



*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

Access the current Vetted Vendor list at  
<http://makingmoneyinjammies.com/vetted-vendors>

\*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***

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

## *Why Rebecca is the Jammies-Income Goddess*

### Rebecca is

- international keynote speaker, trainer and consultant
- featured guest for international media (Oprah, 60 Minutes, The Wall Street Journal, NPR, USA Today, Singapore's Straits Times)
- author of 25 books — two have sold more than 200,000 copies each (verified by the publisher) and are translated into 9 languages
- creator of more than 400 audio products (MP3s, CDs), webinars, teleseminars, and transcripts
- sole writer of two award-winning and money-making syndicated blogs
- writer and/or editor of two ezines, one weekly and one bi-monthly
- producer of podcasts
- principal/partner in 3 companies and one not-for-profit
- a solopreneur, having no staff but outsources for needed expertise
- former Microsoft workforce effectiveness spokesperson
- prolific writer, having released 17 books and revised two others in 2009.



In the last 10 years, she's interviewed 300 industry experts in her SpeakerNet News teleseminars and webinars. She knows what works — not only from her own experience, but from others she respects.

When Rebecca served on NSA's national Board of Directors, President Scott Friedman crowned her the "Go-To Goddess" because of her ability to get things done well and fast. She chunks down complicated projects into very doable steps. She's the Mistress of Manifesting because she can help create viable products/services from an idea in a very short time. She's the Queen of Quickness for how she rapidly makes plans come to fruition. And she's been called the Chief Noodler for her ability to thoroughly think through many options and find the best one for the desired outcome.

Visit <http://www.RebeccaMorgan.com> for more info on her services for corporate clients.

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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 concepts*

Look at the right thing

Rebecca's sites/blogs

- <http://www.RebeccaMorgan.com>
- <http://www.GrowYourKeyTalent.com> (blog)
- <http://MakingMoneyInJammies.com>
- <http://www.SpeakerNetNews.com>

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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're offering.

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?
3. 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 how it works for them
    - Ezine, LinkedIn, Twitter, and/or Facebook
  - Participants in your talks/webinars
  - Prospects
  - Those who sign up independently
  - Use 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>)
  - Borrowing others' lists
    - Joint Ventures
    - Affiliates
    - Promoting each other
  - 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

A.

B.

C.

Which one(s) do you see yourself offering?

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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)
  - Steve Waterhouse: [www.waterhousegroup.com](http://www.waterhousegroup.com)
  - [www.icba.org](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>

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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.

## *Webinar Tips*

- Watch any tutorials by the provider
  - Practice at least once; preferably several times w/a buddy
- Have a friend/colleague host the session for you to manage the recording and Q&A for the first few times
- You need lots of slides — ideally one per concept/point
- Use a corded land line
  - Have a cell phone as back up
  - Put in vibrate mode
- Have a secondary computer logged in as a participant
- Use large fonts
- Use large images

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

Harder to sell as a course.

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/)

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

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## *Positioning/SEO*

- Google is like...

You are like...

Keywords are like...

- Your goal...

- Result:

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## Keywords

- Identify your keywords (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).
- 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
- When will you set up or add to your Google Alerts?

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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

- 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
  - 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, but aren't competitors
- 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

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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*
- Compile your articles into a book — could even be spiral bound for BOR
- Invite others you respect to create an anthology
- Gift with purchase

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## *eBooks*

- eBooks are exploding
  - 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)

*Vetted Vendor: Paulette Ensign, [www.tipsbooklets.com/](http://www.tipsbooklets.com/)*

*Sample: [Tips, Tools and Resources for The Second Half of Life](#)*

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

Sample: \$4.95 [www.speakernetnews.com/post/emcee.html](http://www.speakernetnews.com/post/emcee.html)

Sample: \$9.95 [www.speakernetnews.com/traveltips/index.html](http://www.speakernetnews.com/traveltips/index.html)

- What could you compile into a booklet/eBooklet 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 into book or home-study system
- Consider Vooks ([www.vook.com](http://www.vook.com))
- Make available online and/or in binder

Binders sell for a higher price than spiral bound pages

- Add exercises and/or feedback.  
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.
- For examples of workbooks with exercises, see *Calming Upset Customers* and *Professional Selling: Practical Secrets for Successful Sales*. Samples at [www.RebeccaMorgan.com](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, nurses, lawyers, insurance agents, Realtors).
- People will buy step-by-step systems.

## *Bundles*

- Bundle your products into bigger packages
  - Upsell with every purchase through shopping cart  
1ShoppingCart, <http://tinyurl.com/2ce7lzg>
  - Think about bundling previously produced product with new product to complete a system  
“Beginning a Profitable Speaking Business”  
[www.ProfitableSpeakingBusiness.com/bpsb1p.html](http://www.ProfitableSpeakingBusiness.com/bpsb1p.html)
  - Include 30- to 60-minutes of consultation for higher price point
  - Bundle your products with others’ products; bundle your related products  
[www.SpeakerNetNews.com/tsem/intensive\\_closesales.html](http://www.SpeakerNetNews.com/tsem/intensive_closesales.html)
  - Bundle with coaching if you don’t have other products.  
[www.MakingMoneyInJammies.com](http://www.MakingMoneyInJammies.com)

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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.

Sell your whole library on a iPod/Nano.

Bundle recordings into a topic-specific course or pack. Give discount (or not).

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

During your presentation, sell the unedited recording: 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.”

Sell via Audible.com or iTunes.

Have Rebecca interview you and sell this or use to promote yourself on your site, iTunes, etc.

- *Vetted Vendor*: Sam Silverstein (PrimeTimeDuplication.com, 800/544-9252)

### *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/>

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## *Podcasts*

- For marketing, record your blog posting to attract folks who listen but wouldn't come read your blog.
- 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 and/or iTunes.
- *Vetted Vendor:* Barry Ackerman

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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 actual recording length to transcribe. A one-hour recording takes 3-4 hours to transcribe.
  - *Vetted Vendor: Corie Hartsock, 717/421-7874, [www.coreofficesolutions.com](http://www.coreofficesolutions.com)*
- A compilation of recommended transcriptionists is at [www.speakernetnews.com/post/transcription.html](http://www.speakernetnews.com/post/transcription.html)

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## *Other E-Deliverables*

- Email series or courses
- Text series
  - [www.pinkkisses.com](http://www.pinkkisses.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*

- Need large list
- Offer lots of value for the price
- Have to be in it for the long haul
- 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: [www.qualitytalk.com/site/innersecrets.html](http://www.qualitytalk.com/site/innersecrets.html)
  - Ed Oakley: [www.enleadership.com/leadership-development/online/](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! or Cisco's Telepresence 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 and
- T-shirts
- Posters/signs ([www.DateSafeProject.com](http://www.DateSafeProject.com))
- Learning/ job aides ([www.alessandra.com/products/productdetails.asp?productid=132](http://www.alessandra.com/products/productdetails.asp?productid=132))
- Jewelry (Leslie Charles, Ian Percy)
- Quote books
- 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.

Also: [www.zazzle.com](http://www.zazzle.com).

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

- “Pillow gifts” for conferences
- Have a sponsor buy one for all attendees
  - Put in registration packet
  - Sit in their booth during book signing times (after your talk)
- Custom books
  - Sponsor buys in bulk for gift with purchase for their customers
  - [www.minibuk.com](http://www.minibuk.com)
- 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.



# 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 – whether Brunei 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

Aug. 17- Sept 14 – Wed., 11:00-12:00 PST (12:00-1:00 MST; 1:00-2:00 CST; 2:00-3:00 EST)

**EARLY-BIRD CUTOFF DATE: Aug. 10, 2011**

- 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 homework.

### **Bonuses for Pre-Registered Attendees**

*"Jammies Club UnSlumber Party" Monthly Group Coaching Calls*  
Attend monthly group calls to get updates and ideas to increase jammies income. A few people will get brief focused time.

*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 + 1 Jammies Club UnSlumber Party Monthly Group Coaching Call

✓ the option you want

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

**Early-bird price: \$397**

After the early-bird cutoff date: \$495

\$397

\$495

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## Satin Level: 6-Part Webinar Course + 6 hours of 1-on-1 consultations + 3 Jammies Club UnSlumber Party Monthly Group Coaching Calls

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

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## Silk Level: 6-Part Webinar Course + 6 months of ongoing access 1-on-1 coaching + 6 Jammies Club UnSlumber Party Monthly Group Coaching Calls

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

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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](http://www.MakingMoneyInJammies.com)