy.

This may sound a bit hokey, but I like to have canvas bags printed with my name and my company name on the outside. Since I operate and sell products in a number of different market areas, I keep the bags generic enough to use in all markets. On the outside of the bag I put "Fred Gleeck's Marketing Magic System" and my 800 number.

After your initial sales presentation you will have a break. A certain number of people will fly to the table to buy your stuff.

When they walk away, they'll be carrying a bag. Others will see the bag. Many will feel left out. They will ask to see what's in the bag. They will examine the merchandise. They will like some of what they see (you hope). This will encourage them to buy as well.

You want the non-buyers to know that people are buying product. How to do this? By advertising. Have decent looking bags to package your products in. This works particularly well when you have a bigger package to sell. If not, the bag will look empty.

If you have limited products to sell at this point, I still suggest you get the bags. They just look better when you have more to fill them with more product.

There are a number of sources for canvas bags like I'm recommending here. The source that I used last time I did them I cannot recommend you use. So you're on your own here. I would get on the internet and search under the key word "canvas bags."

Almost all of these people will request 50% deposit and the balance upon delivery. The company I used was recommended by a well known marketing guru. On the advice of my lawyer, all I can tell you is that the company was based in the San Francisco area. The bag was a decent quality, but the service was awful. They only got my business once. That was more than enough. I bought so many of them that I still have a good supply left.

If you find a great source with good prices and good service, call me. I'm always interested in the latest information from my customers.

Free Additional Gifts if ...

When you are in a big room speaking to a large audience I use a technique to get people to order on the spot. The "secret" is when I get to the end of my presentation I tell people that if they fill out the order sheet now and hand it to my assistants with the number 2 in the top right hand corner, they will receive two additional bonus tapes.

I then describe what they are. They are always two topics that the group will have a great deal of interest in.

I tell them that they can only receive those two additional items if they fill out the order sheet now and put the number 2 at the top. This will get them to do it now if they really are serious buyers.

I then instruct them to go to the table to line up. I let them know we will give them their materials as quickly as is humanly possible.

Order Sheets

An order sheet, properly designed will help to increase your product sales.

I will assume that you have at least 3 or 4 products. If you don't you will want to develop a few more.

In many of my niche markets I have as many as 5 specific videos and a total of 20 total cassette programs. In a case like this, I merely list the name of each of the products along with their regular price and the special seminar price.

Check the sample section of this book for examples.

Your order sheet should list all of your products that you offer for the market you are speaking to. It should be broken down into categories. All of the videos and then all of the audios and then all of the other different categories.

If you only have a few products available, make sure and give a full description of each. I would encourage you to use bullet points as opposed to long paragraph descriptions of your products.

As far as pricing, you should list your standard retail price and then your special seminar price to show them what a great deal they are getting by buying right now. In some cases, like I mentioned earlier, you may not want to put the seminar special price so you can adjust it on the spot as you see fit.

Also make sure to give them an offer for what I call the “whole enchilada.” This is an offer for them to buy everything that you sell at one time.

When to Hand out Your Product Order Sheets

Whenever I attend a speech or seminar I am amazed at how many speakers attach an order sheet for their products to their handout. This is the **wrong** way to do things. You lose the control.

I never put the order sheet into peoples’ materials or leave it on the chairs. I don’t want them to have the chance to look at things and make up their minds before I want them to.

I want the control.

If I am in a small group, I hand them out myself as I say the line: “Now ‘s the time for the 2 minute commercial.” I say this as I am handing out the order sheets one by one to seminar attendees.

If I am in a larger group and have some assistants, I ask them to hand out the order sheets when I give them some kind of a sign. Don’t begin doing my product presentation until just about everyone has one in their hands. If you do this quickly and efficiently it will work.

You do not want to have people sitting in the audience going over the order sheet for a minute or two until you then lead them through what they have just read. Again, you need to control the timing to make this work.

I grant you, this is tough in a large group.

The Transition and Start of the Product Presentation

When I transition from the seminar itself to the presentation for my products I make the assumption that my

audience is intelligent. Many people who sell products don't do things this way.

When I was doing work with CareerTrack they had a specific presentation they wanted me to use when that time came in the seminar. The reason why I was their top salesperson is because I never listened to their advice. I did things my way.

When I get to the point in the seminar when I am going to start my presentation I say: "NOW's time for the 2 minute commercial." I never insult an audience by trying to "transition" into the sales presentation. Attempting to make it look like what you are starting to talk about is one of elements of the seminar or speech.

I think this is 100% ridiculous. And it insults your audience's intelligence. Just come right out and tell people you are trying to sell them. They will appreciate this honest approach and buy more.

This is where you will have to develop your own script. A set of line that works well for you. A "rap" that feels comfortable.

Nate Booth, a professional speaker and coaching client of mine uses the following line: "Now it's time for the most important 2 minutes of my entire presentation ... " He obviously delivers these lines very tongue in cheek.

The key to the transition is not to change your basic speaking style. If you have been delivering your material in a very relaxed and humorous manner, don't change because you are initiating your presentation. Keep things consistent. Whatever your style is, don't change it.

If you tape all of your presentations (which I encourage you to do), you will begin to figure out what kind of a sales presentation works best for you. There is only one way to define best: "you sell more product."

Once you find what works, go ahead and copy it. They are your lines, but they work the best for you. Use them.

Timing of the Product Presentation:

When You Do Your Sales Presentation
Depends on the Length of Your Program

They say timing is everything. This axiom holds particularly true in the product sales arena. I will talk about a number of different length programs and how and when you should present your products for these different length events or programs.

30 Minute Program

With a 30 minute program make your product presentation at minute 26 or 27. In an event of this length you should also give a shorter sales presentation and give out an order sheet that gives people more complete descriptions of each of the products.

60 Minute Program

With a 60-minute program I would present at the 48-minute point. This will allow you to do a strong close with good, useable content after your relatively short sales schpeel.

In the 30 and 60-minute programs you have no choice but to wait until very close to the end of your time period to sell your products. You can't develop enough rapport or trust with your audience to do your presentation before that point.

It therefore becomes key that whoever introduces you does some powerful "credentializing."

The 90 minute

With a 90-minute program, there are two possibilities. Either you have a break thrown in there or you don't. If you do have a break, presumably it will be at about the half way point. If this is the case, then you pitch just before break.

If you're doing a 90-minute event with no break, then I would pitch a little later. I would go until the 75-minute point.

The Half-Day Program

This is where you have a morning or an afternoon to deliver your information. Present before a break, but not until you have delivered at least 50% of your material. If you have two breaks and one of them is just one third of the way through, then wait until just before the second break to do your sales presentation.

The One-Day Program

To sell products successfully in a one-day program, make sure that you deliver plenty of meat and useable information before the lunch break. Do your sales presentation just before the lunch break

The Multi-Day Program

If you do programs that are 2 days or more, you should present your products at the end of the first day. Then remind people no more than once a day that they need to hand in their order sheets before the session is order to get the "at seminar" discount.

Don't Act Like You're Not Selling

To act like you're not selling is not only disingenuous, it will hurt your sales. When you start to sell your products, people know that you've entered into a sales mode. No matter how hard you try to disguise it, people can tell. My suggestion: DON'T try and disguise it. Be up-front about it.

This is diametrically opposed to how CareerTrack demanded that I sell products when I worked with them. Had they allowed me to do things my way, not only would I have had the top numbers in any topic (which I did), but I would have outsold every one else by an **even larger** margin than I did. In many cases, like I said earlier, I ignored the rules.

When I get to the point where I am going to sell products, I don't make it seem like I'm not about to sell them. I tell them! You will see when you look at the transcript of my presentation that I say: "Now's time for the 2 minute commercial."

Doing this let's people know that I am not insulting their intelligence. Be up front with people. If you have delivered on some great content up to that point in time, people will listen to everything you give them. Including the commercial.

The best analogy I can think of is the Super Bowl. When the commercials come on people don't leave the room. They are anxious to see the clever and creative commercials. You should have people so impressed with what you've done so far that they look forward to your commercial.

I Don't Need the Money, But You Can't Afford Not to Have the Product

If people feel you need the money, YOU'RE DEAD! Plain and simple. People don't do things to benefit you. They act based entirely on their own self-interest. Remember this when you sell your products.

Whenever I talk to my clients in the speaking world about this area of their product sales I bring up the example of the salesperson everyone has encountered at some point in their lives.

Some joker tells you that he has to sell just one more widget to win his company's trip to Hawaii. I have never responded to this approach. What's in it for me? Why should I care whether or not some person I don't know wins a trip to Hawaii. Answer? I don't. Your audience doesn't care about you either. That's not entirely true. They just care about themselves more.

I start all of my presentations with some kind of a line that tells people that I don't need their money. In my

case, I'm fortunate to be in a position to say this truthfully. This has been made possible by the fact that I have very low fixed overhead. Check the transcript of my presentation to see exactly how I word it.

You should never lie on this one. But I think that you can honestly say something like this and not violate your personal integrity. The statement would go something like this: "Your buying these products will not make an appreciable difference in my financial situation. But not buying them will make a big difference in your own."

On a per person basis I will often sell somewhere over \$200 a participant. That means that if you give me a room with 40 people, I may move \$8,000 worth of product. That's a lot of product! A lot more than most people I know who sell product.

The larger the total size of the group, the smaller the number of dollars per person that you will generate. It is tough to get a large group spend as much money per person. The numbers just aren't with you.

Here's an example from the self-storage industry, one of my niche markets. I was invited to speak at a storage convention in Las Vegas. I had about 450 people in the room. I moved over \$60,000 worth of product. That's a heck of a payday for 50 minutes of work. Now I only wish they had more storage conventions to speak at.

In my case, rather than hoping for additional conventions to be invited to speak at, I expanded the number of markets I was involved in. If I enter enough markets, I will be able to speak at enough meetings to generate those kind of numbers on a regular basis.

It's Not Your Fault – There is a Better Way

During my presentations on marketing I often present concepts that are completely foreign to most of my audience. Ideas that many of them haven't even thought of,

much less used. If you do the same with your presentations you need to be careful.

People need to feel like it isn't their fault if they haven't been doing things right up until this point.

If you don't give them this feeling they will frankly feel a little stupid and won't buy as much product from you. Giving them the right feeling about themselves is important if you are to maximize your product sales.

Specifically, you need to include lines like the following in your presentation: "I was just like you." "This is how it helped me." "Here's where I am now." "You could easily learn the same by using these products."

The key is to let them know that it is OK that they are where they are now.

Visual to Support Product? Overhead?

People who use visual aids during their presentations often times use a visual aid to assist in selling product.

I have tried this both ways. I have had much better results when I **don't** use overheads to support product sales. Some people will put their order sheet up on the overhead projector when they present their products.

I don't like this idea. It seems contrived. When I have done it the numbers haven't been as good. I don't do it.

The same is true with a Powerpoint presentation. I would leave your product pitch out.

Don't ask me why. This is what the numbers tell me.

I suggest you test this one yourself. Remember: measurement eliminates argument.

Should You Show Your Video?

In many of the markets that I am involved with, I sell video as well as audio products. For a long time when I

did a speech or seminar I always made sure to bring a TV/VCR combo. My thinking was that I could show the video. I have since dropped this routine. It did not improve sales. In fact, it hurt sales.

Why? Simple answer. I don't know. The videos are great. I offer the same great guarantees. Returns are low.

Here is my hunch. If you do a great presentation, the audience believes in you. Showing the actual video may only act to disqualify you rather than qualify you.

My suggestion? Try it both ways and see what works for you. I no longer show clips from my videos. It has not helped my sales numbers. Your results may be different.

If you want my suggestion, don't show them. But in your market, and the way you do things, it might be different.

FREE MARKETING TIPS:

To receive Fred's FREE 7-day course on marketing and promoting your own seminars and workshops (\$37 value) send an email to: tips@seminarexpert.com

Description of Products and Specific Benefits

When you go through your order sheet during your presentation, make sure and give each product a complete description. If you have a lot of products, it may only be a one or two sentenced description.

This is sufficient as long as you make sure and give your audience the specific benefits that will accrue to them if they buy and use your products.

Don't overdo the amount of information that you give regarding the products. Give all you need to give and no more. Highlight how your products will help them achieve their specific goals.

Concentrate on the **benefits** of your products.

Concentrate on how the products you sell can help your customers achieve their most important goals. People will not be motivated to buy your products unless you can show them how it will help them achieve what is most important to them.

The more specific the benefits you give, the more effective you will be and the more product you will sell.

If you have sufficient time (either because you have a limited number of products or a lengthy speaking engagement) use a story of how someone has had dramatic success with your products. Reading a testimonial here can also be very effective.

Your Guarantee

Your guarantee is one of the most critical elements of selling products. Most speakers make big mistakes here. But you aren't alone if you're one of them. People in every field are guilty of not using guarantees. Or not using them properly.

First off, the assumption I will have when discussing guarantees is that you have GREAT products. I will presume they are filled with very useable and useful content. That being the case, here is what you need to understand on the topic of guarantees.

You need to reverse the risk of buying from you. Many of the people whom you are speaking to will have never heard or seen you before. They need to feel confident that your materials work.

I have two basic guarantees that I offer. One in a specialized niche market and one in what I call the "entrepreneurial" market. In my more specialized niche markets I offer a 10X your money back, 1-year guarantee.

Before you start worrying about going broke from this kind of an offer, let me explain what I mean. I guarantee

that my customers will make at least 10 what they have paid for the product over the course of the next year, or they can return it.

My products mainly pertain to marketing issues so this guarantee makes sense for me. Whatever your products are about, make sure and try and guarantee more than the product price itself. This is always a lot more powerful and will definitely improve sales.

If you only guarantee the product that you offer and will give back peoples' money if they aren't happy, you haven't done enough. After all, they will be spending their time (a much more important commodity) to watch or listen to your product and then try and implement it.

Offering a guarantee where people will be able to make many times more than they paid is important and highly effective in increasing your product sales.

My strongest guarantee for products that I have been selling for over 13 years goes like this: "Unless you get ten times the cost of these materials, that's \$XXX, over the course of MY lifetime, send them back. Yes folks, that is a lifetime guarantee. If for any reason you aren't satisfied, for the rest of MY life, send them back and I'll give you an immediate refund, no questions asked."

People worry about giving a guarantee like this. If this scares you, then you need to go back and redo your products. Give your buyers as much practical, how to information as you can.

Will you get some returns as a result of this kind of a guarantee? Probably. The question is: How much product will be returned? A small amount, if you have a quality product. In my experience, I have had almost 0% returns on the material that I sell with a lifetime guarantee. The product is packed with great content.

Every time I watch an infomercial or see someone do a seminar, I wonder why they don't offer stronger guaran-

tees. The number of sales generated will far exceed the number of returns you must honor. Trust me.

If you don't have a great product, DON'T TRUST ME!

When I get up in front of a group of people I honestly feel that people who use my material will be substantially better off. I almost feel like an evangelist on a mission to convert souls. But in this case I'm trying to convert people into believers in a new business process. I really want them to buy. Not just because I will make some money, but because I will see people become much more successful as a result.

Testimonials

You will get testimonials both verbally and in writing.

The written testimonials almost always come in **after** the product has been bought and studied. You'll get verbal testimonials at a variety of different points in time. Some you'll get before, some during and some after your presentation.

Testimonials are very effective. I remember the best one that I ever received. You can't plan this one. I had a lady who had attended a seminar of mine 7 years before. She was back to attend a slightly different seminar.

Without my saying a word, after the product presentation, she pipes up and says: "Folks, I bought Fred's stuff seven years back and I went on to become a multibillionaire." Not exactly those words, but something pretty close.

It was a very strong testimonial, and it was clearly heartfelt. You could hear it in her voice. I sold a ton of product that day. I offered her a job traveling with me. She declined.

This should happen to everyone at least once in their careers. It feels real good and is incredibly profitable.

Since you shouldn't plan on this one, let's take a look at another way to use testimonials. During the sales presentation, I will occasionally close by reading a short testimonial letter. Play with this concept. Test it. See what works for you.

You can use testimonials in one of two ways. First you can read a written testimonial that you have recently received. The other way is to ask a previous product buyer, if there is one in the audience, to give some honest feedback to the group.

You better make sure you have a serious fan if you ask them to do this. But it should not sound so positively over the top as to sound cartoonish and unbelievable.

If you do read a testimonial make sure to hold up the actual letter. A copy will do. Keep the original letter on file in your office marked something like "great product letters."

Another way to use testimonials is to ask someone to stand up and tell a story. This can be dangerous. You don't know what they are going to say. Additionally, it will look like a set up. But I have seen it work very well with the right person delivering the information.

When you do get a call from someone in your office praising your products use this line: "Jim, I'm thrilled you found the products to be of such great benefit to you. Now, can I ask you a favor?"

Would you mind taking the time to put down what you said in writing and fax it over to me? If you can take the time to do that I'll be happy to have my assistant mail you out our very confidential report on "blah-blah" that will help you even more. As soon as we get your note we'll send it right out. Do we have a deal?"

In this example you have received an unsolicited testimonial. One problem. It is really not that valuable to you unless you have it in writing. Most people are lazy. Give them an incentive to write the testimonial out and send

it to you. The incentive doesn't have to be very big and these days it can be digital. Whatever you choose to do, it will be well worth it.

Another option is to ask if you can take what they said and put it into a letter form and fax it to them for their signature. This makes it even easier for them. Remember that the goal is the great comments that you HEARD, in WRITING. Anyway you can do it, DO IT.

Questions About the Products

Questions will come up about your products at three points in time. Before, during and after your presentation. Depending on when the question is asked, your answer should be different. Let's go through this important area and how to handle questions at the various points.

Before the Presentation: When people ask about the products before my presentation, it can happen at two separate points in time. One point would be at the very beginning of the day (or presentation) with few, if any, people around. If this happens, give people a very brief description of the products. Then tell them you will be happy to give them a more complete description after you describe the products to the whole group.

If people approach you regarding products before the beginning of your presentation and quite a few other people are milling around, tell them you will be giving a complete description of the materials later on in the day. You don't want to look cheesy by presenting your products while people are all around and you haven't yet delivered anything of value. You will steal your own thunder.

During the Presentation: If someone interrupts your product sales presentation to ask a question, give them a quick answer and then keep going through your routine. You don't want to interrupt your flow. It will hurt your numbers if you interrupt your presentation for anything

other than to answer a quick question. Answer quickly and keep going.

After the Presentation: If someone asks a question after the presentation, answer it fully but quickly. If an additional question comes out of the group, say the following: "I promised everyone the commercial would only go 2 minutes, I would be happy to answer any of your questions one on one at the break. "Would that be OK?"

Additional Prodding

When I do a one-day seminar I attempt to sell the products just before lunch. If you are doing a one day seminar, I suggest you do the same.

After we get back from lunch I tell people in a very off the cuff, casual way, that if they want any of the materials to make sure and get me the order sheet before the end of the day.

I will sometimes say: "During lunch someone asked me about xyz product that I discussed. Well, here's what I told them"

In the afternoon I will usually have two more breaks before we finish. At the first break after lunch I say to people: "If you want any of the material, make sure and fill out your order sheets and give them to me before the end of the day."

At the end of the last break, I again say: "If you haven't given me an order sheet and want any of the materials, make sure and give them to me now. I'll fill all the orders when we are completely done covering all the material."

I might also give a very gentle plug to the materials by picking up one of the workbooks from one of the products to point something out.

Additional prodding can become tacky. Do it quickly and only once or twice after your initial presentation.

Order Today

When you are selling your products, you always need to make people a **special offer** if they buy from you on the spot.

Your audience may have good intentions and think that they will eventually make a purchase from you, but for the most part, IT AIN'T GONNA HAPPEN! People have other things to buy. Unless you get them at that moment, you're highly unlikely to sell them later.

Sure, I'll describe a campaign you should use to get them to buy after the fact, but it won't be nearly as cost effective as getting them to dig into their wallet right there and then.

You may be successful in eventually converting some people in the future, but look at those sales as gravy.

Try to imagine that unless you get 100% of your audience to buy that you would be **executed** after your presentation. How would your appeal go then? What would you say to try and convince people?

How good would you be if these were in fact the consequences of NOT selling?

I love competition. I compete with myself to see if I can increase the number of dollars per person per minute I sell at every event. I try and put myself in this "do or die" state of mind. In doing so, I pull out all the stops.

You need to try this yourself: How would you present to people if you knew you had to sell them to stay alive? What would you do differently?

This goes to the issue of mindset. If you don't have 100% confidence in your products, you're dead! If you don't feel you have products that are of tremendous benefit to your audience members, you will have a very difficult time getting them to buy.

If you need to, go back and redo your products. Make them better. Stronger. More effective. That way, when you get up in front of your groups and start selling, you'll feel comfortable asking (maybe even begging — in a subtle way) your audience members to buy.

Now picture this. Your seminar or speech is over. It's a week later. Someone from that group calls to order the products you made available. One problem. You told them at the seminar or speech that the price you were giving them was a one-shot deal. If they didn't buy them at that point, they wouldn't get them at the "seminar special" price.

When they call, they of course want the price you offered at the seminar. What to do? This is a tricky one. If you start giving in to this pressure, you will have problems. Two things will happen. First, the word WILL get around. Second, you will feel less credible when you tell them at the presentation that this is a one shot deal at that particular price.

Your voice will subtly tell people that you are lying. This will come out in both your tone and your body language. Your audience will be able to smell the insincerity as it relates to this matter.

My suggestion in this situation is to give them the price you offered at the seminar but without the freebies. If they press you for the freebies, tell them you will do it but only if they promise not to tell anyone else. Make them feel like they got a deal!

Assume you have someone on the phone 2 weeks after you gave a particular presentation. They are ready and willing to buy your products. BUT only at the SEMINAR PRICE. Do you turn them away and refuse their money?

ABSOLUTELY NOT! But aren't I recommending just the opposite of what I just said you should do? No.

You will tell them the following: “We only offer that special pricing deal at the seminar itself.” I’m sorry you missed it. However, we can offer you the same package, but without the (you fill in the blank) that was offered at the seminar.

In essence, you honor their seminar price, but leave out a very small and insignificant element of the seminar package deal. Something that they won’t miss. If they bitch about not getting that particular item, agree to swap it out for something of equal or greater value.

The point is, you never want to go against your word. Give people a package that is **slightly** different than what you promised at your seminar at the same price, but never give in and give them the same thing that was promised at the event. This will hurt your credibility with your attendees and also damage your internal product pricing integrity.

Do as I recommend you do here and you won’t be sorry. You will still make money from the people who call you after the event.

Getting People to Help Work the Tables

If you have a small group of 20 or 30 people you can handle the sale of products yourself. I do. Collect the orders whenever people hand them to you and tell people that you will get the products to them at the end of the day. Or at the end of the session, however long it might be.

If you have more than 30 or so people, it will be wise to have someone work the product table. You now have two choices. You can have your own people (employees or people you work with regularly) work the tables or you can have volunteers working the table.

If you are working with an association, they are either tolerating your sale of products or they are fully support-

ive. If they are tolerating your sale of products, you will probably have to hire a temp to help you work the table. It is usually isn't cost effective (depending on the size of the group) to fly in a direct employee. This of course depends on both the number of people and your closing ratio as well as the price point of your products.

If you are out of town, you may need to hire a temporary worker to help you. Ask for someone who has had previous experience doing this kind of thing. Try one of the public seminar companies for a reference. It will be more likely that they will know someone who knows how to handle product sales.

If you are doing a presentation with an organizations' or associations' blessing, chances are good that they will give you some staff to help you. Make sure and get together with them well in advance of your presentation. Go over with them exactly how you want things handled. You can't do this after the fact. You should probably have a pre-printed CHEAT SHEET summarizing how you want things handled.

Someone who screws up at the product table can lose you big money in sales. Preparation of this one page sheet will give people a list of points that relate to how you want to have them handle your product sales.

This way there will be no confusion on the part of the individual who is assisting you in the product sales process. Whether they are working for you directly or provided by the association or organization you are working with, make sure to give them this product sales cheat sheet.

Working the Table "Solo"

Let's say that you have to work the table yourself. Don't worry. Sure, you're the big shot speaker and all that. But don't be too proud to put money in your own pocket.

With a group of 22 people one-day in Las Vegas, I made close to \$10,000. That's real money!

First, I make people aware that I will be filling orders myself and I tell them that I am “administratively impaired.” This will make them a little more understanding if and when I do screw up.

I also tell them that I will fill all of the orders at the end of the session. I let them know that I will fill them in the order they are received. I then take the order sheets at every break, all through the program.

Let’s take the example of a one-day seminar that I am working without an assistant. Let’s say I have 30 people there.

I do the presentation to the group right before lunch. They start handing me their order sheets right after we get back from lunch. I then have two breaks in the afternoon. They hand me more order sheets at both of these breaks.

I tell them I will fill all the orders at the end of the seminar. I then have the standard packages pre-prepared from the night before.

If someone orders something other than the two “standard packages” I have prepared, I fill those orders last. I will usually have to cannibalize from pre-prepared packages to fill these orders. That is why I leave them until the end.

I try and make the process fun. I thank people for their orders and fill the orders on a first received, first filled basis. All of this at the very end of the seminar.

Make sure if you do this to have some paper clips or a stapler to attach checks to the order sheets. Also, make sure and check to make sure that everyone who ordered by credit card has filled in all of the necessary digits and they are readable.

I initially thought I would take a crayon and make an imprint on the order sheet of the credit card by rubbing it on the top of the sheet above the card. I don’t suggest you do this. It’s a pain in the neck and takes up a lot of time. Will you get people who don’t write down their credit card correctly? Yes, but it won’t happen that often.

When it does happen, I have one of my assistants call the person the next day and get all the correct information. The next day, if they were excited enough about my materials to order them, they will be excited enough to give me their correct credit card details. Particularly if I owe them some product.

Upselling at the Product Table

A key to significantly increasing your total product sales numbers is how well you upsell people at the product table.

If you have your own people working the product table, it makes things easier. If this is the case, you'll have more time to train them.

When people approach the table with an order sheet in hand, have your people gratefully accept the order. Have them act like they are going to retrieve the order and then have them do a double take. Have them come back to the customer and say: "would you like some fries with that." Well, not quite, but almost.

Have them say, "by the way, Fred has decided that everyone who orders will have the opportunity to add just \$37 dollars to the product price and get this 4 cassette album that normally goes for \$149. Would you like me to add this to your order?"

With good people working the table you will get a good percentage of people to go for this option. It's called an upsell. Don't leave it out!

Remember, the 4-cassette product might cost you \$8. You are selling it for \$37. You are making \$29 on this product at this price. Granted, you're not getting full retail, not even close, but we have bumped up the total size of the order. Do it. It will work.

Even if you are dealing with a volunteer or two who is working the table, this will work. Get them to understand

this process. Explain it on your one sheet that you hand them and review the process before you get to the real thing!

It's also a good idea to give the people who work the table, an incentive based on product sales. Make it based on two criteria. The total amount of sales and the number of upsells they get people to go for.

Tape All Your Product Presentations

In order to coach yourself or have someone else (like me) coach you, you need to tape every single one of your presentations. I have sometimes not done this myself. What a huge mistake.

One time I gave a presentation in which I did about 70% more business than I normally do. Guess what? No tape. What a jerk! I can guess what I did, but I have no earthly idea exactly what I did.

You have to get in the habit of taping all of your presentations.

Stupid on my part.

Don't make the same mistake I did. This was really foolish of me not to tape a presentation. I no longer forget to do this. Learn from my mistake.

Understanding the Lifetime Value of Your Customers

Lifetime value refers to the amount of money a customer will spend with you over the lifetime of their relationship with you. Many speakers understand the concept when they are talking to their own clients and customers, but they don't see how it relates to themselves.

This is a mistake.

Let me give you a very real example. If I speak to a group and I sell \$10,000 worth of products, my estimate is that

this group will produce an additional 3 to 5 times that amount in total revenue over the lifetime of their relationship with me.

This means that if you do what I tell you to do in this section you will be getting paid twice or three times as much as you make on the day of the seminar over time from the people you speak to on that day. Over time.

Keep a meticulous database of all your leads and customers. You should make notations in your files to know what they have bought or if they have bought. This will allow you to do promotions to certain groups within your database of people who have bought product X buy not product Y.

To dramatically increase lifetime value you need to do a few things. First, you need to mail to your customers on a regular basis. You must stay in contact with them a minimum of once a quarter. Preferably, once every 2 months.

What kind of contact For the most part, an offer to have those people buy something from you. Therefore you constantly have to be thinking about creating new products for each of your niches.

So you should be developing a minimum of 3 or 4 new products a year. Sound like a lot? You bet. But it will be incredibly profitable product development. After all, you already have a group of buyers who will most likely buy a large percentage of the products you offer for sale.

Make sure and treat your customers like gold, ALL THE TIME!

Learn from my mistakes on this one. No matter how much a customer annoys you or bothers you, treat them right. Give them the best service you can possibly provide. Will some of them take advantage of you? Yes, they will. But it's better to take care of the one or two jerks than respond inappropriately to someone with a legitimate gripe.

After the Speech/Seminar

If you are the kind of person who wants to dash off after you do your speech or seminar, you are hurting your product sales. Whenever I am in a city doing a seminar and need to get on a plane that day after the seminar is over, I make sure and book a flight a little later than most speakers would.

Most speakers want to get out of town as soon as possible. I want to make sure that I leave with as much money in my pocket from products sales as possible.

As opposed to some speakers, I stay around to converse with people. Particularly those who have bought my products. The reason for this is two fold. First, I like people. Second, I want to increase the chances of getting consulting business and additional product sales from these people in the future.

I like to make myself accessible to people. People buy from people they like.

I know a lot of people in the speaking industry who don't understand this. They are well known names. Some of them are extremely arrogant. They can have their high horses. I'll take the money.

So should you!

Your Database of Seminar Attendees

You should always find a way to get the names and addresses of anyone who attends a seminar or speech you do. If it's your own event, where you register people, that obviously WON'T be a problem.

If you are doing the presentation for someone else, that's when this will be an issue.

In most cases, it will be part of your negotiation with the person who is booking you for the speaking engagement. You should make it part of your "deal" that you get a copy

of all the attendees on disk for you to load right into your database.

Insist upon the list being on disk. You'll want emails as well. If not, it will be a pain in the neck to enter all of the names by hand. Trust me, you don't want to do it. Even with a scanner, when you have the names on hard copy it's a major hassle.

If for some unexplained reason you can't get the list, either on disk or a hard copy, you need to get clever. Do a drawing for something of significant value where they must place their business cards in a bowl to be eligible.

Remember, you must capture their names. They will have immense value in the future.

How Long Do You Keep People on Your Database?

I don't know whom I heard this line from, but I like it. You should keep people on your mailing list until they "buy or die."

Keep mailing or emailing them. Forever.

After you mail them actively for a year after your first contact, make sure and mail them at least 4 times a year as an absolute minimum.

Even though I'd encourage you to get email addresses, the physical addresses are also necessary to do traditional mailing.

If someone calls and asks to be removed from your mailing list, do it at once. Don't mail anyone who doesn't want to hear from you. Don't antagonize people. It doesn't make sense.

Continual Mailers

If you did a great job at the original seminar or speech, you will probably get more additional orders if you are

persistent. Continual and consistent mailers on a regular basis will pay off in spades. This again is contingent upon your delivering a great presentation when they first saw you.

My suggestion is to mail them once a month for the next 3 months. Then mail them once every two months for the next 9 months. Drop to quarterly after that.

You never know why they originally did not buy. Things change. Money becomes available. All of a sudden you get an order. Keep mailing them.

What to mail? I would alternate between a blatant sales piece and an information piece. If you mail only sales pieces your mailers might eventually get thrown out unopened. If you alternate back and forth with an information item, you will keep them guessing and wanting to open and look inside to see what it might be.

Keep mailing. This will make you money long term.

Postcards are a very cheap and effective way to both stay in touch with people and to make them offers. When you mail a postcard, send them to a website and let the site do the selling for you. Don't forget the lowly postcard as a means of staying in touch.

Reducing Return Rates on Your Products

Let's understand something. If you aren't getting any returns, you're **not** selling hard enough. If the returns are too high, there is most likely a problem with the products themselves.

The definition of "high" will depend on the market that you operate in. For me, in my niche markets, over 2% would raise a big red flag for me.

Returns are a pain in the neck for a number of reasons. Least of which is the fact that it's mentally disturbing. I hate to see the UPS guy walking up the driveway with a

package in his hand. Luckily, it happens very infrequently. But it does happen. It will happen to you as well. Be ready for it. And by all means, **don't** take it personally!

I tell my staff not to let me know when we get product returned. Unless there is something weird going on. I define "weird" as any product that we offer that for some reason has returns that exceed 2% of our sales. This would indicate that there is some sort of a problem when this much product is being returned.

Rates of return are dependent on a number of factors. The three primary factors are a) whether or not you are in a mass or niche market and b) how hard you present the products and c) the quality of the products you offer.

I recently went to a seminar where people were discussing return rates on products. I was appalled to hear what some of them said. One guy was saying that he was happy that his return rates were under 15%! Those kinds of numbers would freak me out. Then it hit me. I was comparing apples to oranges.

I operate, for the most part, within tightly niched markets. The people who I was listening to were in the "business opportunity" market. A big difference. Depending on how those products are priced, they can get upwards of 20% returns on their products.

This makes me ill. But it is a different market.

The more of mass market you operate in, the higher the return rates will be. Assuming everything else being equal. The higher the price point on your products, the higher your return rates will be. Again making the same assumption that everything else is equal.

The only real way to know what is "too high" in terms of return rates is that rate at which the sales is no longer profitable. This is the technical definition of return rates that are too high. For me, however, I am so concerned about producing a high quality product that I demand from myself rates of return that are low.

If you deal with a mass market, you can still make a ton of money with high rates of return. You just have to understand and plan for this in advance.

Refusing an Order for Your Products

I not only sell products at my speeches and seminars, I also sell a fair amount of product through direct mail and via the web.

Just this morning as I was writing this section when I got a call from a guy from Brooklyn. He happened to be a caterer. This is one of my niche markets. After asking a few basic questions to qualify this particular individual, I got a weird “vibe” from him.

I felt that even if I convinced this guy to buy my materials for this particular market that he would return them. And you know how much I hate returns.

You need to go with your gut on this one. Here is what I did. Now remember, the guy was being a little bit of a jerk on the phone. In as calm a voice as I could muster I told this particular catering company owner that I didn’t think that there was a “good match.” I explained that I didn’t think the products were right for him and told him to “have a good day” as I got him off the phone.

Now, maybe this is because I am not as “hungry” for the dollar as I used to be. Maybe, but the main factor was I didn’t want to sell to someone who I didn’t think was open to the new and creative information I had developed for caterers.

He kept evading any questions that I asked and he actually asked why I was “interrogating” him. I responded by saying that it wasn’t my intent to sound that way, but I did want to make sure there was a good fit.

As he got more difficult to deal with I envisioned the product being returned.

This is a mindset issue and you have got to adopt. Even if you can't quite afford to turn down orders at this point. If you can do so politely, it will build your business (and your confidence) long term.

When you get to the point where you can actually refuse an order from people, two things will happen. First, you'll get more orders. I don't know exactly how, but it's a law of the universe. As soon as you can and do start turning away business, more of it will fall in your lap.

The second thing that will happen is that sometime in the near future, as you become better at selling product and start to make a lot of money, you will realize that life is much more fun if you only have to deal with people you like. And clearly, I didn't like this guy from the beginning. His attitude stunk!

Doesn't this violate the old "customer is always right" concept? Yes it does. The customer is always right as long as it is a customer I want to have. If not, I don't allow them to even become a customer - as in this case.

I hope you get to this point quickly yourself. Not so you can sort of snicker and grin as you turn down an order for product, but more so that your life will be more fun, with less jerks involved.

Some of you may be wondering if I answer my own phone. The answer is yes. Whenever I'm in the office and not busy, I DO. I answer it less than I used to, but I still think it is valuable to handle the phones yourself as often as possible. If you don't, you won't truly get a feel for how customers think and feel. No matter how "Big" you get, do it on occasion.

Shipment of Product Owed

Any product owed to people should be shipped immediately. The reason is obvious. People have paid for your products. You need to get it into their hands as quickly as possible.

Your goal should be to get any product that you owe out the door within 24-48 hours. Since I send everything via priority mail, it will get to them within a week of the time they ordered.

Doing this will be a very big positive. Hopefully, they already have taken a certain amount of product with them. Then they get another package in the mail from you. It almost seems to them as if they got stuff from you twice.

This will make them feel more positive about you. It is also a great time to upsell them on yet another product or service. Remember, **always** be selling. Some people will buy. My suggestion is that you write them an "I'm Sorry" note. Then tell them that as a result of your taking so long (although it really hasn't), to get them the product, that you can give them X, Y or Z at 50% the normal price, but only for the next 10 days.

If you really want to lose your chances of selling people any other products you offer, just make sure to get the things to them late.

Put your customer service hat on. Promise less and deliver more. Tell them it will take 7 to 10 days and then ship it to them via priority mail. Keep them pleasantly surprised. The goal is to get them to buy more from you in the future. If you handle this person correctly, you'll get a lot more orders from them.

Product Shipment Errors/ Other Problems

If you do any product shipping at all you will occasionally screw something up. Don't freak out, it happens to the best of us.

When this happens at our office, we find we generally get calls from two types of people. Those who are pretty mellow about the problem and those who are really annoyed.

Handle both the same way. Apologize for the problem.

Then tell them as a result of the problem you will send them a freebie. This to make up for your screw up. Let them know how much it normally costs if people were to buy the freebie.

Also, ship out the product via priority mail or FedEx. I ship many things out priority mail for four reasons. First, it gets there reasonably quickly. They claim 2-3 days, but don't BET on it. Second, it looks fairly impressive in the red, white and blue box. Third, it is reasonably priced. Fourth, the post office now offers delivery confirmation.

If you have really screwed something up, bite the bullet and send it FedEx. It will cost you more, but remember, it is worth it given the lifetime value of one of your customers.

Some people like using UPS or other means of shipping. I don't like the fact that UPS charges you a flat fee per week even if you send NOTHING out. I find this absurd.. Since the Post Office now allows you to get both delivery confirmation and a signature confirmation, it's the only way I do things. I suggest you do the same.

You will also get a complaint about a defective audio or videotape. If you have a good duplication house, they will generally give you replacements without a problem. If they are really good, they will even send a note to your customer and take responsibility for the problem. They will often ask to get a sample of the bad tape. This isn't because they don't trust you. It is to try and isolate the problem so it won't happen again!

Generic vs. Specific Products

In order to really cash in on product sales you must customize your products to your market niche.

If I do a "generic" seminar on marketing to a non-specific business audience I can probably get \$99 for the seminar. This example would relate to a product as well. If I were to do a marketing seminar (or produce a product) specifically

for the catering industry, then I could probably get 3 times that amount for both the product and/or the seminar.

Unless you are a major household name with incredible name recognition and a book on the New York Times best-seller list, you will have a hard time selling a general topic.

Here's how I do it in the marketing area that I speak in. I have a "core curriculum" of marketing ideas. If I then decide to go after a specific market group I take the core curriculum and add specifics about the industry to it.

I will generally start out by interviewing 20 or so people from that industry niche. I have a core set of questions that I ask them as it relates to marketing. I usually spend 20 - 30 minutes on the phone with each person. Its not just illuminating, it's fun to do.

Everyone feels that their situation is unique. In reality, their situation is probably not unique, but they think it is, therefore it is.

Remember that products that are geared for "everyone" will be priced much lower than products that are specific.

In my own case, I am a marketing expert. My tapes geared to the general business market on the topic of marketing are priced at 1/3 the cost of basically the same program geared to an individual niche market.

Product Specificity

If I give a general marketing speech, I will sell general marketing products. If I have a general set of marketing tapes they might sell for \$99. If I have a set of very similar marketing tapes for a specific industry, they might go for \$297, maybe even more. Usually, at least 3 times as much.

I have an outline of my marketing concepts. If I have the opportunity to speak to a group of any size over 100 people it is usually worth it for me to take my standard marketing materials and customize them to that particular industry.

This means that I would take my standard marketing materials, do some research in a given industry and produce a product geared specifically to that industry.

I encourage you to do the same as well. Take your knowledge and create a generic form of your product. Create a generic outline for this product as well. If you learn you will be in front of a large group within a very specific niche, record a product that is customized to that group.

How?

Here's my process. Since my topic is marketing, I have a generic marketing presentation. I've included the questions in the appendix of this book. If I am asked to speak for the International Pet Store Owners Association at their annual convention, I will call up 15 or 20 Pet Store owners and quiz them about their business and their marketing.

I have a standard questionnaire that I use to ask them questions about how they market their services. I record the conversations for later review.

I then customize a marketing product for the group and sell it at the event. I make sure to get some of the big shots and well known marketing experts to give me their input. I mention this when I present the products. It helps sales.

I can do this cost effectively because I own a recording machine — the Marantz I recommend. I also own a few tape duplicating machines. This allows me to produce and duplicate the audio cassette products in-house. I do NO editing to the tapes. Remember, people are paying for the content.

I then put them into some standard packaging. But I customize the outside of the package to that particular industry. Usually I go with a simple 4-color cover that I can print out on my laser printer. If you want to get fancier you can certainly produce limited quantities of four color covers by printing them out on a high-quality color copier from Kinko's.

People will be much more likely to buy product when they perceive that the product is designed specifically for them. Tailored to their individual niche. Remember, everyone feels that their industry is different. Even if it isn't.

Overcoming the Perfectionist Issue on Product Creation

I bumped into someone the other day. She had taken a seminar with me some 3 years ago. I asked her how things were going. After she told me that she was now doing workshops at a local continuing education workshop, I asked her what products she was selling. Her response? NONE!

This is absurd and ridiculous. You must sell products. If you don't, you disappoint your audience and lose money. What a terrible combination.

She obviously didn't pay too much attention to the presentation of mine she went to. You can sit down and in less than 8 hours produce an audio tape program that may be worth over \$1,000,000 or more to you over your lifetime.

I recommend that people develop products before their first speech or seminar. Really? Yes, really!

The reason why most people don't put products together is because they think they have to make them perfect. Trust me, you don't have to and can still make a ton of money.

I'm not saying you shouldn't develop professional products. But I also believe that people are paying for the content, not the **look** of the product you sell. In many instances, making the product look too good may actually hurt sales.

So, don't stop yourself from grabbing a Radio Shack audio tape recorder with a built in mike (like I did initially) and

sitting in your living room with an outline (like I did) and creating a product. Quit bellyaching about not having product and just record one.

The best way to get started is to produce a one cassette program and then build on them from there on in. My first program was a live recording of the first seminar I did on the topic.

If you do as I recommend in this book you will find that after you record your first product, you can always go back and replace that product with an updated and better product later. Remember this line: Never make the PERFECT the enemy of the GOOD. Let's say you record your very first seminar on a given topic and start selling the tapes. After you have done the program 30 times, record the program again and replace the your first one with this one.

Audio Product Creation: A Simple Process

If you don't have any products, audios are the cheapest and easiest way to get started. Yes, CD's are getting more popular and digital recorders are fine, but to get them out quick and cheap you can't beat the old reliable audio cassette. It will change, but You have three basic choices of how to do it.

The easiest way is to record one of your seminars live. This gives you the energy of a live seminar, but makes it difficult because of the fact that getting the audio right is often a problem. If you have a small group, you can use just one mike and it will do a reasonably good job of picking up both your voice and questions from the audience.

With a larger group in seminar you will probably have to get an additional mike to have people use for asking questions. This makes things a little less spontaneous unless you hire a professional audio group to do all the set up for you. They will station mikes strategically in different parts of the room.

The problem with using an outside company to do the recording is the expense you will incur. I would prefer if you record one of your smaller events. It will save you money and the audio will generally be much better.

The second way is to prepare an extensive outline of your product. Then find a bright, articulate friend to interview you. You can do this sitting around a table in a small room. Try and deaden the echoes by putting up some blankets or sleeping bags around the room or hanging off of whatever you have handy. You are doing this to make the quality of sound as good as possible.

To make this work best, you need to have a detailed outline and a person to interview you who is a good interviewer.

The final, and least preferable way to create a product is to do it yourself "in studio." This is where you sit down in a small room and record the product yourself. You go through the same detailed outline and talk into the microphone as if you are talking to a friend.

Do this as your last resort. No one can make this sound very good, unless they have had extensive radio experience and are used to talking into a microphone and can keep their energy way up on their own.

A final way to create audio product is to interview a prominent expert in the field and sell the tape or tapes of your brilliant questions being answered. Most "experts" will be very willing to let you interview them.

Their "quid pro quo" will be that you give all of their contact information at the beginning and end of the tape. They will use this as a free system of lead generation. If you sell a lot of them, they will have an interview on their topic out there for lots of people to listen to. They will end up generating business for themselves. A win-win situation for both parties.

What's the future of audio tapes? Probably pretty weak. They will eventually disappear and be replaced by purely

digital recordings that can be downloaded from the internet. The problem for me with doing this right now is that some of my programs are 6 hours long. Current bandwidth issues make web delivery of this material IMPRACTICAL.

As long as you have a good, reasonably clean recording, you can always digitize the information and put it up on the web at some point in the future. Some of you are web-savvy enough to do that right away. Either way, the information will remain the same. So GET STARTED!

Video Product Creation: Get Professional Help

Videos for a niche market can command a lot of money. They have a very high perception of value. They also have extremely nice margins. The problem with video is that the cost to produce them is fairly high. After being produced, the cost of duplication is cheap.

Before spending the money to produce a video, you need to do your homework to make sure you can sell it. You have to make sure it's a topic that your particular niche will want information about and that it lends itself to a video and not an audio product.

If the information needs visuals to make your points, then produce a video. Don't produce a video when all you need to do is communicated basic information that can be communicated through audio only. No one wants to watch a "talking head" on the screen.

I have produced close to a hundred "how to" videos for a variety of niche markets. Most speakers and seminar leaders SHOULD NOT try and produce videos themselves. Spend your time getting speaking engagements, not drifting off into a new field like video production.

If you decide to have someone else produce your videos, here are a few things you need to know.

- 1) The script is the most important element and must be completed before you move to the next step.
- 2) Hire professional actors (non-union) to do the work. Using anyone other than professionals will actually cost you more in the long run.
- 3) As you are producing the video, make notes on each “take” to reduce the time it takes you to edit the video later. A major component of cost.
- 4) Get a VHS video dub (with something called time code) and do what is called a “paper” edit. This is the process of writing down the numbers where you want to start and stop on the VHS copy you get. You basically put down on paper what you want, and in what order using the time code. This will save you a ton of time when you’re in a high priced editing situation.
- 5) Assemble and edit your video using very simple transitions with your editor. Doing this and the previous step will help you save a bunch of money when you start to edit. Editing will be a major portion of your cost. And even more if you don’t do what I suggest here.

Producing video products does not lend itself to a quick and dirty description. If you need help in this area, call me directly. It is an area that I know a lot about. I’ll be doing a lot of my own editing in-house with a MAC and either I-movie or Final Cut Pro.

Covers: Well-designed video covers will help you sell more videos. Get a professional artist (professional but not necessarily expensive) to design the cover for you. I suggest you contact my good friend Tami Dever at tamara@tlcgraphics.com. You will also have to get your covers duplicated.

Duplication: There are huge variations in pricing on getting your video duplicated. Make sure to shop around for the best price. Get prices from at least 3 or 4. Remember that you may be able to find someone out of state that

might turn out even cheaper than what you might find locally. Even when you factor in the cost of shipping.

The place to find these folks is by going online to a search engine and entering the terms: "video cover printers."

If you choose to include any kind of printed matter with your videos it will increase your costs. Both in terms of cost of printing and postage.

If all of this sounds too complicated, make sure and call me. I can give you some help regardless of whether you try and do it yourself or have someone else do it.

If after reading this section, you still decide to do it yourself, check the Million-Dollar Rolodex at the end of this book for assistance.

Your Own Versus Other Peoples' Products

Selling your own products is always preferable to selling other peoples' products. This true in all but in two cases.

When you sell your own products you make more money. That's nice. Secondly, if people like you, they want to take YOU home with them. Yeah, they want to learn the material. But they want to learn it from you. You will have much stronger sales numbers with products you have authored yourself.

The only two cases where you should sell other peoples' products are these. First, is where you are just getting started. You must always sell something every time you speak. Second, is where you are speaking to a group where many of the people have bought a lot of your products already.

Some of you may be tempted to sell other peoples' products. This should only be a very short-term solution. You will not come close to selling nearly as much product and you won't make nearly as much money if the products aren't yours.

First, the audience wants to take you home with them. In some cases, literally. Second, they have just listened to you. You are now the authority. If they liked you and your presentation they will want to buy your stuff. Not someone else's.

Although it is always a good idea to be a dealer of someone else's products in a related field. You can go to customers who have bought everything you have with new offers.

Don't have any product yet? Get to work and start developing some.

Dealing Other Peoples' Products

If you are mailing 9 times a year (which is a good number to shoot for) you should have at least 5 of those mailings be solicitations to have people buy something. The other 4 should be purely informational. Send them great information your customers need to know with no request for them to buy anything.

Is this too much? Asking people to buy stuff all the time? Absolutely not. I love to get offers from some people who have me as a customer. The ones I love getting offers from are those who have consistently gotten great information and great products from. Your customers will love getting offers from you as long as you don't disappoint them.

The problem is that you may not be able to produce new products at the rate necessary to fulfill your 9-12 times a year mailing schedule. Thus the need to hook up with other people and sell their products.

You need to be very selective when you offer other peoples' products for sale to your very precious list of customers. If you do "hook up with" someone and decide to do a joint venture, it is imperative that you are involved with someone who produces high quality products.

You will not have to worry about their level of customer service because you should deal with your customers directly as it relates to their products. DO NOT turn over your customers directly to someone else. Have people call you to order.

You will need a written agreement with these folks. The standard split is usually around 50-50. You are basically serving as a dealer for their products. If you can, try to get a 60-40 split. If you have a big enough market, and do enough volume, it will be worth it for the individual you approach.

Another way to produce a product quickly and easily for sale is to do a telephone interview and record it. We talked about this earlier in the book

If you have recently purchased a book, audio or video by someone you thought really knew what they are talking about, hunt them down. Get their phone number and give them a call. Explain that you would like to record an interview with them. Tell them you will be selling the product but will allow them to give out their contact information in order to solicit leads for their products and services.

I'm ALWAYS open to this arrangement. Call me if you think my knowledge on marketing and/or related products would help.

Few will say no. One person did recently to me. She is an organizational expert. Certainly not a marketing expert. She gave me the third degree and made it clear to me that she would be difficult to work with. That is the last type of person I want to be interviewing. By doing what she did she made me not want to interview her and she missed a great opportunity to promote herself and her services to thousands of my customers.

Bad move on her part. When you start calling around, you will occasionally encounter this type of person. Don't sweat it! Move on! Find another expert who is easier to deal with and understands the value of what you are doing. Remember, there a LOTS of "experts" in each field.

The only problem with selling a single audio tape is that you can't get more than \$20 or \$30 for it. If you hook up with someone who already has a good product that you feel comfortable promoting, it might have a sales price of \$200 or \$300. Perhaps more. If you do use one of your mailers for the purpose of selling a product you don't have, you might as well make as much as you can. This is easier with a product that costs hundreds, rather than just \$30.

You may also want to consider a "tape of the month" program. Each month sell the tape of a different expert who you interview.

Lesson to be learned? Start looking for joint venture partners. There are plenty of them out there, but few who you should work with. Lots of less than honest people. Be wary.

Licenses and Master Licenses

If you do want to sell other people's products, consider purchasing a license.

There are two basic types of licenses, the "standard" and the "master" license.

The standard license allows you to sell someone else's product at certain agreed upon pricing. The licensee is given the "masters" of whatever the product is and they are responsible for copying or reproducing the materials.

Here's an example. You like my audio program on "Marketing and Promoting Your Own Seminars and Workshops. You're impressed enough with this program that you don't want to create one yourself. You think I've produced the definitive guide in this area and you want to license my work.

You come to me and ask to purchase a license for this product. I sell it to you for a one-time fee. You then have the right to duplicate the audios and accompanying writ-

ten material and sell at whatever minimum price we agree to. You get a set of clean masters to make the products yourself

The numbers work like this. The standard cost to do this is anywhere from 12 - 15 times the retail price of the product. For a \$200 product this would be somewhere in the \$2500- \$3000 range. You pay that fee once and you can sell as many as you want and make ALL the profit.

If you were a dealer, you'd only be making 50% or \$100 on each set of "stuff" you sell. Looking at these numbers it's obvious that you would be MUCH better off if you bought a license if you were sure you could sell 25 sets of these audios or more.

Here's the story on a master license.

Purchasing a master license allows you to sell licenses to others to resell those products. This is usually limited to a certain number of master licenses. A common number is either 10 or 20 depending on how exclusive you're trying to make the deal.

The cost is generally somewhere between 40 and 60 times the retail sales price. Using our earlier example, it would come to somewhere between \$8,000 and \$12,000 for the master license. If you sold just 4 or 5 licenses at the \$2,500 rate, you'd make your money back immediately.

The time to buy a license or master license is when you've found a product you either think is GREAT or one that you can't be bothered to create yourself. Remember, there is no copyright on ideas. You could take a product and "do it yourself." But, why do it when someone else has already created a superior product.

If you're interested in licensing any of my products, just let me know. If you want to license more than one, the prices become negotiable.

All of this begs the question: Why would I want to license my products. I would clearly be losing money as opposed to strictly setting someone up as a dealer.

The reason is actually pretty straightforward and simple. First, I get a cash flow surge when someone buys a license of any sort. This is nice. Second, all of the products must be duplicated INTACT. This means that all of the bounce-back offers come to me. This means that I'll have (hopefully) an army of people out there selling my "stuff" and all of the people will be sending ME their email addresses asking for more.

Net result? My list gets bigger and I make a boatload of money on all of the upsells.

I own some licenses myself. Why? Because I found products I liked and didn't want to reinvent the wheel.

Go forth and license!

The Future

Everyone who writes a book on anything has to say something about the future. Here's my read.

The future of products and product sales as I see it is this. Eventually there will be no physical products. Everything will exist in bits and bytes in digital form and reside on a server somewhere on the world wide web.

People who buy your products will buy the right to download them off the internet. The current constraint (as this book is being written in early 2002) is the speed at which bits and bytes can be transferred on the internet.

At the time of this writing, the bandwidth (how quickly information can be transferred) is not sufficiently fast to allow for EFFECTIVE delivery of large quantities of audio and video material. Streaming technology has come a long way, but who wants to sit in front of their computer and watch? Similar problems with audio.

In both cases, you can download this information, in either audio or video for playback later.

As technology advances, you'll be able to download your audios and videos and "offload" them to a media like a CD-ROM or Mini-disc.

Further into the future, I see people being able to download anything they want, in virtually any form onto a massive digital hard drive. You will then be able to access this information on your hard drive, via wireless technology from anywhere on the planet via high-speed cable.

You will be able to set up your products as a one-time sale item or for unlimited use. We'll be able to imbed self-destruct commands like in Mission Impossible.

The net result of this information is that you, as an information product marketer, will have virtually no cost of goods in the near future. You will also have a much-expanded market if you are on the internet.

The net result will be higher profit margins and more total dollars coming in. The future, in my opinion, is very positive.

FREE SPEAKING TIPS:

To receive regular tips on how to start and build a successful speaking business send an email to:

tips@professionalspeakingsuccess.com.

11 Things NOT to Do When Selling Your Products

1. Don't overpitch your products. Follow the rules I've given you here. If you follow the guidelines I give you here, you won't make this mistake. I will bet that most of you reading this have been in a room with someone who didn't know how to present products. They referred repeatedly to their products. They held them up. They said: "All of that information is in the tapes."
2. Don't speak or cover material slowly. If you give a lot of content, but do it quickly so as to leave your audience slightly overwhelmed, they will be more apt to buy your products.

3. Don't forget to include the benefits of your product in your sales presentation. As you go through your products, make sure and highlights benefit for your particular audience to using each of the products offered.
4. Don't forget to record every single presentation you make. You never know when you'll hit a home run and not be able to figure out what you did right.
5. Don't forget to be confrontational of conventional wisdom.
No one wants to buy from someone who is pedaling something they have heard a thousand times before. You need to be different and attack established ideas and concepts.
6. Don't forget to measure your results every time you speak. Next to the speaking engagement in your calendar record how you did in terms of your per person product sales.
7. Don't let any product leave your office unless you are 100% satisfied with the content. Deliver to people 10 times what they are expecting.
8. Don't wait to get the product absolutely perfect. This is an impossibility. Remember, people are hungry for the information you have to give the. Get it to them as quickly as possible. You can always revise the product later to make it even more "perfect."
9. Don't forget that you can deal other peoples products until you create your own. Don't leave a lot of money on the table by not selling anything at all. Better to sell your own products, but sell something for God's sakes!
10. Don't forget to make people an irresistible offer. You will probably only have one chance to sell people in person. Give them the best offer you possibly can. The idea that they will buy later is wishful thinking. The bulk of your sales will come on the spot!

11. Don't feel embarrassed to call me for coaching.
Everyone can use some help in this area. Why be proud when you can get some help that could make you thousands of dollars more, this year alone?

The "Gary Halbert" Technique

After this book was basically done, I had the chance to have a long conversation with Gary Halbert. He is probably the greatest living copywriter on the planet.

He was nice enough to take the time to read my book and give me his comments. His primary suggestion was something that I have used in direct mail, but have never used in selling products from the platform.

The basic idea was to offer people who bought my materials to either post-date a check or give a credit card that wouldn't be processed, until 30 days after they had used the product and been happy with it.

Gary said that my revenues would triple but my returns would double. All of this providing that I had good, high quality, material.

If in fact, revenues tripled and returns doubled, I would still be happy as a clam! Let's take a real life example. Let's say that I am speaking to a group of 100 people. Let's use a conservative sales number for illustration. Let's say that I sell \$100 per person. The total revenue would be \$10,000.

Let's then say that I used his system, and it worked as he suggested it would. This means that I would sell \$30,000 worth of materials. Let's then assume an outrageous return rate of 50%. My total sales would be \$15,000. This is still \$5,000 better than the original \$10,000.

Although there would be a lot more hassle to sell it this way, the total revenue would definitely go up. Way up!

Conclusion

This book was written with the hope that I can help you increase your product sales. I hope that I've done that by giving you the techniques that I use that work so effectively.

Without practice, none of the techniques will work effectively.

More importantly, without GREAT products none of the techniques I've shared will work. I can sell my products with the zeal of a Baptist preacher. I know that they're good and my customers agree. My return rates are so low that it tells me that my customers agree.

In order to see if the techniques that I've presented here work for you, measurement is the key. The next time you speak, start measuring your product sales. Record your numbers. As you start to make the changes I suggest in this book, watch how they improve. As your numbers move up, make sure to send me your stories. I love to hear how you're improving.

RESOURCES and SAMPLES

.....

Million Dollar Rolodex

Fred Gleck's Key Contacts for you to call. Always use my name!

Contact Management (Database) Software - ACT! from Symantec 800-441-7234; www.symantec.com

Accountant: 212-628-3139, Chris Trinka

Incorporation/Attorney: Steve Soden; Soden and Steinberger
619-239-3200

Copywriter: 925-254-1926, Alex Mandossian,
ohanalex@home.com

Search Engine Optimization: Kimberly Judd
(kjudd@cybermarkint.com)

Website Registration: www.godaddy.com
(\$8.95 a year for dot.coms, nets, orgs.)

Computer Hardware/Software:
Macwarehouse/Microwarehouse:
800-622-6222

Cassette Tapes/Duplicating Machines - Kingdom:
800-788-1122

Deborah Data: Data Entry work (from cards of directories); about 21¢ each entry: 888-420-3282

Audio/Video/CD Duplication: ww.duplicationdepot.com
800-950-0608 (ask for Gary Brown)

Cassette Packaging: Blackbourne: 888-676-6773
(Sylvia Tapelt)

Telephone Bridge Lines: telephonebridgesavers.com:
800-345-3325

Website Design/Webhosting Services:
andy@onlinemastery.com; 212-240-1903
(Andy Broadway)

Transcription Services - VERBATIMIT.com: 802-864-5696
(ask for Alan Kelly)

Book cover and interior design: Tamara Dever,
TLC Graphics, www.tlcgraphics.com,
tamara@tlcgraphics.com

BookSurge; Book printing, sales, distribution:
<http://www.booksurge.com>, 866-308-6235 (John Barker)

Franklin Covey Group: 800-487-1847
(Time Management Seminars)

Robert Pike: Creative Training Techniques: 800-383-9210
(Take ONLY this seminar from them)

Credit Card Merchant Accounts: e-commerce exchange:
800-675-6573

Wall Calendar/Smart Chart (for your speaking office to
keep your schedule): 800-872-0232

Viking Office Products: 800-421-1222

American Society for Training and Development:
www.ASTD.org; 800-628-2783

National Speakers Association: nsaspeaker.org,
480-968-2552

Website References:

www.webmarketingmagic.com: system for automating your process as a speaker

www.seminarexpert.com: for those speakers interested in seminar marketing

www.radiopublicity.com: learn how to generate radio interviews

www.telephonebridgsavers.com: the site for setting up teleconference lines

www.consultingexpert.com: the site for those speakers interested in doing consulting work

www.speaking.com: for those interested in professional speaking

The Product Presentation Itself

Let's analyze the presentation itself in terms of each of its component parts:

Transition

When you get to that point in the presentation when you have determined it is time to present your products, the first thing you need to do is use your transition line. This has been discussed in the section called the Transition.

Order Sheets

After the transition line, you need to be ready with your order sheets to either hand them out yourself or have them handed out by your assistants.

If you are in a group of less than 30 and you have no one assisting you, you will hand the order sheets out yourself. Make sure that everyone has one before you start into the formal pitch.

If you are in a larger group, you will give your assistant(s) the signal to hand out the order sheets. If you have a huge group, defined as more than 500 people, you will need to have enough people helping you to make sure that this can get done in less than a minute.

At Peter Lowe events and other rally kinds of events, they have the order sheets printed right into the workbooks they hand out. I don't like the idea of someone being able to review my order sheet in advance. If at all possible, no one should be able to see the order sheet until just before you do your pitch.

Transition

As the order sheets are being started around the room, I say to people: "OK folks, NOW's the time for the two-minute commercial. I have some material here I would like you to take a look at that will be of great benefit to you. But before I get started I need to let you know 2 things. First is this. I've been very fortunate in the last several years. I trade

commodities and have done very well. Money is no longer a big issue for me. Now don't get me wrong, I still enjoy making money and we can all use more of it. But as a result of attending a one day commodity trading seminar and learning how to trade, it is no longer my primary concern. So whether or not you buy the materials I'm offering you today will not radically affect my financial situation. But not buying the materials may have a significantly negative impact on your financial situation."

Handing Out the Order Sheets

Depending on the size of the group you'll either be handing out the order sheets yourself or you'll be having some assistants do it for you.

If you hand them out yourself, make sure that you've got them all handed out BEFORE you begin your pitch.

If someone is helping you hand them out, make sure and have enough people helping you to get them all handed out within a minute maximum. This will take some trial and error to figure out. I usually like to have at least one assistant for every 50 people in the audience. If you need some additional help, recruit a few people from the audience before the event starts.

Have a signal that let's people know when you want them to start. Make sure there is no confusion here.

Products and Benefits

This starts the formal pitch itself. Start by making sure that everyone has a copy of the order sheet. If you have more than one order sheet, make sure that your "assistants" hand out the right one. Make sure that you always have many more order sheets than you need.

Now you need to start going through each one of the products on the order sheet and giving the name of the product and what is covered and why it would be useful to have it.

If you have a lot of products that you are offering, make the descriptions complete, but short. Highlight the primary one or two biggest benefits.

The Guarantee

The guarantee is second only in importance to product sales to the quality of your actual presentation. My suggestion is that you give people one of two guarantees. Either a lifetime guarantee, or a 1 year guarantee.

If you have good products, your return rates will be low and your sales numbers will be much higher.

If you do use the lifetime guarantee, you can have some fun by saying “for the rest of MY life ... “

The second thing to remember is this. Everything I offer comes with an unconditional 1 year money back guarantee. If you aren't happy with any of the materials you get from me today just send them back.

As you are reading this you might be wondering what you should do if money is a problem for you and you really do need the product sales money to eat. If this is the case, then you need to figure out a way to lower your overhead. But this is a long term solution.

In the short term you need to come up with wording that will be truthful given your individual situation. As long as you are truthful, you need

Package Pricing

You must have at least 3 or 4 products to sell. If you don't, you need to call me to get going. I also suggest that at least one of these products should be a video. They increase the perception of value dramatically. Having multiple products will allow you to bundle them together to give your audience a package deal.

What I do is to decide at what price I would be willing to sell the “whole enchilada” at. As an example, let's say I have a package of 8 videos, 22 audios and a newsletter. I am willing to sell this group of products, as a package for an absolute low of \$777.

If the seminar costs \$297 to attend, I take that number and add it to \$777. This comes out to \$1074. On may

order sheet I put the number \$1074 as my package price. If bought individually, all items totaled separately would come to well over \$2000. This is a substantial savings in itself.

To make the offer irresistible I tell them that I want to give them full credit for that days seminar. I ask them what they paid for the seminar. I then tell them to take that amount (\$297) and subtract it from \$1074. Since I now live in Las Vegas, I tell them they will find a magic number that results.

I tell them to take the p then take my number of \$1074 and ask them to take the cost of today's seminar (\$297) and subtract it from

Holding up the Products as You Pitch

Make sure and hold up the product as you describe the benefits. Don't oversell it, but show people what it is they are getting.

The Freebies if You Order Today

This is known as piling on. Not only are you giving them an incredible deal if they order today, you are going to throw in a couple of more items over and above what they were supposed to receive.

The Close

Tell people to fill out the order sheets and hand them to the appropriate person, be it you or your minions. Tell them that the prices are good today and today only. Make sure not to look too desperate. The feeling you should leave them with is that you are selling this to them for their own good. If your products are good, you won't have a problem doing this.

Transcription of My Product Pitch to the Self Storage Market

Now's time for the 2 minute commercial. Does everyone have an order sheet in front of them? Good.

Now, let me tell you before we get started that I have been very fortunate over the last few years trading commodities. If you don't buy anything from me here today, I will not miss a meal.

But, if you don't buy the materials, it may have a very significant impact on your finances. The things that I want to talk to you about will have a dramatic effect on your bottom line profits.

There are a lot of items on this list, so I just want to go through each one fairly quickly and tell you what they are all about. Now looking at the order sheet you see the first item. It's a video called Turning Calls Into Visits.

In the storage industry there are 4 steps to success. First, you have to get people to call your facility. That is the marketing side. That's what you are here for today: the first step, which is getting the phone to ring.

Second, you have to get those who call to come in and visit you. That's where the video Turning Calls into Visits would be great. It will show you specific ways to increase your closing ratio over the phone.

This video also comes with a test to see how well your folks understand and retain the information.

Third, you have to get those who visit to sign on the dotted line to rent a storage unit. This video concentrates on helping managers improve their face to face closing skills. This one also comes with a test.

And lastly, you have to get them to stay forever and tell all of their friends. The two customer service videos are geared to specifically help you in those areas.

30 Days to Better Telephone Technique is a generic telephone skills video. It isn't specific to the storage industry, but it is incredibly helpful. This video will help ensure your people give good service over the phone.

The Add-on Sales Video will help you double or triple your sales of boxes and locks. It is set up to be played when people walk into the office.

24 Quick and Easy Ways to Radically Improve Customer Service is a generic video that will help you improve your overall customer service skills at your business.

Turning Contacts Into Clients is geared to showing you how to generate customers without going the traditional sales route. This video will be very helpful with managers who are going to Chamber of Commerce meetings to show them how to make those meetings really pay off.

In the section where it says Multi Tape Audio Program, the first item in that section is today's seminar on audio. Why buy this program if you came to the seminar? To answer that question, let me first tell you that I have at least 2 clients who buy each new seminar that I tape. Although the outline is the same, the questions from the group are very different. I think you will find it very valuable to have.

Each year we have a marketing boot camp. This is a very much expanded version of today's seminar over a three day period.

Two cassette audio programs on specific issues include Increasing Your Yellow Page Ad Response by 250%. This expands on the information we've talked about today on designing yellow page ads.

Direct Mail Secrets covers how to substantially increase your direct mail response.

Attracting Highly Profitable Commercial Tenants is a cassette program which will help you target commercial groups very specifically. It's worth going after these folks very specifically because you will make a lot more money

than generic direct mail campaigns that are a waste of your time.

Like we talked about, you need to show people how and why you are different. A USP is essential to this process. And that 2 cassette program will show you how.

In addition to everything else, you get a one year subscription to the newsletter which is the only one of its kind in the industry.

The total for all 8 videos, 22 audio tapes and a newsletter comes to \$1,074. And that would be a great deal.

BUT, what I'd like to do is have you subtract the cost of today's seminar, which is \$297 from that total. If you do, you get a magic number in Las Vegas.

What are you coming up with? \$777!

And here's the deal. If you don't make at least 10 times that amount in additional profits over the course of the next year, I want you to send it all back.

Please fill out the order sheet and hand it in to me before the end of the day.

And, if you order the "whole enchilada" as I call it, I'll also give you a copy of my new book: "Secrets of Self Storage Marketing Success" which runs over 250 pages. But you can only get the book if you get the big package.

Again, fill out your order sheet before the end of the day. I'll fill the orders on a first come, first served basis.

Now let's go to lunch!

Storage Marketing Seminar Special

(Prices are valid today and today only — no exceptions)

VIDEO TITLE	REGULAR PRICE	SEMINAR SPECIAL
Turning Calls Into Visits	\$195	\$149
Turning Visits Into Contracts	\$195	\$149
<i>Turning Calls and Turning Visits</i>	\$295	\$195
30 Days to Better Telephone Technique	\$149	\$99
Customer Service Volume #1	\$195	\$149
Customer Service Volume #2	\$195	\$149
<i>Customer Service #1 and #2</i>	\$295	\$195
Add-on Sales Video	\$99	\$79
24 Quick and Easy Ways to Radically Improve Customer Service	\$99	\$79
Turning Contacts Into Clients without Cold Calling	\$99	\$79
All of the above videos:	\$1,226	\$497
Multi-Tape Audio Programs:		
51 Secrets of Self Storage Marketing Success (Today's seminar)	\$297	\$97
Self Storage Marketing boot camp audio tapes (All 12 hours)	\$597	\$499
Two above as a set:	\$695	\$545
Two-Cassette Audio Programs:		
Increase Your Yellow Page Ad Response by 250%	\$49	\$39
Direct Mail Secrets You Must Know	\$49	\$39

VIDEO TITLE	REGULAR PRICE	SEMINAR SPECIAL
----------------	------------------	--------------------

Attracting Highly Profitable

Commercial Tenants \$49 \$39

Creating Your USP to Make Yourself

Competition Proof \$49 \$39

All of the above videos: \$149 \$99

Monthly Marketing Newsletter:

Self Storage Marketing Magic

(10 issues – one-year subscription) \$99 \$79

THE WHOLE ENCHILADA

(22 Audios, 8 Videos + a Newsletter) . \$2,169. . . . \$1,074

(Valid for the next 72 Hours)

(Please circle your selection. Your order will be shipped to you shortly)

Name: _____

Company: _____

Address: _____

City: _____ State: ____ Zip: _____

Phone: _____ E-mail: _____

VISA MC Am Ex Personal check (payable to Fred Gleeck)

Acct No. _____ Exp. Date _____

Signature _____

(Credit card charges will appear as Fred Gleeck Productions)

Please send this form along with your check or credit card information to: Fred Gleeck Productions • 209 Horizon Peak Dr. Henderson, NV 89012

Phone: 1-800-345-3325 • Fax: 702-617-4278

Fred's Stuff — Order Sheet

(THESE PRICES ARE GOOD TODAY, AND TODAY ONLY!)

Product	Price	Qty.	Subtotal
Self Publishing Program	\$197..	_____	_____
How to Self Publish Your Own Book, Get Famous, and Make Well Over \$250,000 a Year (1-Day Seminar on Audio Tape)	\$197..	_____	_____
How to Start and Build a Turbo-Charged Web-Based Consulting Business in Your Own Field (1-Day Seminar on Audio Tape)	\$197..	_____	_____
Marketing and Promoting Your Own Seminars and Workshops (1-Day Seminar on Audio Tape)	\$197..	_____	_____
How to Make \$5,000 a Day as a Professional Speaker (1-Day Seminar on Audio Tape)	\$197..	_____	_____
Creating and Selling Informational Products to Make You Filthy Rich (1-Day Seminar on Audio Tape)	\$197..	_____	_____
24 Secrets of Marketing Your Professional Services (1-Day Seminar on Audio Tape)	\$197..	_____	_____
Publishing Profit 1 Day Seminar (1-Day Seminar on Audio Tape)	\$197..	_____	_____
How to Double Your Sales on the Web in 90 Days or Less (4-Cassette Audio Interview Program)	\$127..	_____	_____
How to Get Your Own Radio Show in 7 Days or Less (4-Cassette Audio Interview Program)	\$97..	_____	_____
Package A: Any 3 items from the list above and 1 hour of consulting time	\$397..	_____	_____

Package B: Any 5 items from the list above and 2 hours of consulting time.....\$597 .. _____

Package C: The "whole enchilada"\$997.. _____
Everything on this list PLUS 3 hours of one-on-one consulting (face to face or on the phone); unlimited email assistance; and 50% off any additional products or services that I offer.

Publishing Profit boot camp (comprehensive 3-Day program packed with valuable info)\$397 .. _____

TOTAL: (Please add \$3 per item for Shipping)\$ _____

Guarantee: EVERYTHING we sell comes with a no B.S, money back, lifetime guarantee. If you're not happy, SEND IT BACK!

Name: _____

Company: _____

Address: _____

City: _____ State: ____ Zip: _____

Phone: _____ E-mail: _____

VISA MC Am Ex Personal check (payable to Fred Gleeck)

Acct No. _____ Exp. Date _____

Signature _____

(Credit card charges will appear as Fred Gleeck Productions)

Please send this form along with your check or credit card information to: Fred Gleeck Productions • 209 Horizon Peak Dr. Henderson, NV 89012

Phone: 1-800-345-3325 • Fax: 702-617-4278

Questions I ask Experts in a New Field to Develop My Products:

Do you have a written marketing plan?

What is your most effective method of marketing?

How do you measure the effectiveness of your marketing efforts?

Do you use yellow page advertising?

Do you do your own marketing (in house) or hire an outside consultant?

What marketing method are you sure won't work as a BLANK?

What percentage of your time do you spend on marketing?

Do you use direct mail?

Do you have a website?

What percentage of your sales come from online efforts?

How often, if ever do you attend trade shows?

How often, if ever, do you attend educational seminars?

Have you ever used a free recorded message?

Do you have a toll free number?

How do you stimulate referrals?

Do you solicit testimonials from your customers?

What do you do to generate press and publicity for yourself/your company?

What is your sales closing ratio?

What would help to increase your closing ratio?

Do you or have you ever written articles for publication to help market your business?

Do you use public speaking to help your market your business?

Have you ever considered your own radio show to help market your business?

What's on your business card? Do you consider it a marketing device?

Have you ever done or considered using TV advertising? What about Radio?

How much are you spending a month on advertising?

What is your Unique Selling Proposition? What makes you different than your competitors?

What marketing method are you sure WILL NOT work in this industry?

Do you read the trade magazines? If so, which ones?

Regular Tips in Different Areas

If you're looking to learn the maximum amount that you can in a minimum amount of time, then I suggest you take a look at the following topic areas:

In each of the areas, just send an email to the email address listed below each one to get regular tips in each area or field.

Seminars and Workshops: tips@seminarexpert.com

Speaking: tips@professionalspeakingsuccess.com

Consulting: tips@consultingexpert.com

Publishing: tips@selfpublishingsuccess.com

FREE MARKETING TIPS:

To receive Fred's FREE 7-day course on marketing and promoting your own seminars and workshops (\$37 value) send an email to: tips@seminarexpert.com

Webmarketingmagic

Special Offer

I have just finished writing a book called “How to Double Your Sales on the Web in 90 Days or Less.” You can buy copies of this book and sell them for any price that you want. I suggest you sell them for somewhere between \$9.95 and \$19.95. Regardless of what price you sell the book for, every dime in profit is yours! You owe me nothing.

To get copies of the book all you have to do is call **Bill Frank** at 661-702-9010. He will ship you as many copies as you like at cost.

Why would we make such an offer? The back end, of course. The book directs the reader to our site, which is www.doublemysales.com. In reality, we are directing them to Web Marketing Magic.

So, now, even before you get started with your own product, you have a product that you can sell or give away or use as a bonus.

WEB MARKETING MAGIC.COM (The Details)

Shopping Cart

The shopping cart part of this program is what allows you to perform sales on-line in your Web site. It also calculates the sale, adds the appropriate sales tax and shipping, and charges the total order to the customer’s credit card.

The shopping cart appears to be part of your Web site; however, it is not. Without the customer being aware, the shopping cart zips their order to the Web Marketing Magic server and then zips back to your site for continued shopping.

Even if you do not have your own online merchant account, with this program, you can still take orders and process them off-line.

How is this different or better than alternative products on the market? Most of the shopping cart systems must be

installed and configured on your Web site. This requires you to purchase your own secured server certificate, which is a very expensive proposition.

With Web Marketing Magic you only need to tell us what products you sell and we take care of the rest. You literally can be up and running in five minutes.

Additionally, the shopping cart is fully integrated with the client management and marketing system and the affiliate tracking system. I know of no other program that functions like this.

Cost: Similar shopping cart programs cost approximately \$1,000.

Client Management System

This is the brain of the system. It stores all of your customer information in one central database. You can search your database to learn how much total business has been done by a particular client, learn what products they have and have not purchased, and learn which of your products are selling well.

The client management system also acts very much like a contact manager (ACT or Microsoft Outlook), allowing you to make notes in a particular client file. The information can also be imported from and exported to other databases that you want to maintain.

How is this different or better than other products on the market? Its uniqueness lies in the fact that it integrates with the shopping cart and the autoresponder. No other product available today can do this.

Cost: Since there isn't another product that has these functions, it would be necessary to have a programmer create the program for you. Estimated cost \$3,000.

Broadcast Module

Broadcasting allows you to quickly, easily, and cost-effectively send messages to all of your customers. It can be segmented to send to any one group with the click of the mouse.

For example, you might have your database separated into two groups, those that have purchased product (publish 1) and those that are simply thinking about buying (publish 2). In other words, they have opted to be on your mailing list. You can send one message to all of the folks in publish 1 database thanking them for their order and promoting the next product. Another message can be sent tempting publish 2 list to purchase. And this can be done simultaneously, while you sleep.

How is this different or better than other products? No other system has this function.

Cost: Approximately \$1,000 if it were available.

Smart Auto-Responder Module

This invaluable part of the program enables you to send follow-up messages to your clients who have expressed an interest in, or have already purchased your products or services. These messages can be sent as often as you like, with no limit to the number you can send. Messages can be sent at any time interval of your choosing.

Using this component of the system will dramatically improve your sales because repetitive, timely contact is the key to getting customers to purchase and do it more often.

How is this different or better than the others? All other autoresponders are set up on a per auto response charge. This system is unlimited and each contact is automatically entered into your database and now becomes a part of your client management system.

Because of the integration with the shopping cart, we are the only company that can automate a post sales, product specific, follow-up. Set it up once and it is done forever. That is, unless you want to change it, which is very simple and easy to do.

The main reason that this is so amazingly profound is that your ability to sell other products and services depends on how well you can target customers with specific offers based upon what they have already purchased or inquired about.

NO OTHER SYSTEM CAN DO THIS.

The advantage is that you will sell more products than someone without this system. Why? Because the process of manually managing your client and potential client base seems simple, in theory. However, it is extremely time consuming and few people do it because of the enormous amount of effort involved.

Cost: Auto responses only, about \$60 per month is an average company expenditure. This depends upon how many auto responses you order each month. The management of your auto responses is unavailable anywhere and I can't begin to put an estimated cost on this.

Forms

Each customer who visits your Web site and wants to order product or be added to your e-mail list will need to provide you with certain vital information, like their name, address, etc. Forms are used to capture this customer information and until now, were a fright filled nightmare to create.

Most form designers produce a particular type of form known as "form mail." This is a form, sent via e-mail, to you. This might be OK if you have a very limited number of responses per day. These would have to be manually entered into your database. No longer.

The form is connected directly to the server containing your database and is automatically entered into your client management system, allowing you to search and send broadcast messages to a targeted audience.

Why is this different or better than other products? Very few forms are designed to integrate with your database. This saves time and we all know, time is money.

Cost: Form designers usually charge between \$300 and \$500 per form.

Ad Tracker

One of the biggest challenges in advertising is knowing precisely how well something works. Unlike other systems

that keep track of the number hits on your site, Ad Tracker tracks the dollar effectiveness of your online advertising campaigns.

This module is the only application that can accurately report revenue generated by your banner advertising.

How is this different or better than the other ad trackers? All others will give you data as to the number of hits you receive, but in reality that is much less valuable than knowing how many people actually buy from you as a result of a particular banner ad.

This system can be set up in a matter of minutes and requires NO technical knowledge at all.

Once again, this is the only system in the world that can report campaign specific sales revenue information from a given banner ad.

Cost: If you were to hire a programmer to write a program like this, it would cost somewhere between \$1,500 and \$2,000.

Affiliate Module

This module will enable you to recruit hundreds or thousands of other Web site owners to resell your products for you. As discussed in this book, this is with the understanding that they will be paid a commission for their efforts, based upon their sales. What a great way to increase traffic, free, and only pay for the sales that result!

How is this different from competitors' products? It is easy to use and much more affordable than similar (although not really) products. It is the only one that is integrated with a shopping cart; therefore, you do not have to "mickey mouse" a group of software together that wasn't designed to work together. This would also call for the assistance of a programmer and that is never an inexpensive proposition.

Cost: What there is available runs approximately \$1,000.

Coupon Module

Everybody loves coupons and this module enables you to create special offers on your Web site. They are great for creating a sense of urgency and scarcity. This will dramatically improve your sales.

Here is how the Coupon Module works: You create an offer like “Between now and the end of the month you get 25% off of any purchase over \$100. Hurry; this offer is only good for the first 100 people who take advantage of this offer.”

The system will automatically track the number of people who have taken advantage of the offer and it will prevent ordering after the passing of the expiration date. It also prohibits any orders after the specific number that you set has been reached. It will simply respond with a message to the customer, “Sorry, offer has expired. Thank you for your order.”

How is this different or better? It is already integrated with the shopping cart. That means you will not have to force a coupon system to work with another shopping cart system. They already “play well together.” The system will also track the total sales resulting from the coupon offer.

Cost: To create a coupon system similar to this would run approximately \$1,000.

Tell a Friend

What better time to ask for referrals than when someone has just completed their order? Most people selling items on their site will have a “thank you” screen, which appears after an order has been placed. This wastes a tremendous opportunity!

Web Marketing Magic will not only thank your customer, it will ask for referrals at the same time. This enables the customer to tap into their address list and send you the names of people that may be interested in your products and services.

How is this different or better than competitive software? Well, there aren't any others. This is totally and completely unique.

Cost: A programmer could add this to your site for about \$500.

EBook Module

This feature allows you to upload your PDF files and then deliver them to the people ordering from you. When an order is processed and approved (paid for), a password is generated by the system that allows the customer to download the file they have purchased. Size is not a factor. Whether it is a short report or a several hundred page e-book, you can use this module to deliver your "stuff."

How is this different or better than other eBook systems? The PDF reader does not have to be a resident on the recipient's computer. The reader resides on the Web Marketing Magic server and transcribes the material as it is downloaded to the customers system.

Cost: A comparable program would cost \$500 or more.

To purchase a copy, go on-line at www.webmarketing-magic.com and sign up for a 30 day free trial. After that, you'll be convinced of the power of this program and you'll be hooked.

Other Fred Gleek Products You Need

Profit-Building Tools for Speakers, Authors, and Consultants

If you're an author, speaker, or consultant (or aspiring to be one of these) then you must have the tools to succeed. These programs will help you maximize your chances for success. In contrast with many programs on the market, ours are filled with highly usable content that can be immediately implemented to maximize your income.

THE AUDIO SERIES:

How to Self Publish Your Own Book, Get Famous and Make Well Over \$250K a Year

This one-day seminar on audio-tape will give you a great overview of the self-publishing process. It will provide you with everything you need to get started and how to develop a back-end set of products and services. You'll learn: How to quickly and easily set up your own publishing company; Dealing with publishing minutia: ISBNs, copyright registration, etc.; Tested systems to research, write and sell your book in 90 days or less; 3 simple ways to get your book written quickly; Keys to designing your front and back book covers for maximum effectiveness and much more. To learn more about this program go to www.self-publishingsuccess.com.

How to Start and Build a Web-Based Consulting Business

If you have expertise in a topic, you can get paid for that expertise as a consultant. Most consultants spend their time chasing down prospects that have no interest in their services. This one-day seminar on audio-tape will show you the right way to prospect for high dollar customers and get paid while you're doing it. You'll learn: Your single most important asset as a consultant and how to cultivate it; Automated methods for capturing names into your web marketing system; Tips to selecting your niche to maximize your income; Understanding the funnel system and how to generate a steady flow of qualified

leads and much, much, more. To learn more about this program go to www.consultingexpert.com.

Marketing and Promoting Your Own Seminars and Workshops

Whether you're a speaker, author or consultant, seminars can be a very attractive source of additional revenue. There's only one problem. You can lose a lot of money if you don't know what you're doing. This program will show you exactly how to promote your own events and make money doing it. I've done over 1,300 one-day events myself! You'll learn: How to select the right seminar topic and maximize your total revenue; Pricing your seminar to maximize your total revenue; Which days and months to do seminars to generate the maximum response; How to use e-mail marketing to increase attendance with a minimum of cost and much, much, more. To learn more about this program go to www.seminarexpert.com.

How to Double Your Sales on the Web in 90 Days or Less

If you want to make your website successful you have to do two things. First, you have to design a site that REALLY sells. Secondly, you have to find an effective way to drive traffic to your site. The problem is that most people don't truly know how to do either effectively. This program will show you how to do both! You'll learn: The three fatal flaws that most people make on the web; What most people do backwards and how you can avoid doing them; Why it makes sense to give away something of highly perceived value; Your website focus: what it should be; Creating great copy — a mandatory item; Why fancy sites don't guarantee success; What a killer sales letter is and how to write one; What kind of shopping cart you must have to maximize sales; Are pay-per-click search engines the way to go?; Myths about traffic on the internet and what you need to know now; Using newsgroups to market your site; Keys to success in affiliate marketing programs; and much, much, more!

How to Make \$5,000 a Day as a Professional Speaker

If you want to really make a living from professional speaking, you NEED this program. In a fast moving interview, Fred Gleeck

reveals the secrets of how to get started and thrive as a speaking professional. Other programs may give you part of the story; this program gives you the whole story! You'll learn: How to develop a video demo that will get you booked 20% more often; 3 promotional tools every speaker must have and how to do them correctly; How to properly target a niche market to increase your fees and virtually eliminate your competition; Why you should never speak for "free" even though you may not be paid a speaking fee; Tips to using your own public seminars to get more private speaking engagements and much, much, more. For more information go to www.speaking.com (yes, that is the correct spelling).

Creating and Selling Information Products

If you're an information marketer, you need to create information products to be truly successful. Not only will creating products enhance your image, it will also allow you to make money while you sleep. This program will show you how to turn your products into a solid money making machine that requires a minimum of effort. You'll learn: 3 ways to produce audio programs; Why you must have both books and ebooks; Key mistakes to avoid when producing your videos; Are cassettes still the way to go or must you have CDs?; Why the book is the toughest part — do that and you're 90% there; Reasons why you should never do your videos without help; Why your outline is key to your success in any information product; Maximizing your product sales at live events; Using seminars to market and sell your products; and much, much, more!

24 Direct Marketing Secrets to Your Professional Services Business

If you market any service whatsoever, this is a program you can use. You'll get the inside secrets on how to do marketing that REALLY works. It's called direct marketing. It's the only kind of marketing I do. It's the only kind of marketing you'll want to do after you listen to this program. It's packed with highly relevant usable ideas. You'll learn: How to create a "Unique Selling Proposition" that will position you as the absolute expert in your field; Understanding the only 3 Ways to Increase Business in any field and how to maximize those numbers; Return on Marketing Dollars R.O.M.D. — how to increase the amount of

repeat business that you generate by 30% or more; A comprehensive system to generate referrals that will double or triple your business; How to properly use the concept of a free recorded message to generate a steady flow of qualified leads; Fully tested methods to creating expert status for yourself; Why your database is your single most important asset and how you can do it right; Tried and tested systems for generating publicity that will bring you in a steady flow of cheap, qualified leads; and much, much, more! For more information on this program go to: www.directmarketingexpert.com.

How to Get Your Own Radio Show in 30 Days or Less

If you've always thought about having your own radio show, now you CAN! This lively interview format 4 cassette program will give you everything you need to have your own radio show in less than a month. Follow the steps in this program and you'll be on the air in no time. Having your radio show will allow you to promote yourself and your services in a way you'd never thought possible. This program will walk you step by step through the process. Nothing is left to chance. If you've ever wanted to be on the air, this program will show you how.

PRODUCT ORDER FORM

Product	Price	Qty.	Subtotal
Self Publishing Program	\$197..	_____	_____
Consulting Business Program.....	\$197..	_____	_____
Marketing Your Own Seminars	\$197..	_____	_____
Make \$5,000 a Day Speaking	\$197..	_____	_____
Selling Informational Products	\$197..	_____	_____
Marketing Professional Services	\$197..	_____	_____
Double Your Sales on the Web.....	\$127..	_____	_____
Get Your Own Radio Show.....	\$127..	_____	_____
Package A: Any 3 items above (plus one hour consulting time).....	30% Off..	_____	_____
Package B: Any 5 items above plus 2 hours consulting time.....	40% Off..	_____	_____
Package C: Everything above plus 3 hours consulting time and unlimited email support	50% Off..	_____	_____
TOTAL: (Please add \$3 per item for Shipping)			\$ _____

Guarantee: EVERYTHING we sell comes with a no B.S, money back, lifetime guarantee. If you're not happy, SEND IT BACK!

Name: _____

Company: _____

Address: _____

City: _____ State: ____ Zip: _____

Phone: _____ E-mail: _____

VISA MC Am Ex Personal check (payable to Fred Gleck)

Acct No. _____ Exp. Date _____

Signature _____

(Credit card charges will appear as Fred Gleck Productions)

Please send this form along with your check or credit card information to: Fred Gleck Productions • 209 Horizon Peak Dr. Henderson, NV 89012

Phone: 1-800-345-3325 • Fax: 702-617-4278

PRODUCT ORDER FORM

Product	Price	Qty.	Subtotal
Self Publishing Program	\$197..	_____	_____
Consulting Business Program.....	\$197..	_____	_____
Marketing Your Own Seminars	\$197..	_____	_____
Make \$5,000 a Day Speaking	\$197..	_____	_____
Selling Informational Products	\$197..	_____	_____
Marketing Professional Services	\$197..	_____	_____
Double Your Sales on the Web.....	\$127..	_____	_____
Get Your Own Radio Show.....	\$127..	_____	_____
Package A: Any 3 items above (plus one hour consulting time).....	30% Off..	_____	_____
Package B: Any 5 items above plus 2 hours consulting time.....	40% Off..	_____	_____
Package C: Everything above plus 3 hours consulting time and unlimited email support	50% Off..	_____	_____
TOTAL: <i>(Please add \$3 per item for Shipping)</i>			\$ _____

Guarantee: EVERYTHING we sell comes with a no B.S, money back, lifetime guarantee. If you're not happy, SEND IT BACK!

Name: _____

Company: _____

Address: _____

City: _____ State: ____ Zip: _____

Phone: _____ E-mail: _____

VISA MC Am Ex Personal check (payable to Fred Gleck)

Acct No. _____ Exp. Date _____

Signature _____

(Credit card charges will appear as Fred Gleck Productions)

Please send this form along with your check or credit card information to: Fred Gleck Productions • 209 Horizon Peak Dr. Henderson, NV 89012

Phone: 1-800-345-3325 • Fax: 702-617-4278

How I Can Help YOU as a Speaker/Seminar Leader?

I can help you as a speaker or seminar leader to dramatically increase your income. Whether you're just getting started, or you're a seasoned veteran, I can help you make a lot more cash.

IF, you're ready and we have a good match.

There is no way for either of us to know the answer to that question until we talk.

Before we talk, I'd like to give you some things to think about. You're either in one of two groups. Either you're already doing speaking and seminars or you're just getting started.

Just Getting Started

Before you do anything else, you've got to study. First, buy any of my books that you don't already have. Trust me, they're worth it. Go to www.fredgleeck.com to see a complete list of the books. The most relevant titles are:

Publishing for Maximum Profit

Marketing and Promoting Your Own Seminars and Workshops

Speaking for Millions

More importantly, pick up a few of the audio tape programs that I've created. The most important one for you is *Marketing and Promoting Your Own Seminars and Workshops*.

To get the best prices on all of these, call my office directly at 1-800-FGLEECK (345-3325).

Already Speaking and/or Giving Seminars

If you are already doing a lot of speaking and consulting and can afford a minimum of \$500 a month, then we should talk about some personal coaching.

I run a very exclusive program for speakers. Call me for details or email me at fgleek@aol.com.

I look forward to working with you in whatever way makes the most sense for both of us.

