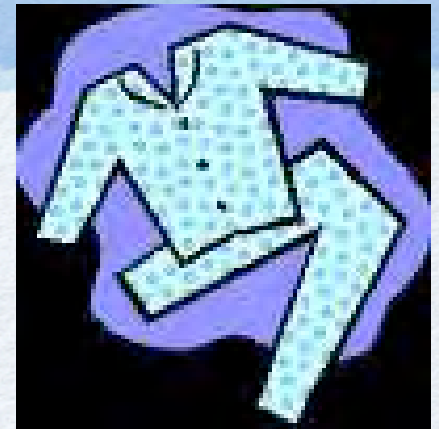


# MAKE MONEY IN YOUR JAMMIES

Creating Income from Blogs,  
Teleseminars, Webinars and Subsequent  
Products

by  
Rebecca Morgan, CSP, CMC





# WHO ARE YOU?

- **Name**
- **Location**
- **1-2 sentences about your  
business focus**



# YOU WANT TO...

- **Maximize your income by repackaging your intellectual capital.**
- **Not leave money on the table by having product to pre-sell, offer BOR, sell online and/or promote as follow-up reinforcement.**



# YOU WANT TO...

- **Create electronically deliverable products that you don't have to manufacture or ship.**
- **Develop products that produce revenue for years.**



# YOU WANT TO...

- **Be able to be choosier about the engagements you take.**
- **Make money anywhere in the world.**
- **Blizzard-, H1N1-, volcano- and recession-proof your business.**



# BENEFITS OF JAMMIES INCOME

- **Reduced cost for clients**
- **Takes less time for you/participants**
- **Global reach**
- **Make product to sell w/no extra work**
- **No putting on hose and heels**

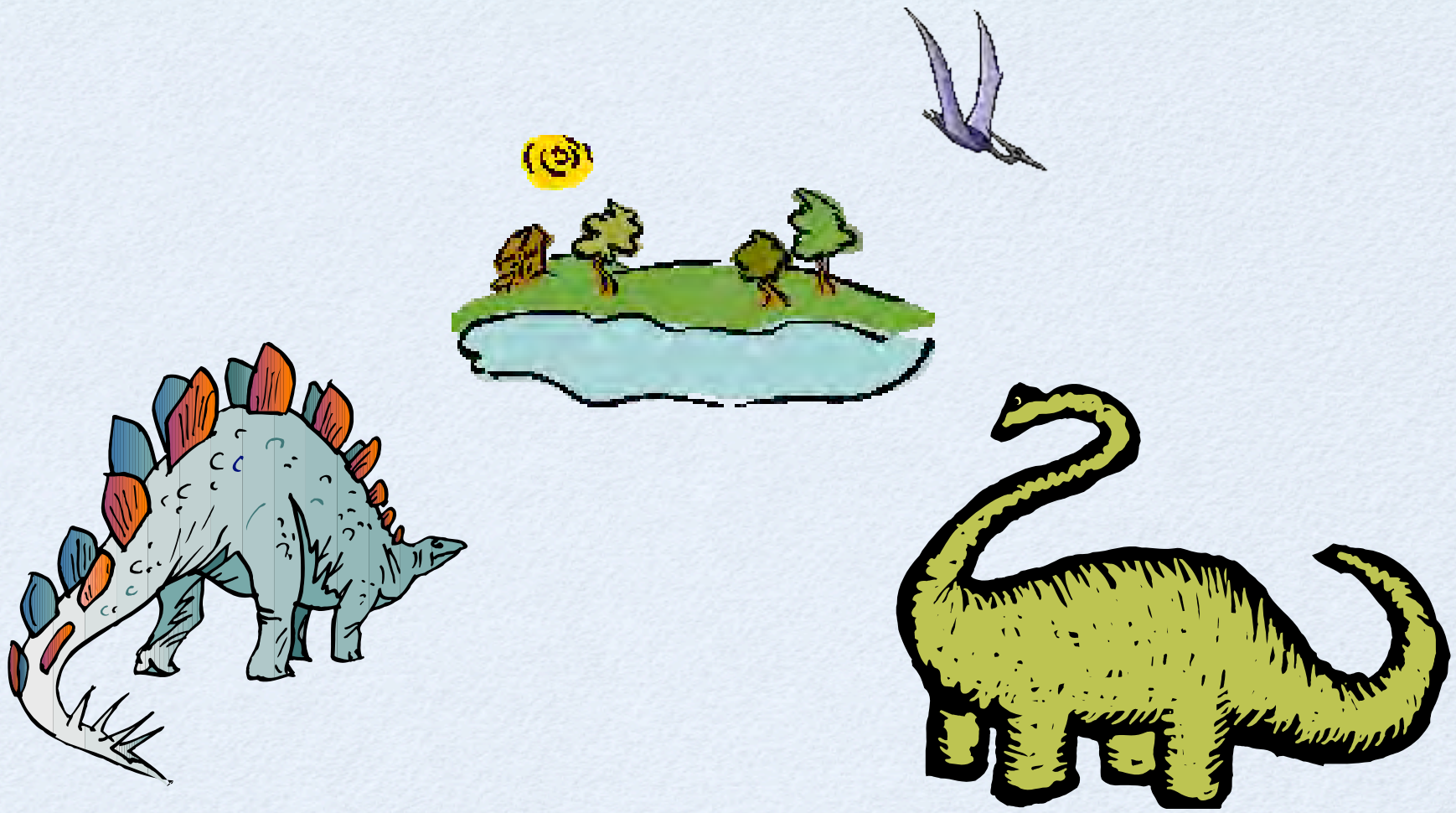


# VOTE

- 1. Who will buy (3)**
- 2. Growing email list (3)**
- 3. SEO (5)**
- 4. Get more blog visitors/  
comments (6)**
- 5. Producing books,  
eBooks/eBooklets (6)**
- 6. Webinars/Teleseminars  
(6)**
- 7. Recordings (5)**
- 8. Bundles/Pricing (1)**
- 9. Tele/webinar course**
- 10. Subscriptions/  
Membership site (3)**
- 11. Home study (3)**
- 12. Coaching/Consulting 2**
- 13. Other products 2**
- 14. Preselling products (1)**
- 15. Affiliate programs**



PRE-2008





# THE WORLD REBOOTED





# SILICON VALLEY ASTD





1'M

■ **Lazy**

■ **Cheap**

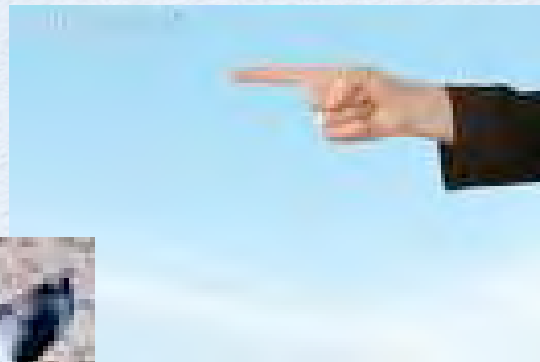


# POLL

## **Your jammies-product status**

- I have no jammies products
- I have some but they don't sell well
- I have some and they sell so great I'll join you on your next adventure







# MY 3 BUSINESSES



Rebecca L. Morgan, CSP, CMC  
*Trusted advisor to executives*



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**[www.RebeccaMorgan.com](http://www.RebeccaMorgan.com)**



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# STRATEGY





IT'S ALL ABOUT THE LIST