

Making Money in Your Jammies

*Creating Income from Blogs, Teleseminars,
Webinars and Subsequent Products*

Blogs

- Income options possible from your blog

- What blog or article topics could you write about that you could compile into a book?

Rebecca L. Morgan, CSP, CMC

Certified Speaking Professional ▲ Certified Management Consultant
Bestselling Author ▲ Creating innovative workforce effectiveness solutions
Blog: www.GrowYourKeyTalent.com

Morgan Seminar Group

408/998-7977 ▲ Fax: 408/998-1742
1440 Newport Ave. ▲ San José, CA 95125-3329
Rebecca@RebeccaMorgan.com ▲ www.RebeccaMorgan.com

Teleseminars (phone only)

Webinars (computer w/audio)

Pros

Cons

• Different types of teleseminars/webinars

A.

B.

C.

Which one(s) do you see yourself offering?

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- What topics could you offer?

• To whom would you market?	List names/initials
Current clients Past clients Your mailing list Joint venture w/associations General — via AdWords ads	

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^a Pricing for your target market

- Stephen Tweed: www.leadinghomecare.com/store/audio/index.html (\$149/program)
- SJeffrey Gitomer: www.gitomer.com/products/Teleseminar-CDs.html (\$49/CD)
- [Shttp://www.icba.org](http://www.icba.org) (1-hour seminar recording, \$179/CD; \$199/MP3)

How much could you charge?

- How could you sell a webinar series, tele-course or ongoing subscription?
 - www.ManagersDiscussionGuideProgram.com
 - www.SpeakerNetNews.com/tsem/tsemsubscribe.html
- How could you bundle your products into bigger packages?
 - www.SpeakerNetNews.com/tsem/intensive_closesales.html
 - www.ProfitableSpeakingBusiness.com/bpsb1p.html

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Logistics

- Teleseminar bridge line—rent (single or multiple times) or lease (1 year)
 - Go to speakernetnews.com for a Compilation on reader-recommended bridge line rental companies.
 - TelephoneBridgeServices.com
 - FreeTeleconference.com
- Webinars
 - GoToWebinar.com; starts at \$99/mo./8(\$948/yr.) for up to 1000 attendees
 - WebEx.com; starts at \$49/mo. (\$468/yr.) for up to 25 attendees
- Registration
 - Acteva.com
- Confirmation
 - Set up an autoresponder from your shopping cart to immediately send registrants dial in/login info.
- Pre-session survey
 - Send registrants a short survey asking what they want from the session.
- Recording

From Ken Braly: Our bridge line records the conversation and sends us a link afterward to download the audio file for editing. I now use this rather than recording into Sound Studio (though I still do that as backup). This gets rid of the problem of the local voice being too loud in the recording.
- Post-session evaluation
 - Send registrants a short evaluation asking what they got from the session and did they feel they got their money's worth. If they say no, offer to refund them.

Resources

- *Teleseminars Soup to Nuts: How to Provide Profitable, Low-Work, High-Value Seminars*
Produced by SpeakerNet News. Rebecca Morgan tells the details on how to create teleseminars.
<http://www.speakernetnews.com/tsem/ts20041005.html>
- “*Teleteach for Profit: Learn How to Promote, Run and Sell Interactive Teleclasses & Audio Programs*” by Marcia Yudkin. She’s offering \$100 off the \$795 for the first 10 buyers who use the coupon code “NSA.” <http://tinyurl.com/62uqqq>
- *Dan Janal at GreatTeleseminars.com* will record the teleseminar, produce an MP3, duplicate CDs, create transcripts and ship products. If you mention Rebecca’s name, they will give you an eBook on “How to Host Your Own Successful Teleseminar,” and give you an extra 10 percent of product on your first CD order (so if you order 50 CDs, you’ll get 5 free.).
- *Sam Silverstein* (PrimeTimeDuplication.com, 800/544-9252) can record, edit, and fulfill CD orders. He has a custom design shop for the 4-color labels and offers a multitude of packaging options.
- *Rebecca Morgan’s consulting and recording talent services*
Expand your products/services so you can make money in your jammies! Rebecca Morgan has helped speakers, trainers, consultants and coaches repackage their expertise to create high-income, low-work, out-of-the box products, services and systems. She can also record a professional interview of you to create easy products. <http://makingmoneyinjammies.com>

“Rebecca Morgan is a walking/talking encyclopedia of information about Non-Airplane Income. She is regarded as the go-to resource for making money in your jammies. If you want to generate more stay-at-home streams of revenue, systemize your operation so it’s more efficient and profitable, or launch new product lines, consulting with Rebecca is the quickest way to expedite immediate bottom-line results.” —Sam Horn

“Working in the highly competitive field of photography, I’m always looking for ways to innovate my business. Having applied some of Rebecca’s ideas helped my sales increase 33% and has enabled me to stay ahead of my competitors.” —Dov Friedmann

“Thanks for your steady and warm moderation. I’ve never felt so intelligently guided on a call before! Your professionalism and preparedness helped raise my own game.” —Howie Jacobson, Ph.D.

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Making Money in Your Jammies

with Rebecca Morgan, CSP, CMC



Generate Income from Your Knowledge – Without Even Getting Dressed!

- You know you're not maximizing your income opportunities by repackaging your intellectual capital.
- You'd like to travel less or be able to be pickier about the engagements you take.
- You want to blizzard-proof, H1N1-proof, volcano-proof and recession-proof your speaking/training/consulting/coaching business.
- You know you are leaving money on the table by not having product to pre-sell, offer BOR, sell online and/or promote as follow-up reinforcement.
- You'd like to create electronically deliverable products that you don't have to manufacture or ship.
- You want to create products that produce revenue for years.
- You long to make money providing excellent products/services from anywhere in the world – Bermuda or your bedroom – in your shorts, in your jammies, or while you're sleeping.

You will make lots more money that you don't even have to get dressed to generate!

In-Depth 6-Part Webinar Course

Oct. 26- Nov. 30 6 Tuesdays, noon-1:00 PST (1:00-2:00 MST; 2:00-3:00 CST; 3:00-4:00 EST)

EARLY-BIRD CUTOFF DATE: Oct. 20

- You'll attend each webinar session which discusses various jammies products and how to produce them. Each session includes information on a type of jammies product coupled with at least one brief hot seat.
- You can submit your ideas and work to the group for feedback as you proceed.
- You'll pick one product/service to produce before the course ends so you have something ready to sell – if not already selling.
- You'll make major progress on – if not actually complete – at least one new product/service if you do the weekly homework.

Bonuses for Pre-Registered Attendees

Monthly Group Call

A complimentary monthly group call to work on ideas to increase jammies income. A few people each month will get brief hot seats.

Vetted Vendor List

Rebecca has checked out many suppliers. A few stand out as responsive, creative, professional, easy to work with, high-quality and reasonably priced. Rebecca will share her Vetted Vendor List.

There are several investment options detailed on the back, depending on your needs and budget. Choose the one that meets your needs (or jammies-fabric preference! Sorry, no nude level!)

Cotton Level: 6-Part Webinar Course + monthly group call

✓ the option
you want

You'll get lots of ideas, strategies and tactics to start producing jammies income.

Early-bird price: \$297

After the early-bird cutoff date: \$495

\$297

\$495

Satin Level: 6-Part Webinar Course + 6 hours of 1-on-1 consultations with Rebecca + monthly group call

Rebecca will help you crystalize your strategy and action plan and ensure you are taking the right actions to bring your plans to fruition. You can schedule your consultations however you want: 1x/week if you want to move quickly, 1x/month, or come to Rebecca's office for all 6 hours at once. Consultations are on the phone or at Rebecca's office.

Get the 6-part webinar course FREE if you purchase the 6-hour consultation package by the early-bird cutoff date.

Early-bird price: \$1295 (\$1995 value) by the early-bird cutoff date

Early-bird payment divided into 3 monthly payments of \$445/each

After the early-bird cutoff date: \$1790

\$1295

\$445/mo

\$1790

Silk Level: 6-Part Webinar Course + 6 months of ongoing access 1-on-1 coaching/mentoring + monthly group call

You want to get moving to produce at least one – most likely multiple – jammies products quickly and to make the fastest progress. You want Rebecca on your team. She'll coach, prod, noodle with you, celebrate your successes and hold you accountable so you translate your ideas into a tangible format fast. She'll review your promo copy, web site, product covers, etc. You get ongoing access by phone, email, or in-person at her office for up to 26 hours.

Get the 6-part webinar course FREE if you purchase the 6-month consultation package by the early-bird cutoff date.

Early-bird price: \$5000 (\$6995 value) by the early-bird cutoff date

Early-bird payment divided into 6 monthly payments of \$850/each

After the early-bird cutoff date: \$5495

\$5000

\$850/mo.

\$5495

Please Print! (or attach your business card)

Your Name _____ Daytime Phone (_____) _____

Organization _____ Email _____

Street Address (no PO box please) _____ City _____

State _____ Zip _____ Country (if other than US) _____

Cardholder name _____ Signature _____

Visa MC AmEx # _____ Exp. Date _____

Make your check (in US funds only) payable to: Morgan Seminar Group, 1440 Newport Ave., San José, CA 95125-3329. Or PayPal payment to Rebecca@RebeccaMorgan.com. Questions: 408/998-7977, Fax 408/998-1742

More info at www.MakingMoneyInJammies.com