

# Making Money in Your Jammies

*Creating Income from Blogs,  
Teleseminars, Webinars, Books, eBooks  
and Other Products*

Presented by

Rebecca L. Morgan, CSP, CMC\*

Certified Speaking Professional, Certified Management Consultant  
Speaker, Seminar Leader, and Author

Please fax your notes to 408/998-1742 so I can improve  
this handout by seeing what was important to you.

\*Certified Speaking Professional (CSP) and Certified Management Consultant (CMC) are the highest earned designations awarded by the National Speakers Association and the Institute of Management Consultants, respectively. These designations recognize high standards for education, ethics, and implementation of best practices in the speaking and consulting professions. Rebecca is the fifteenth person in the world to earn both designations.

***Rebecca L. Morgan, CSP, CMC***

Certified Speaking Professional ▲ Certified Management Consultant  
Bestselling Author ▲ Creating innovative workforce effectiveness solutions  
Blog: [www.GrowYourKeyTalent.com](http://www.GrowYourKeyTalent.com)

***Morgan Seminar Group***

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## *Jammies Income Will Help You...*

- 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.
- Create electronically deliverable products that you don't have to manufacture or ship.
- Develop products that produce revenue for years.
- Be able to be choosier about the engagements you take.
- Make money anywhere in the world.
- Blizzard-, H1N1-, volcano- and recession-proof your business.

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## *Benefits to Jammies Income*

1.

2.

3.

4.

5.

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## *State of the Speaking/Training Business*

Pre-2008 is ...

Presentations Pre-2008

Some mix of

Now

All of those, plus

Industry shifts

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## *Important premises*

Rebecca's sites/blogs

- <http://www.RebeccaMorgan.com>
- <http://www.GrowYourKeyTalent.com>
- <http://MakingMoneyInJammies.com>
- <http://www.SpeakerNetNews.com>
- [http://www.\\_\\_\\_\\_\\_.com](http://www._____.com) (*You can talk about this site, just don't use Rebecca's name associated with it.*)

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## *Strategy*

Who will buy?

Primary question: Who will buy what you create?

Without a clear idea of who will buy your product/service and what they want, you'll be spinning your wheels.

You can sell to two kinds of potential buyers:

1. Those who already know you (former and current clients; contacts)
2. Those who don't know you but want what you offer.

By far, the easiest to sell to are #1.

1. Who's your perfect customer? (Your peeps) Describe in as much detail as possible

2. What is their pain? What do they want (not what do they need?) Important distinction: You need to create products that they want to buy, not what you want to create/sell.

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## *It's All About the List — Who Will You Sell To?*

- Building your list
  - Permission marketing (Seth Godin)
  - Gather email addresses for your current contacts  
Contact them regularly — ezine, LinkedIn, Twitter, and/or Facebook
  - Ethical bribe to join your mailing list  
Download these samples:  
*51 Best Marketing Tips* (get it at <http://www.speakernetnews.com>)  
*Grow Your Key Talent* (get it at <http://www.GrowYourKeyTalent.com>)  
*You've Got to Kiss a Lot Of...Princes!* (get it at <http://www.DatingGoddess.com>)
  - Borrowing others' lists  
Promoting each other  
Joint Ventures  
Affiliates
  - Google AdWords  
Can be effective; can be expensive  
“Get New Sales by Mastering AdWords: How to Turn Clicks into Cash” with  
Howie Jacobson, <http://www.speakernetnews.com/tsem/ts20070718.html>
- What could you offer as an ethical bribe?

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*Teleseminars* (phone only)

*Webinars* (computer w/audio)

Pros

Cons

• Different types of teleseminars/webinars

Which one(s) do you see yourself offering?

A.

B.

C.

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- What topics could you offer?

“People will buy hard-to-find, easy-to-apply information.” —Gordon Burgett

• To whom would you market?	List names/initials
<ul style="list-style-type: none"> <li>• Current clients</li> <li>• Past clients</li> <li>• Your mailing list</li> <li>• Joint venture w/associations</li> <li>• General — via AdWords ads</li> </ul>	

- Pricing for your target market
  - Stephen Tweed: [www.leadinghomecare.com/store/audio/index.html](http://www.leadinghomecare.com/store/audio/index.html) (\$149/program)
  - Jeffrey Gitomer: [www.gitomer.com/products/Teleseminar-CDs.html](http://www.gitomer.com/products/Teleseminar-CDs.html) (\$49/CD)
  - <http://www.icba.org> (1-hour seminar recording, \$179/CD; \$199/MP3)
- *Vetted Vendor: 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>
- *Vetted Vendor:* Dan Janal at [GreatTeleseminars.com](http://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.).

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## Getting Started — Logistics

- *Vetted Vendor:* Teleseminar bridge line—rent (single or multiple times) or lease (1 year)
  - Go to [speakernetnews.com](http://speakernetnews.com) for a Compilation on reader-recommended bridge line rental companies.
  - [TelephoneBridgeServices.com](http://TelephoneBridgeServices.com)
  - [FreeTeleconference.com](http://FreeTeleconference.com)
- *Vetted Vendor:* Webinars
  - [GoToWebinar.com](http://GoToWebinar.com); starts at \$99/mo./8(\$948/yr.) for up to 1000 attendees
  - [WebEx.com](http://WebEx.com); starts at \$49/mo. (\$468/yr.) for up to 25 attendees
- Registration
  - [Acteva.com](http://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.

## *Multi-Part Webinar or Tele-Course*

Harder to sell. Consider offering a series of sessions that people can buy individually or as a series (with a discount)

Sell the recordings as a home-study course.

- [http://makingmoneyinjammies.com/webinar/in-depth\\_webinar\\_course/](http://makingmoneyinjammies.com/webinar/in-depth_webinar_course/)
- *Vetted Vendor*: “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>

Package your workbook with a webinar recording and leaders guide for higher price.

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## *Other Virtual Delivery*

- Skype.com
- Cisco Telepresence

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## *Positioning/SEO*

- Google is like...

You are like...

Keywords are like...

- Your goal...

- Identify your key words (not phrases you make up!). What keywords would your ideal customers Google to find your services/products?

- List 20-50 keywords or phrases

- Tag all your blog entries, podcasts and/or YouTube videos with your top 2-10 keywords

- You want keywords with a high search to low competition ratio

- *Vetted Vendor*: keyword tool, <https://adwords.google.com/select/KeywordToolExternal>
  - *Vetted Vendor*: Derek Thomas, *Keyword analysis*, <http://thekeywordresearchshortcut.com/blog/quote>

- How do you stand out? Google these keywords/phrases to see how many others come up. Investigate the first 10-20 results to see what they offer and how you are different.

- Set up Google Alerts on all your keywords
    - Go to Google.com. Open an account (if you don't already have one). Under "Settings" choose "Google Account Settings." In the "My Products" section, choose "Alerts." Create an Alert for all your keywords, your name, your URL(s), your product name(s).

- When will you set up or add to your Google Alerts?

- Get these books so you can direct your web designer who probably knows none of what's in them:

*Don't Make Me Think!: A Common Sense Approach to Web Usability* by Steve Krug

*The Big Red Fez: How To Make Any Web Site Better* by Seth Godin

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## *Blogs*

- Beauty of blogging

- Income options possible from your blog

### Ads

- Avoid Google AdSense
- Direct ads from merchandisers
- Ad swaps

### Other ways to get paid

- Blooks
- Spokesperson
- Sponsorship of your talks
- Other related products

### Other perks

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## *Blogs Logistics*

- Getting started
  - Written blog
    - WordPress.com (hosted on the WordPress site), WordPress.org (hosted on your site)
    - TypePad
    - Blogger
    - “How to Start a Blog: A Step-by-Step Guide” teleseminar recording with Tom Gray  
[www.speakernetnews.com/tsem/ts20060502.html](http://www.speakernetnews.com/tsem/ts20060502.html)
  - Audio blog
  - Video blog
  
- How to get more visitors
  - Swap blog love which is to cross link to each other (add each other to the blogroll)
  - Guest posting
  - Your reviews of book of others on your topic — use as posting, then collect on one page  
(see <http://www.datinggoddess.com/good-books-on-dating/>)
  - Comment on related blogs
    - Don't pimp your blog
  
  - How to get more comments
    - Ask enticing questions
    - Comment on each comment left on your blog
  
- How will you increase your blog's effectiveness?
  
- *Vetted Vendor: Tom Gray, blog and SEO consultant, 303/800-5522, Tom.Gray@GeMSolv.com*

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## *Syndication*

- Find other sites who share the same ideal customers
- Follow your Google Alerts back to who's also posting about your keywords
- Ask them to “swap blog love”
- Offer to add content to their site (guest posting if a blog, contribute articles or a regular column if a web site, be interviewed for a podcast)
- Ad at end of posting/column
- Joint venture (JV) — Do a webinar/podcast/teleseminar with them
- What non-competitive sites could you approach?

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## *Books/Blooks*

- Books position you as an expert.
- You can make money, but you have to sell a lot. Look at books as an entree into someone's mind.
- Write through your blog
- Tap your readers
  - Built-in buyers
  - Peer-review your book
  - Ask them to promote it
  - Affiliate program
  - Offer review copies to fellow bloggers
- Compile your articles into a book — could even be spiral bound for BOR
- Invite others you respect to create an anthology
  - Gift with purchase

*Example: Attract Your Next Great Mate: Dating Advice From Top Relationship Experts*

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## Self-Publishing

- Editor
  - *Vetted Vendor: Barbara McNichol*
- Cover designer
  - *Vetted Vendor: 99Designs.com*
- ISBNs
  - You need an ISBN for any product sold through Amazon, B&N, etc.
  - You need a separate ISBN for the hard-copy version and the electronic version of your product.
  - [https://www.myidentifiers.com/index.php?page=isbn\\_blocks](https://www.myidentifiers.com/index.php?page=isbn_blocks)  
 1 ISBN: \$125  
 10 ISBNs: \$250  
 100 ISBNs: \$575  
 1000s ISBN: \$1,000
- Internal book designer
  - *Vetted Vendor: JustYourType.biz, interior book design (Sue)*
- Printer
  - *Vetted Vendor: LightningSource.com*
  - *Vetted Vendor: Snowfall Press, <http://snowfallpress.com/>*
- Fulfillment
  - *Vetted Vendor: LightningSource.com*

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## *eBooks*

- 10/20/10 *US Today* article, according to Ass. of Am. Publishers
  - 9% of the book market -- up, in part to the iPad, 8% in '09.
  - 177% increase in sales from '08-'09
  - 199% increase in sales from '09

All of my self-published books are available as ebooks

- Can be simply a PDF of your book, or in an epub format (e.g., Kindle).
  - Must be ePub to sell through iBook/iTunes
  - Your book layout designer can easily save it as ePub or Kindle from InDesign (they shouldn't charge you much — if anything — more as it takes less than a minute to convert).
  - Converts PDF to ePub <http://www.epub2go.com> — only if no graphics or charts.

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## *eBooklets/Booklets*

**Booklets** (printed; fits in #10 envelope)

Sample: *Tips, Tools and Resources for The Second Half of Life*

*Vetted Vendor: Paulette Ensign, <http://www.tipsbooklets.com/>*

**eBooklets** (downloadable; can be 8.5 x 11)

Sample: \$4.95 <http://www.speakernetnews.com/post/emcee.html>

- What could you compile into a book/eBook from info you've already created?

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## *Special Reports*

### Special Reports

Sample: *Speaking Successfully: 1001 Tips for Thriving in the Speaking Business*

Randy Gage example

Joan Stewart

5 pages \$10; all 52 (250 pages) for \$287

<http://publicityhound.com/publicity-products/reports.html>

Example: 87-page special report: “The Amazing Power of Twitter PR: A Busy PR Pro’s Handbook for Increasing Visibility, Engagement, Brand Evangelists and Sales” \$345

<http://www.infocomgroup.net/poweroftwitter/>

- What could you compile into a special report from info you’ve already created?

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## *Workbooks/Home-Study Systems*

- Bundle with audio and/or video and/or slides
- Include copies of your slides with narrative.
- Consider Vooks ([www.vook.com](http://www.vook.com))
- Available online or in binder

Binders sell for a higher price than spiral bound pages

- Add exercises.  
Note: you can charge a lot more if the “students” send in their homework for critique by you or one of your colleagues. If they are serious about learning, they want feedback.
- See *Calming Upset Customers* and *Professional Selling: Practical Secrets for Successful Sales* for samples. <http://www.RebeccaMorgan.com>
- Include pre- and post-tests so your buyers can get continuing education credits.  
  
Must be pre-approved for CEUs by governing body (e.g., teacher’s association, nurses association, lawyers, insurance agents, Realtors).
- People will buy step-by-step systems.

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## *Bundles*

- Bundle your products into bigger packages
  - Upsell with every purchase through shopping cart
  - Include 30- to 60-minutes of consultation for higher price point
- [www.ProfitableSpeakingBusiness.com/bpsb1p.html](http://www.ProfitableSpeakingBusiness.com/bpsb1p.html)
- [www.SpeakerNetNews.com/tsem/intensive\\_closesales.html](http://www.SpeakerNetNews.com/tsem/intensive_closesales.html)

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## *Recordings: CDs/DVDs/MP3s*

We sell 5 to 10 times the recordings as we do registration for live sessions.  
We sell 6 times the MP3s as we do CDs.

Bundle them into a topic-related course or pack. Give discount (or not).

- [www.SpeakerNetNews.com/tsem/intensive\\_closesales.html](http://www.SpeakerNetNews.com/tsem/intensive_closesales.html)

Sell unedited recording of your speech during your speech: Thom Winninger, “If you want an unedited copy of what I discussed today, just wrap a \$20 bill around your business card and put it in the basket here on the front table.”

Have someone (like Rebecca <s>) interview you and sell this or use to promote yourself on your site, iTunes, etc.

- *Vetted Vendor*: 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 recording talent services*

Rebecca can record a professional interview of you to create easy products.

*“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.*

*“Rebecca took two steps that made my interview with her exceptional. First, she read over the questions I prepared and suggested some better questions that would help me tell the Speakonomics!(TM) story in a way that would attract and engage a new listener. Second, during the recording she interjected fresh questions generated by my answers, which gives the interviews a very lively sound and shows the listener that I have deep knowledge. She also introduced me to a recording expert she has worked with before, making the recording and editing process totally professional and painless for me.” —Susan Trivers*

<http://makingmoneyinjammies.com/coaching/>

## *Rebecca L. Morgan, CSP, CMC*

Certified Speaking Professional ▲ Certified Management Consultant  
Bestselling Author ▲ Creating innovative workforce effectiveness solutions  
Blog: [www.GrowYourKeyTalent.com](http://www.GrowYourKeyTalent.com)

## *Morgan Seminar Group*

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## *Podcasts*

- Can use for marketing or sell.
- Record your blog posting to attract folks who listen but wouldn't come read your blog.

*Vetted Vendor:* Barry Ackerman

- Use Audacity, SoundForge or GargaeBand to record. Or simply set up a free bridge line call (but you're the only attendee) and start the recording on their system (generally it's \*2) and record. When you're done hit \*2 again, and the system will give you a link to download your recording.
- Upload to your site or iTunes.

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## *Transcripts*

- Edit for the eye, not the ear. Edit heavily so it makes sense to the reader.
- Transcriptionists typically take 3-4 times the time to transcribe. One- hour recording takes 3-4 hours to transcribe.
  - *Vetted Vendor: Corie Hartsock, 717/421-7874, [www.coreofficesolutions.com](http://www.coreofficesolutions.com)*

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## *Subscriptions*

- Naomi Rhode — TGIM tape series sent to arrive every Monday as a pep talk for dental offices.
- Back Stage Pass — monthly insider interview with popular musician/speaker.
- Managers Discussion Guide Program — monthly program for managers to lead important discussions at staff meetings. [www.ManagersDiscussionGuideProgram.com](http://www.ManagersDiscussionGuideProgram.com)
- SpeakerNet News teleseminar recording services — reduced price for subscribers of every teleseminar recording. [www.SpeakerNetNews.com/tsem/tsemsubscribe.html](http://www.SpeakerNetNews.com/tsem/tsemsubscribe.html)

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## *Membership Sites*

Go to these sites. Study their model, pricing and sales copy. If you want, sign up for their introductory offer just to see how they do it.

- Robert Middleton, <http://actionplan.com/actionplanclub.html>
- Ron Rosenberg: <http://www.qualitytalk.com/site/innersecrets.html>
- Ed Oakley: <http://www.enleadership.com/leadership-development/online/>
- Tool to set up membership site: Wishlist, <http://member.wishlistproducts.com/>

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## *Ezines*

- Regularly keep in touch with contacts
- Keep self-promotion to a minimum
- Redeploy blog postings
- Samples: <http://rebeccamorgan.com/ezines/past/>

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## *Virtual Coaching/Consulting*

Use Skype, WebEx or Yahoo! video conferencing to offer face-to-face coaching

- Presentation skills
- Executive coaching
- Image consulting
- Architect remodel advice

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## *Other Products*

They must relate to your presentation

- Tiara
- Goddess pen
- Mugs
- Winget's plunger
- Learning/ job aides
- Weekly eReminders (T. Alessandra)
- Jewelry (Leslie Charles, Ian Percy)
- Email course
- Quote books
- Posters/signs (Mike Domitrz)
- T-shirts (DateSafeProject.com)
- iPhone/Android app (Shep Hyken)

*Vetted Vendor:* CaféPress.com — product production on demand (one or a few at a time): t-shirts, mugs, hats, etc. Great for your message, or to customize a product for your client with their logo and your message.

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## *Pre-Sell Products to Clients/Post Sale*

- Pillow gifts at conferences
- Have a sponsor buy one for all attendees
  - Put in registration packet
  - You'll sit in their booth during book signing times (after your talk)
- Custom books
  - Sponsor buys in bulk for gift with purchase for their customers
- Monthly teleseminars/webinars real-time or recorded to expand and cement your concepts.

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## *Shopping Carts & Payment Processors*

- iPhone/iPad app “Credit Card Terminal” and “Square” ([www.SquareUp.com](http://www.SquareUp.com))
- *Vetted Vendor*: 1ShoppingCart, <http://tinyurl.com/2ce7lzg>
  - Online payment processing
    - Premier Pricing — Less than \$1,000 in monthly sales = 3.10% and 30 cents/transaction, plus \$20/monthly fee. Annual fee: \$25
    - Premier Plus Pricing — More than \$1,000 in monthly sales = 2.25% and 25 cents/transaction, plus \$16/monthly fee with a \$25 minimum. Annual fee: \$75
  - Three shopping cart options — start with the lowest and upgrade as you need
    - Starter — \$34/mo or \$349/year
    - Basic — \$59/mo or \$599/year
    - Professional — \$99/mo or \$999/year
- GoDaddy
  - Modest shopping cart
  - Also, cheap domain name registry and hosting
- PayPal to process transactions
  - “Website Payments Standard” — Monthly sales of \$0 to \$3,000 = 2.9% + \$0.30/transaction
  - “Website Payments Pro” — \$30/month plus 2.9% + \$0.30/transaction for sales of \$0 to \$3,000
  - Mobile Paypal — you can send/recieve payment via your phone.



