Craft Your Offer So That It's Truly Irresistible

1. Focus on the outcome more than the service delivery
2. Use limiters to motivate action but stay away from "Today Only"

Create your Profitable Preview Call

1. Lisa’s Brand New content rich training videos: www.6FigureLaunches.com
2. Listen to Lisa’s wrap-up free call
3. Fill out the Preview call template (page 2)

Invite The World To Your Hot Talk!

Do This Through:

1. Affiliates
2. Emails
3. Video
4. Social networking
5. Press releases

Triple Your Sales After Preview Call

(Remember, you’ll only make 30% of your total sales during the preview call, 70% will come after).

1. Use a proven email marketing string to maximize sales
2. Make sure to segment your efforts so you don’t "kill your list"
3. Use fast-action bonuses and payment plans to create urgency
4. Don’t be afraid to add more value to your launch (more calls, videos, etc.)

Keep the Sales You've Made and Structure in High-Ticket, Back-End Upsells

(Most people miss this amazing opportunity!)

1. Include Stick Strategies that keep people engaged
2. Make sure you time your upsell well for maximum sales and to attract the best and most committed clients to move forward at a higher level

(Note: Templates, tools, samples, checklists and timelines for all of the above provided in detail in The NEW Invisible Close 6 Figure Teleseminar Secrets 2.0: www.6FigureTeleseminarSecrets.com)
5 P's For a PROFITABLE Preview Call

PREVIEW CALL TEMPLATE

Positioning

1. Position Yourself:
   Create Vulnerability and Credibility in your Intro

2. Position Your Topic:
   What is possible from doing your work? Grab ’em!

3. Position Your Audience:
   Show them they are in the right place. “This is for you if...”

4. Position Your Talk:
   Give an outcome driven overview of what you’re going to cover. Enroll them.
   “Today we’re going to cover...”

5. Position Your Offer:
   Create Partnership from the Start and set yourself up to unabashedly promote.
   “I’m going to give you all I can in the time we have together AND I promise to show you how to take it further!”

Pain

Create understanding and empathy by letting your listeners know you understand their pain.

What is the pain your ideal clients are experiencing right now?
(Pain that your product or service will alleviate)

Promise

Explain how your product or service will alleviate their pain

How does your product or service alleviate the pain your ideal clients are experiencing and teach them some ways they can get started right away:

Proof

This is where you show social proof, testimonials, case studies, success stories, etc. Should be sprinkled throughout to illustrate points

List testimonials, success stories, etc: __________________________________________

Plan

This is the transition to your offer.

“Looking forward, from information to transformation, Crafting Your Talk that Sells.”

(Note: Templates, tools, samples, checklists and timelines for all of the above provided in detail in The NEW Invisible Close 6 Figure Teleseminar Launch:

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