

Glossary of Terms for Teleseminar Secrets™

Audio Postcard (n.): a digital communication (e-mail) with voice embedded link sent once or at preset time intervals for a number of weeks via “autoresponder” series.

Audio Testimonial (n.): an audio recorded message from a customer or student declaring the seller’s expertise, competence and recommending the product or service to others.

Autoresponder (n.): a computer program that automatically answers e-mail sent to it or an automated (preset) sequence of email messages after and “opt-in.” Autoresponders are utilized as e-mail marketing tools to provide follow-up messages at preset time intervals.

Blog (n.): a public website (“web log”) where posted entries (article, stories, news releases) are written in chronological order and displayed in reverse chronological order.

Bridge line (n.): a conference call service for listeners to get live Teleseminar access.

Call to Action (n.): a request for a “physical action” (e.g. click, call, fax, etc.) during a presentation when potential customer is encouraged or requested to make a decision.

Case Study (n.): a business or marketing story that identifies a success or failure from which students can learn (e.g. “Case Method” teaching at Harvard University).

Cold Call (v.): to call (by telephone) prospective clients who have not consented to an interaction with the “caller” and who could reject or hang-up on the “caller.”

Database (n.): a formalized collection of records or data that is stored in a computer.

Domain (n.): a name of the website you purchase for a set period of time (see “URL”).

Ethical Bribe (n.): a bonus gift that is relevant to the primary offer for which potential customers are incentivized to “opt-in” or make a purchase decision.

FAQ Call (n.): a live Teleseminar solely to answer frequently asked questions (“FAQs”).

Fax Broadcast (v.): to automatically send bulk fax messages to a “list” that matches the needs of the recipients to hundreds or thousands of fax numbers instantaneously.

Highly-Responsive Database (n.): a pool of e-mail addresses which allow marketers to target or get direct access to specific buyers.

Joint Venture (n.): an uncommitted relationship formed between two or more parties to undertake business activity together. The parties agree to create a new entity by both contributing equity, and they share in the revenues, expenses, and control.

Leverage (v.): a measurable business “output” that is defined as maximum “productivity” with minimum effort; power or ability to act or to influence people, events, decisions, etc.

List (n.): a structured pool of “opted-in” names and e-mail addresses in a database. The objective of a “list” to create a highly responsive “sub-lists” in which is quality is of greater importance than quantity.

Monetize (v.): the act of making money on any business or marketing activity that is for commercial benefit to a business owner.

Opt-in (v.): to agree to receive information requested via email. E-mail messages without “opt-in” permission (by the website visitor) is called “spamming” which is illegal.

Outsource (v.): to hire others to do time-consuming, professional work, such as website design, transcriptions, setting up a blog, etc. that are not the outsourcer’s expertise.

Productivity (n.): measurable “output” in business that is defined as maximum results in minimum time; having the know-how and ability to producing produce goods and services having exchange value.

Repurposing (v.): to recreate in another format or “specific” of the same product. The hard cover book is redesigned as a compact disk, soft cover book, eBook, or even a 3-ring binder course is said to be “repurposed” for additional “monetization.”

Response (n.): a physical act or signal from a prospect or customer who has taken action by “opting-in” or buying a product for a “direct response” marketing offer.

Signature Story (n.): a personal story. A verbal or written re-enactment of a historical event or telling a story that impacted the story teller’s life.

Special Report (n.): a written, researched, in-depth study of a specific topic or subject.

Squeeze Page (n.): a web page on your website which is intended to get the name and e-mail address of visitors and offers an “ethical bribe” in return.

Strategic Alliance (n.): a formal, collaborative relationship created between two or more parties whose intention is to achieve agreed upon goals to meet a critical business needs or immediate challenge while remaining independent organizations. In the cooperative endeavor or partnership, each party has the expectation of mutual benefit.

Tell-A-Friend (n.): a word of mouth marketing tool (web form) designed to encourage web visitors to refer friends, family members or colleagues to get the same web experience.

Template (n.): a pattern or model used to quickly recreate documents; a “prototype.”

Testimonial (n.): a written endorsement guaranteeing the quality or worth of a person’s character, conduct, competence, or excellence of a service or product.

Thank You Page (n.): a follow-up web page that appears up after a purchase or signup.

Traffic Source (n.): a strategy to get visitors to any website. It could be a blog, search engines, Directories, reciprocal links, articles or from “Strategic Alliance” websites.

Transcription (n.): a repurposed, written product after a teleseminar has been recorded.

URL (n.): a registered domain or website (it stands for “Uniform Resource Locator”).

Vendor (n.): an independent professional hired to do busywork (“outsourced”) and who is professionally competent, deadline sensitive, accountable and reliable for specific tasks.

Virtual Book Tour™ (n.): a teleseminar experience with a host interviewer and the talent, being the author, who responds to who, what, when, where, and how questions to opted in listeners on a free or fee based call. The goal is to sell more books faster, easier, and better than through the traditional “brick-and-mortar” book signing model.

Voice Broadcast (v.): to automatically send bulk phone messages to a “list” that matches the needs of the recipients to hundreds or thousands of phone numbers instantaneously.

Web Pitch Page (n.): a registered domain such as AskBillClinton.com when your intention is to conveniently reach the gatekeeper of a celebrity or gain the celebrity’s attention.

Welcoming (v.): to ask each of the listeners to introduce themselves prior to the beginning of the Teleseminar. This is typically done 5-10 minutes before the beginning of a call.

White Paper (n.): a special report or “consumer awareness guide” that captures, confirms and clarifies a specific position or solution which a specific product or service can remedy.