



**An Interview Of Kathleen Gage Conducted by Willie Crawford, host “  
Willie Crawford Teaches Real Internet Marketing”  
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**This ebook is a transcript of a recorded radio show hosted by Willie Crawford, founder of The Internet Marketing Inner Circle.**

**During the call, Willie interviews Kathleen Gage on how to earn a nice income from conducting teleseminars.**

**You'll find Kathleen's contact information later in this ebook.**

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# Insider Teleseminar Secrets - Willie Crawford Interviews Kathleen Gage



**Kathleen Gage**

**Willie**

**Crawford:**

Hi, everyone. This is Willie Crawford and I would like to welcome you to another edition of Willie Crawford Teaches Real Internet Marketing.

We are joined this afternoon by Kathleen Gage. Kathleen is known as the Street Smarts Marketer. Kathleen is recognized as a creative and effective Internet marketing advisor who works with spiritually minded coaches, speakers, authors, and consultants who are ready to turn their knowledge into money-making products and services.

She does this by teaching them e-product development, Internet marketing, multi-media program development, self-publishing skills, teleseminar development, and developing mentoring courses they can offer their clients.

Kathleen is an award-winning speaker and business owner who has hundreds of books, e-products, teleseminars, and interviews to her credit. Her four hard-copy books are 101 Ways to Get Your Foot in the Door; Message of Hope, Inspirational Thoughts for Uncertain Times; Workplace Miracles, Inspiring Stories and Thoughts of Possibilities; and her best-seller book, The Law of Achievement. She is also the author of her signature series Street Smarts Marketing and Promotions.

Today Kathleen is going to share insights into the truth about making money with teleseminars. You will discover how

teleseminars can help you to build your business, increase market reach, and increase revenue like never before. Be sure to have a pen in hand because I guarantee she is going to cover a lot of great information with you today.

With that, Kathleen, thank you for taking time out to join us today.

**Kathleen Gage:** Willie, it is great to be here and I appreciate you inviting me to talk to your listeners.

**Willie:** I see that they are filling up the chat room and they're on the line, so this should be an excellent session today.

I know quite a few of our listeners are familiar with you because I see you on places like Twitter and I tweet over there that I have started my shows and etceteras. However, for the ones who are not familiar with you, why don't you tell us a little about yourself and your business?

**Kathleen:** Okay, I would be happy to. I actually started my business 15 years ago. When I first started my business I was a platform speaker. I did a lot of work within Corporate America, and I got a contract with a seminar company that put me on the road for about four years.

I would be home maybe one week out of the month and the rest of the time I was on the road going from location to location in the United States, Canada, and Europe doing presentations that had primarily to do with time management, leadership, and assertive communication skills for women.

I did that for a four-year period until I got completely burnt out of traveling and I really wanted to be home a little more. It was kind of nice for my dog to know who I was when I walked through the door, and it was getting to the point where he didn't know who I was.

I decided to end that contract. I was living in Salt Lake City at the time and I worked on getting a lot of local business. What is interesting is that during that time a company in Salt Lake City had

heard about me and they invited me on board. I suspended operations in my company for about a year and a half, and I was Vice President of Operations for a career development company.

During that time I was able to use a lot of really creative marketing ideas. We actually increased revenues by about 80% in a multi-million dollar company. The most amazing thing is that I was just at the beginning stages of using e-mail to market different things we were doing.

The model I now use in my own business and what I teach my clients is that you pretty much have to be a resource before you are a vendor. With this company we did live presentations without charging people to go to these presentations, and it was about how to find a job in the hidden job market. We would then sell them into our eight-week training program.

The eight-week training program was \$3,500 and that was quite a few years ago. Today it would probably be \$6,000 or \$7,000. We found that our revenues started going through the roof because people got a taste of what we were doing.

After a year and a half I decided I wanted to go back into my own business, and I started building it up again the Salt Lake market. Then 9/11 hit, and 9/11 pretty much wiped out our industry where speaking engagements were cancelled; contracts were cancelled; conferences were not existent for a period of time.

I really wanted to pay the mortgage and pay my bills, so I decided I was going to use that same premise of being a resource before being a vendor. I started putting on free presentations about how to market a small business. I had been marketing my own business and was pretty successful with it; I had been teaching other people how to market their small business.

I created an information product where I would put on these free presentations and then sell a one-day training. At the time, I think I was charging \$299 for the one-day training.

The first time I did it I made \$7,000, and I thought, "Hm, let's see if it works another time." I did it again and the revenues just kept

increasing.

That really was the foundation of what I now do with Internet marketing and how I got so involved in Internet marketing. First, you've been a big influence on me. I can remember for years I was watching what you were doing and I was really impressed with the way you communicated with your market. I consider you to be one of my top mentors from whom I've learned so much.

I moved to Eugene, Oregon, and I thought I could replicate what I was doing in Salt Lake in the Eugene market by doing free presentations, speaking at Chamber meetings, association meetings, and you would have thought I had the Plague. Nobody wanted me to speak.

By that point I was actually a best-selling author; I had taken a book to best-seller on Amazon. I had received a lot of awards for speaking and I was the top business owner in the state of Utah in 2004. I came in with a lot of credentials, but for some reason this market was very different.

At first I got a little bit frightened. It was like, "Oo, what am I going to do?" Then I decided, "Okay, if that's not working, what can I make work?" That's when I started really delving in the Internet. That was going on about three years now where I just did everything I could to build my business without having to leave my home-based office.

The rest, as they say, is history. I am actually doing better now than I ever have in my business. I am 100% Internet based with everything I do, and it is really exciting.

I'd have to say that sometimes those forks in the road or those blocks that we have can be pretty frustrating, but they can also be the biggest blessing that we have in our businesses.

**Willie:**

I agree with you 100% and I can certainly relate to being a road warrior. I have spoken in a number of countries and I would often ask myself, "Why am I flying all the way to Singapore or someplace like that to speak?" It was almost insane and my dog

certainly had separation anxiety as well.

**Kathleen:** You can tell by their behaviors. It's interesting that when you start knowing airports and hotel lobbies better than you do your own home you know you've been on the road a little too much.

That's what I love about the Internet. I have the choice now of traveling or just staying at home. I have to say that I really like staying home and the life that it afford me.

**Willie:** I do, too. Teleseminars are becoming a big part of my business. That is why, when I saw what you are doing, I really wanted to learn more. Anybody can get a telephone and get on it and talk, but most of the biggest Internet marketers I know will often do teleseminars where they are disappointed with their results when they are doing it to make sales.

Regardless of what the teleseminar is set up for, a lot of people just don't know how to do them. I certainly am learning a lot from you, and that is why I was looking forward so much to this call. I think our listeners will learn quite a bit from you. The call is being recorded, so they will be able to access it in our archives later on. A couple will come and go during the call, but I hope most people will stay and check out the things we tell them.

You generate a great deal of your revenue from teleseminars. Has that always been a part of your business model?

**Kathleen:** You know, it has not. It really has been in the last couple of years that I have been very proactive about using teleseminars.

The first one I did was back when I lived in Salt Lake City. I had watched a few people that appeared to be doing quite well with teleseminars and I thought I had figured out the formula.

I did my first teleseminar with my business associate. She owned her business and I owned mine, but we collaborated on quite a bit of projects. We promoted it and I think we got 50 people on the call for the first go around. I thought that was great. Now, if I don't get 1,000, I think something is wrong.

We put together a brochure and it wasn't anything like what I put together today. It was too detailed; it looked too corporate for the market we were really going after.

We decided that a nice bonus for people calling in – and this was just for calling in – would be an hour of free consulting from both of us. I'll tell you, that was a huge mistake. We had the 50 people who wanted the hour of free consulting, but they didn't buy the program we were selling.

Here are a couple of things we did wrong. We were both very, very well positioned in the Salt Lake market. We were what I call Queen of the Mountains, where we could write our own ticket. If we wanted to do an event, we had organizations that would sponsor us; they would sponsor the room; they would sponsor the AP equipment, the marketing, and everything.

We assumed because we were so well known in the Salt Lake market that we could replicate that on the Internet without taking into consideration that there were other expenses that people would incur if they came to one of our trainings.

We thought, "Okay, we're going to put on a weekend bootcamp. We're going to teach people how to do presentations, how to reach the corporate market, and so forth." We had one person who signed up for our training. It was an \$895 package.

She lived in the Salt Lake market; she knew who we were. The rest of the people said, "I can't afford the travel; I can't afford the hotel; I can't afford the registration." We really didn't pinpoint what we needed to.

We ended up giving away the 50 hours of free consulting time which almost broke both of us physically, emotionally, and all of that. It was just a too much to do in a short period of time.

What I learned from that was that there are certain distinctions in marketing a teleseminar compared to a live event. One is that you cannot expect people who have never heard of you to travel far distances to come to a seminar. We had to learn that lesson.

Secondly, the way that you market and how you sell at the end of a call is very different than selling from the platform. There are some similarities, but there are major distinctions.

I got some mentoring and went through some training. I got some information products and I studied it like crazy. I just thought, “Okay, I’m not going to let this get the best of me.” I have to say, that is one of my personality quirks. If something goes wrong, I’m going to figure out what it was and make it work.

**Willie:** We sound a lot alike.

**Kathleen:** I had a period in my life where I couldn’t make anything work, and now it’s like, “Okay, I’m going to figure this out.” The main thing I learned was that you really have to position yourself in a way that you create so much value to the marketplace that they feel comfortable spending money with you.

I think more and more there is so much competition out there and a lot of misinformation. I think many people buy into this whole “get rich quick” mentality, and it’s not going to happen.

Teleseminars can be a great cornerstone for your business and there are a number of different ways you can actually make money with teleseminars, which I would love to talk about at some point in our conversation. However, I would say now that teleseminars together with the products and services I sell is probably 60% to 70% of my revenue stream.

**Willie:** I have read your Web site and being an Internet marketer who often will go to a hypey Web site where somebody will say, “Make \$50,000 overnight!” I found it refreshing when you said, “You, too, can make \$20,000 from a teleseminar.” People can see that and go, “Yeah, I could see doing that.”

The hype turns people off and, again, coming from the Internet marketing space, I know that many people exaggerate to put it politely.

**Kathleen:** Really? [laughter]

**Willie:** I'm an affiliate marketer and I will be in a sales contest with somebody promoting a product. They'll say, "We sell such-and-such," and I'll think, "Okay, I came in third place and I only sold 20 units. How did you sell that many?"

**Kathleen:** Right.

**Willie:** That's how I know that there is a lot of hype out there, so I appreciate the honesty and the straightforwardness in your teaching, in general. It is very, very refreshing.

This is sort of a two-part question. You've done really well with teleseminars while there are still a lot of people struggling with them. What are some of your secrets to success with this type of revenue stream? If you would, share with us what you would consider a successful teleseminar you have done.

**Kathleen:** That is a great question. Some of the secrets, if you will – and there are really no secrets, it's Marketing 101 – are that you have to know you have a market; you have to have an area of expertise that your market will want to buy; and you have to find out what your market even wants.

I have a client I was coaching yesterday. She said, "I am so glad you told me to survey my market because I was offering classes at night and not getting a good response. Once I surveyed my market, I learned they wanted to do classes during the day." She has a lot of stay-at-home moms and during the evenings it wasn't working for them. By asking one simple question she is in a better position to give them what they need.

Then she asked them, "What is your greatest challenge in business?" The interesting thing is that it wasn't what she thought it was. Many times in business we create our programs or services in a vacuum; we create it based on what we think people want rather than really finding out their need.

A great question to ask your market is, "What keeps you awake at

night? What is the one thing that, if you could find a solution for, you would do well?”

Last month I did a preview call for a program I just rolled out yesterday or the day before. It is on how to become an Amazon.com best-seller. Not only have I done that for my own book, I have done that for many of my clients. I have a formula that really works. It is a very systemized approach to driving sales on a particular day.

Before I ever created the teleseminar content, the paid content, I had to find out first of all if there was a need in the marketplace. This is where I hope people are taking notes because many times people do busywork. They start creating before they even know if there is really a need.

I posted on a number of different locations such as Twitter, Facebook, through my own opt-in list, media releases, and a number of different ways that I market my teleseminars. I advertised that I was doing a preview call on how to become an Amazon.com best-seller. I let people know this was a preview call to my four-week mentoring course.

Before I created anything, I wanted to see if there was any interest. In about 24 to 48 hours I had 300 people signed up. By the time I did the teleseminar I had almost 1,000 people signed up.

I surveyed them as they signed up and probably about 70% answered the questions on the survey. They basically told me what their pain points were and what they wanted to learn. Interestingly enough – and it absolutely blew me away that this was a reality – 85% said they did not know how to use the Internet in marketing their books. Right there, I knew what their pain point was.

I created a sales letter based on what they told me. I actually even used some of their terminology because in sales, when you use the customer’s terminology, you’re speaking their language. It can be slight, little distinctions, Willie, where they can relate to one word better than another word.

We did the preview call and at the end of the call I introduced my

four-week program. I had an outline of what I was covering, but I was still not developing the program. I knew I had all the information to develop it, but I didn't want to do it until I knew there was an interest.

When I sold \$20,000 worth of training, I said, "Well, I guess now I have to create it." I had the general flow of what I wanted to present to them, and when they expressed that kind of interest, I did develop the program.

The whole thing I would encourage people to do is first of all, find out if there is a need in your market. One thing I've seen not only in Internet marketing, but when I was doing a lot of professional speaking, people develop, develop, and develop, and I think that is an avoidance strategy. It is an avoidance of being rejected.

As long as you're busy, you don't have to go out and ask for the sale, but if you go out and ask for the sale, you may get rejected. That's part of doing business.

**Willie:** You are so right.

**Kathleen:** You can minimize the rejection if you know what your market wants. It is finding the right market for who you are and the fit for your expertise. A lot of times people start chasing after business without even knowing who they're chasing after.

**Willie:** We see so many people in Internet marketing, in particular, who come up with a great idea; they think it's a great idea, they create a product, and then they don't understand why the market is not tripping over itself for that product.

**Kathleen:** Their mother and father told them it was a good idea. That's the thing, Willie. When you are asking for input, ask from the right people. Your family may be too afraid to say that it's not what they would have an interest in. They may not even be your market, so don't ask your family or your best friends.

Go to the people who are going to pull out their credit card and pay for your products and services. Ask them what they need.

If you are qualified, then you go to the next level. I think one of the worst mistakes people can make is trying to be something they're not; trying to put a round peg into a square hole or doing something they don't believe in.

I have such a passion for what I do, and that is what I teach my clients. If you're going to create something, why not create something you're passionate about?

**Willie:** Absolutely, that makes perfect sense to me. For years I watched people come online, decide what they were going to sell to their customers, and totally miss the market. They spent months trying to sell things that nobody wanted, so that tip about surveying your customers is something that our listeners absolutely, positively must do.

You say there are a lot of different types of teleseminar. What are those and what are the different purposes for doing teleseminars?

**Kathleen:** There are a few different ways that somebody can make money from teleseminars. As a solo-preneur, you can offer your information on what I do refer to as a preview call. In the speaking industry we call it a dog-and-pony show.

You get there, do a free presentation, and if people like what you have they buy back of the room.

You have a preview call where you create everything. It is your ideas, the flow you want, and you have no limitations on it whatsoever other than what the market demands.

I have done all three ways that I am going to talk about, but the next way you can make money is to get contracted by companies that either don't have the resources, the time, or the knowledge on how to create teleseminars. You go in and you are the behind-the-scenes person where you get everything set up.

This is a great way to use your talent with the right kinds of clients. I have a dental lab that I have done a lot of work with, both live

presentations and teleseminars, where I have done the behind-the-scenes work. They didn't have to worry about anything. All they did was write a check and the rest, as they say, is history.

The next level would be where you are basically the industry expert they would contract to come in and speak on a particular topic. This is the beauty of teleseminars for, let's say, a sales trainer. If you have a certain level of expertise as a sales person and you're teaching other people how to do this, you don't have to get on a plane and go into a hotel to do it. You can actually, from the comfort of your home, get contracted by a corporation or an association and you are the, if you will, talking head.

**Willie:** That makes perfect sense. I like that first application, that first method, which is a do-it-for-them. They don't want to learn how to do teleseminars and you are the expert that says, "Okay, I'll do it for you." That's brilliant and I don't see that many people doing that in my space. I like that.

**Kathleen:** There are not too many people that realize that is a great service you can offer to companies. I like the autonomy I have in creating my own.

I do enjoy doing it for other companies, but not as much as I do on my own. That is why I mostly do it on my own now, but there was a period of time where I found that to be extremely lucrative. That is one way I made money with teleseminars.

The whole thing with that, Willie, is you have to find a market. Everything really goes back to how you are going to position your message. Whatever you are selling, you have to make people aware of its availability. You have to show benefit. It is not just saying, "Hey, I have this product or service." What is the benefit to the customer?

**Willie:** That makes perfect sense. I know one of my markets is actually local, offline businesses where I could certainly see being the expert and teaching their customers certain things on teleseminars. I can certainly see using several of the different methods you talked about.

How does someone know, though, what is best for them as far as the different types of teleseminars?

**Kathleen:** I think it would depend, one, on their personality type and, two, on their location. Do they have enough business? If you are going to, as you suggested, go into local businesses and consult with them that way, that would have part of the bearing on it.

Really, it goes back to your personality type and your skill level. If you have a lot of experience with the mechanics of teleseminars, I think a great way to do it is to contract out to companies.

In a nutshell, more than anything it is about personality and availability in the marketplace.

**Willie:** I'm sure you cover this in your courses and things like that, but when you do it with companies, do they get all the rights to it or do you somehow hang onto part of it?

**Kathleen:** It depends. You can negotiate any part of that. Usually, it is the company's property. When I used to develop training sessions for companies, I would give them the rights and that was all based on the contract. In some instances, I didn't give them full rights to it. It was like a one-time use and they had to license it.

Let's say I was doing a presentation and they wanted to video tape or record it and use it for some other purpose. We had to be very clear on how much they could use that because they could bring me in once, I would do my job, and then they can use it for the next ten years.

**Willie:** They wouldn't need you anymore.

**Kathleen:** That's it exactly. To people who are newer to this type of business, I would say to be very cautious when you go into these types of things. Don't get so excited that you don't look at the big picture.

I can remember the first speaking contract I got. I was with a seminar company and didn't make a whole heck of a lot of money

with the seminar company. However, once I went on my own, the first contract I got was \$2,000 for a day of training. Now I wouldn't do it for \$2,000, but back then I thought I had found the Holy Grail and I just worked and worked.

I ended up giving them the training program. I probably put a month's worth of work into it. Well, I didn't look to the future. I was just so excited that I had a \$2,000 contract.

**Willie:** I can see that. You mentioned the mechanics of a teleseminar. We are getting a few questions about tools and things like that in the chat room. What are some of the steps in preparing for a successful teleseminar? We mentioned earlier that a lot of people don't seem to know what they're doing when they put them on, so they often flop. What are some of the steps in preparing for on?

**Kathleen:** In preparing for one, you need to have a way to deliver the teleseminar. When I first started out I was keeping it on a very limited budget. I was using free conference call and I had a recording device on my computer. I had really no expense in the recording and the bridge line I was using other than the long distance fee. If you have unlimited long distance, that's the way to go.

First starting out, I would tell people to look at doing it the most cost-effective way that you can, but don't do it too big. If you flop and you're doing it big, a lot of people know that you flopped. Start with a small group of people and fine tune what you're doing.

It is very different speaking face to face with people and then doing a training course, especially if it is just you doing the training. It is one thing having a conversation like what we're having right now. However, when you are just talking basically to the wall, it is a whole different process.

Another thing I would recommend is that as you grow your teleseminar business, consider using what I really like which is Instant Teleseminars. It is pretty much a turnkey operation.

You post the information about your teleseminar, you fill in the

blanks, you have a bridge line, you have a private line, and I think it is a subscription. It is \$49 a month and you can try it for three weeks for a dollar. Instant Teleseminars is a great resource to have and you can record it.

To begin with, though, you need to know the topic and the two, three, or four main points you are going to talk about. You have to come up with your sales page or your landing page where people are going to sign up.

Before you ever start charging for teleseminars, start with the free teleseminars. Do a few of those so you really get comfortable with the process. Then you have to market what you are going to do.

I like to market in Twitter and I know you're in there all the time, too. Facebook is a great way to market. You can put it up on the Events Calendar in Facebook and invite all your friends.

One thing about inviting all your friends is that they may say, "Yes, I'm going to come to this event," but they may not have registered for the event. Your job is, right before the event, maybe 24 hours before, to send a reminder to them saying, "Click here to get the access number." They are clicking onto your landing page and they have to fill it out in order to get the access number.

**Willie:** That is an excellent tip. Having given a lot of free teleseminars, which I'm sure you have, too, and with upsells to other products, I know that a good percentage of people who register for free teleseminars don't show up anyway. You need your system to remind them of the event. Just because it's free, people will sign up for things.

**Kathleen:** That's a great point, Willie. Actually, one of the early teleseminars I did after my big flop of one person signing up and giving away 50 hours of coaching, I figured out some of the things I had done wrong.

I did a teleseminar where I had 300 people sign up. That was back at the time when about 80% of those who signed up would show up. Now you can figure maybe 20% are going to show up, so you

have to have a back end marketing plan.

I had the 300 people and I kind of freaked out because my bridge line was only 97 people. I switched the number, sent the number out, and something went wrong so that only I and the person interviewing me could hear. My business partner had called in because we always wanted to do a check and balance.

She goes, "I can't hear," so she called somebody and said, "Call the bridge line and see if you can hear." They couldn't hear, so we finally figured out that nobody could hear.

I did the teleseminar anyway, we recorded it, and I already had a back end marketing strategy. That is something I recommend to people. Don't figure it out after you have done the teleseminar; have all your checks and balances in place. You should immediately start marketing after you do the free teleseminar.

We sent out some messages and within three days I made about \$7,000 on that big mistake. I don't even really know what went wrong with that, but I do know that one thing I did right was to go ahead and do it. I went ahead and recorded it and I followed through, first of all, with an apology to people saying, "I'm sorry you couldn't get on the line, but here is the recording and here is the program I'm selling."

Sure enough, people bought it, so even when you have something go wrong, you can still salvage it.

When you are doing a free teleseminar, you want to remind people and, after the fact, you want to make sure you get them the recording as quickly as possible. Put the key points you talked about and say, "As I mentioned, I have this program I am selling within the next 24 hours. When you purchase it, you get it for this amount and you get all these bonuses."

If you are doing an urgency sale, you do need to follow through on your own agreements. Let's say you are going to have a program that is \$499, and for 24 hours you are going to sell it for \$299. After the 24 hours is up, you put it up to the \$499 like you promised. If you don't, people will know that they can't count on your word.

You want to make sure that people can trust what you're saying. That's a huge part of making money on teleseminars.

**Willie:** That's absolutely true. Credibility is everything. We had one question after you mentioned speaking engagements. Someone was asking if you leverage contacts with other institutions or organizations such as Chambers of Commerce.

I know that is one of the things I do. Online, a lot of the people I come in contact with, if they are Internet marketers, aren't big spenders. However, I know that people who are running organizations and clubs and things like that are contact people who can put me in touch with certain groups that have deeper pockets, if you will.

**Kathleen:** Yes, I definitely have done that. As a matter of fact, with the Amazon program I'm in the middle of teaching right now, one of the things I am teaching people how to do is get joint venture partners and also to get sponsors.

This is a rare happening with these Amazon campaigns, where you actually find a corporation or an organization that will sponsor you. We leveraged this organization's market reach by giving them a percentage of sales to a literacy program they had going on. That was one example of using the leverage of an organization. Yes, with teleseminars, you definitely can.

Before you approach organizations with these ideas, you should have a really good idea of what you are going to pitch and you want to think of every possible objection they could have. It is one thing for you to have an idea and see the vision, and it is another for them to get it, especially if they have not been approached with the idea before.

I like to go through every pro and every con. What is the absolute best thing they are going to get by being a part of this? What could possibly go wrong?

Whenever I have done a proposal with an organization, I show them their benefit and I also say, "This is what could go wrong." I

also show them that I know there is benefit to me. To just assume that there is benefit to them, people can see through that.

You say, “Hey, the benefit to me is that I have better market reach, I can make more money, and you can have X, Y, and Z.” You can definitely leverage with organizations.

I would recommend starting with organizations where you know somebody. With our book, the reason it worked so well is that I and my co-author had been contract speakers with the organization for four years. They knew our work and they knew us, trusted us, and liked us. That is usually why people will buy from you: they know you, they like you, and they trust you. The trust is a really big key.

Yes, definitely you can leverage.

**Willie:** One of the people in the chats is asking about how to get more information on your Amazon program. Do you want to give that URL out?

**Kathleen:** I would love to. Let me think what it is. Do you want to send it out to them?

**Willie:** I can send it out later, but if you do have it handy, that’s fine, even if it takes a few seconds to look for it.

**Kathleen:** Actually, I do know what it is. It’s [www.StreetSmartsMarketing.com/amazon.htm](http://www.StreetSmartsMarketing.com/amazon.htm). If they could mention that they heard it on this program, that would be wonderful. We did do Week 1 and we have everything recorded. We have four more weeks of doing some training including teaching people how to do virtual blog tours.

**Willie:** That’s [www.StreetSmartsMarketing.com/amazon.htm](http://www.StreetSmartsMarketing.com/amazon.htm).

**Kathleen:** Yes, and I do hope they will say they’re a friend of Willie Crawford’s. That would be really nice because I always like to know.

This is another thing about your marketing. You want to know

where people heard about you. I learned this many, many years ago when I was in broadcast media.

I had a wonderful sales mentor. She was the sales manager of the radio station and she said, “Always find out where people heard about what you’re doing or why they called you because then you can thank the person from whom they got the information.”

I think this is, in some ways, a lost art in sales. People forget to say thank you. They forget to say thank you to their customers; they forget to say thank you to the people who are helping them build their business. That’s just kind of a side tidbit.

**Willie:** I agree. When you thank people who send you referrals, they are more inclined to send you referrals. One of the biggest reasons that people lose customers in any business is because customers feel unappreciated or taken for granted. You should thank your customers.

**Kathleen:** You bet.

**Willie:** You mentioned to me at one time that you had a teleseminar where you made nearly \$20,000 in sales and the marketing cost for that teleseminar were under \$50. How did you do that?

**Kathleen:** Actually, Willie, I’ve done that many times. I can remember the very first time I hit \$20,000. I thought I had died and gone to heaven, and really, sometimes I have to pinch myself and say, “Is this for real?”

I asked my business partner, “Before I put this sales letter together, let’s do a check and balance. Did we really do this?” I tend to exaggerate. I live in this world where, “Okay, let’s see how big it can go!” She keeps me grounded on the reality of what we did, and when she says, “Yes, in fact, we did it,” boom! I talk about it.

Mainly, the way it has been done is that I have automated my process and I have a very systemized approach. Actually, you have a report I gave you and I would invite you to send the link out to your listeners because that report will explain a lot of it.

I am extremely systemized in my approach to business. I have my opt-in subscribers list; I use 1ShoppingCart as my shopping cart and my autoresponder program. I keep in touch with my opt-in subscribers.

I make sure that I have a number of different ways I can market, and most of them cost me nothing. I do Facebook, Twitter, and media releases. I do affiliate campaigns.

Getting to a \$20,000 pay day for under \$50 is very doable for virtually anybody once you have your systems in place.

**Willie:** That report is the one on doing teleseminars.

**Kathleen:** Yes.

**Willie:** The URL for that is [www.SageMarketer.com/kathleen](http://www.SageMarketer.com/kathleen). I've entered it in the chat room. It is a completely free report, so I encourage you to get it.

You can see just listening to this call how powerful her information is and how experienced-based it is. She shares very freely what she does in her business, so I encourage you to check out the report.

To make \$20,000 by spending no more than \$50 in publicizing what you are going to do is amazing. Where else can you do that except by what you are doing here?

**Kathleen:** It is a beautiful thing. I have to tell you what is really exciting. When I first started Internet marketing, my parents had a really hard time believing that I was actually making the kind of money I was making.

Recently, my folks celebrated their 60<sup>th</sup> anniversary and they were up visiting. It was when I was launching my campaign. We love to play cards, so we played cards and in between each hand I would run upstairs and see if I had made any sales. I would come down and say, "Oop! I made another sale! Oop! I made another sale!"

My dad goes, “How much is that today?” I told him and he goes, “Wow!” He just doesn’t get it and, yet, now he gets excited about it. Early on it was like, “No, that couldn’t be possible.”

I remember when I first really got involved in Internet marketing and there was one woman marketer who would promote, “Learn how to make \$5,000 a month doing X. I thought, “Wow, if I could just make \$5,000 a month!”

Then she graduated to, “Learn how to make \$5,000 to \$10,000.” By that time I was making \$5,000 and I was like, “Wow! If I could just make \$10,000!” Then it went to \$15,000 to \$20,000 and it is interesting how it goes in degrees.

That is really what I would encourage the listeners to take away today, also. Before you can get to the \$20,000 pay day, you usually have to have some smaller pay days before that time for several reasons. One is to see that it is possible.

I think what happens is that a lot of people want to go from A to Z with nothing in between, but there is a foundation you set that will allow you to grow exponentially. However, you have to start with that first dollar before you get that first \$1,000. Then it gets easier and easier, as you know.

**Willie:** You talk about foundations and you also talk about systems. So many people will look at something they see someone like you doing and they’ll try to guess at what you’re doing. They don’t need to guess because they can download the free report.

**Kathleen:** That’s it, exactly. Even beyond that, one of the things I’m a real advocate of is having mentors. I have purchased some of your programs, Willie, and they’re worth every penny of what I have ever spent.

The last program you did, I didn’t hesitate for a minute to say, “Pay!” because I knew you were going to deliver. That is the distinction between me buying something from someone like you and me seeing something come across my desk where they say, “I can guarantee you’re going to make X amount,” and I have no clue

who this person is.

I probably won't take the risk of investing \$500, \$1,000, \$2,000 plus unless I know who this person is and I know that they walk their talk. That is something I would encourage people to look at, too. You need to get mentors, but you need to make sure the mentors you're getting are the real deal.

**Willie:** Even when we were publicizing this call, the headline read “Discover how teleseminars can help you build your business and increase your market reach and increase revenues like never before.” A big part of that is getting your name out there, getting the name recognition and building credibility in the process.

Like you said, people will not spend big money with you unless you provide proof that you are who you say you are and you can deliver on what you promise.

**Kathleen:** That's it, exactly. I'd like to talk, if I may, about how to get that visibility in your market.

One way is to do exactly what we're doing right now. Find somebody who has a market reach that is a complement to your market and arrange to do either a teleseminar or an interview.

I actually did a product that we introduced about a year or so ago. It was the Internet Web Radio Radio Directory.

**Willie:** I remember that.

**Kathleen:** It had about 100 blog talk radio stations. My V.A. had originally put it together for me and when I saw what she did, I said, “I bet people would want to buy this.” I put a \$27 price tag on it, had a half-hour recording between me and one of my business associates on how to do a good radio interview, and we introduced it to market.

We made a pretty substantial amount of money when it was first introduced, but the beauty was that everything somebody needed to get started in doing radio interviews was right there. All they had to

do was make the call or send the e-mail to arrange for the interview.

That is one way. Do radio interviews or set up your own teleseminars. With the report you'll have some information on how to market your teleseminars, but start with something manageable. Don't try to get 1,000 on your first call. If you get 20 people on your first call, that's a good result and then build from there.

The secret to getting that visibility is to be really good at what you do. People like "edutainment" today. It is education and entertainment. They want to be educated, but they also want to be entertained. There is so much out there that people can access, so you have to be engaging with your audience.

Another thing that will get you visibility and expert status is to write articles and distribute articles online. This is where I have seen some people have a real challenge. They'll write articles, but they get no result from their article. You read their headline and it is enough to put you asleep.

I'm sure you have seen that, too, Willie. You need compelling headlines. Once you have compelling headlines, you have to have compelling content, something that solves a problem.

Then you have to have a call to action. The key is to understand what push/pull marketing is. Push is where you are pushing information out to the marketplace and pull is where you are bringing people back to you. It is a combination of the two that can create visibility for you.

**Willie:** That's excellent. I've seen so many articles that, in particular, I have read and they, in fact, would probably make me not want to do business with that person because they destroy the person's credibility.

A lot of people are just throwing content at the search engines, though, and they are hoping to write well for terms in the search engines, but that does no good if you lose the customer in the process.

You're quite an accomplished entrepreneur. Have you always been an entrepreneur?

**Kathleen:**

That's a great question, Willie. I know you know a little bit about my past, but the reality is that I grew up in a middle-class home with great parents. They've been together 60 years, so, my goodness, they obviously know something about love and relationships.

Yet, when I was in my teens and early 20's I started making some pretty bad choices. I got into trouble not only with neighbors and the law and all that, but I ended up being homeless. That was in my early 20's.

For a period of time I would never tell anybody that. I thought, "I don't want people to know that because they'll think I'm a bad person or whatever they're going to think." I kind of kept that quiet for many years.

There were people who thought I had never had challenges and when I would open up and share some things, they were like, "You have to be kidding!" I think it is really important for people to realize that most people who have reached a level of success have also had challenges.

For me, no, I have not always had this type of success. I think, for me, it is more of a spiritual success. It is more that I really appreciate life. I have found that the more I have to be grateful for that I express, the more I have to be grateful for.

You and I have had some wonderful conversations about gratitude in life. All of the outward stuff is great and I have to say I love the fact that I can donate to organizations, I can mentor people and not charge them because it's just the right thing to do.

However, a lot of it really has to do with that appreciation of life. Back in my early 20's I had no appreciation of life. I felt like a victim; I acted like a victim. I was so afraid of failure that I created it beautifully. I was very good at failure.

I was fortunate enough to get a mentor who, basically, grabbed me by the collar and said, “You know what? You need to wake up! You need to change your attitude!”

I said, “Well, you don’t understand. If you had my life...” and she goes, “No, you don’t understand. It’s your attitude and your beliefs that create the actions that keep you where you are. You need to start making changes.”

Little by little I made changes. I look back now and it’s just like, “Holy cow! What a difference!” A lot of it is that I have been willing, now, to put the time into learning what I need to learn in order to succeed and I get great mentors.

I think that is a big key for people on the call. Look at who you surround yourself with. This whole thing about what’s going on with economy right now, I know it is very real to people. However, I don’t like to watch the news; I don’t like to read the newspaper and all the bad stuff that’s going on. I continue to read books that inspire me. I continue to surround myself with people who inspire me, and I continue to be in service.

I think that’s a big key to getting out of that space of lack. Be in service to other people.

**Willie:** People like Napoleon Hill in his Think and Grow Rich talk throughout the ages that whatever you focus on, you attract more of. That’s why I don’t watch a lot of the news, too, because it is so depressing. If you watch CNN run the same story every 15 minutes, after a while you’re convinced that it’s really, really horrible.

**Kathleen:** I know. When my folks were here, my dad was watching CNN the whole time and I asked him, “Why are you watching that?” He said, “Well, I have to be kept up to speed on what’s going on.” It’s like, oh, my gosh! I actually found myself, when they left, in somewhat of a mild depression. “Oh, the world is falling apart. This is awful.”

Well, what caused that? It was three days of the news being on.

**Willie:** In the same stories they emphasize how horrible it is. You talk about who you surround yourself with. I go to local networking meetings which are meetings of entrepreneurs, and these people will look at the economy, even as bad as this, and they see a bright side to it.

There is opportunity even in every obstacle. It is largely how you choose to perceive it and then deciding, “Well, I’m going to look for the bright side and do something about it rather than being a deer frozen in the headlights. What can I do now?”

**Kathleen:** I’d like to share a story about that. For me, it always reminds me of how you can take any situation and turn it around.

With my book The Law of Achievement, the one that went to best-seller on Amazon, the catalyst for that book being written was my business associate.

Her husband had a very serious accident. He was in shock trauma unit for 102 days. They didn’t even think he was going to live, but they released him from the hospital in a wheelchair. He couldn’t see and he couldn’t talk.

She and I had done a lot of business together, but during his time of rehabilitation there was no talk of business. She couldn’t even go out and fulfill her contracts, so I actually would go out and do the speaking engagements for her under the condition that the clients would send her the money. They were really in a very tight financial situation with the medical bills.

During that time we had many conversations about what life meant. I think when you go through something like that you really dig deep. That is how the book Law of Achievement came to be.

The interesting thing is that in a 90-day period, from beginning to end, we wrote the book, published the book, got an international sponsor, took it to best-seller on Amazon, and the rest is history.

What was most interesting is that Troy, while he was recuperating, was so inspired by what we were doing it actually helped him to

heal. The blessings that have come out of that experience have been phenomenal. It is not that you would wish an experience like that, but life happens.

I don't know if you have ever heard of W. Mitchell, but he is a phenomenal speaker. He actually was burned and is a quadriplegic and he has a great story. He says, "It's not what happens; it's what you do with it."

So often, what we do is go right into the victim mode. We say, "Poor me, look at this and look at that." Well, life can be tough. It can be really tough, but what are we going to do with that toughness and what are we going to do to walk through it with grace?

**Willie:** That's right. You are a very inspirational person to me and I enjoy talking to you and being around you. We're down to about ten minutes to go, so I want to do two things.

I want to take a question or two from a caller, if we have time for it. However, before we do that, I want to make sure we tell people how they can learn more from you and about you. Why don't we do that first?

**Kathleen:** I'm going to do that in a way that I am really going to encourage them to get the report because in the report is my contact information. I just believe so much in the value of that report that I want them to get that. From there they can find out how to get in touch with me. Would that be okay, Willie?

**Willie:** That's fine. To do that, they go to [www.SageMarketer.com/kathleen](http://www.SageMarketer.com/kathleen). I put that in the chat room and it will be on the recording. I'll actually have this recording transcribed, so people can just click on the link in a PDF and go check it out.

I do encourage you to check out the report.

What is one thing that you could recommend to others who want to become more successful?

**Kathleen:** One thing I would recommend is to have a vision of where you want to go. I have a white board in my office where I write figures up there and projects I'm going to work on. I actually sit down and write out a plan of what I want to do in my business. One area I would recommend for people to start is by writing down what you want.

Another thing I would recommend is to get the training that you need. I think the reason a lot of small businesses fail is that people don't treat a business like a business.

We're a corporation. It is a two-person operation, but we are a corporation. We're an S Corp and we have an accountant who handles all of that stuff. We hire the professionals that can help us run our business smoothly. It hasn't always been that way.

I have to say that we had to grow into getting the resources, but you have to reach a point where you say, "Okay, is it productive or counter-productive for me to do this part of my business?" You need to get the right kind of training. Chamber of Commerces can give you that training; SBA can give you that training; SCORE can give you that training.

Online you can find plenty of coaches, but get the information you need to not create a business in a vacuum. Truly realize that it is going to take work. I have to say that some of the pay days I have are incredible, but I do work for it.

I get frustrated with the people who make it sound like you don't have to do anything but press a button. Just sit back and watch all the money roll in. It doesn't work like that. There is definitely that effort you have to put into it.

**Willie:** I put in many 18-hour days when I first got started.

**Kathleen:** I know those days; I know those days well. Yet, when you get your systems in place, you don't have to do as many of those.

However, people like you and I, Willie, are a little obsessive. To

me, it's a game at times. This year was X amount of money I made. Well, next year I want to double it. I want to see if I can do it because it keeps me excited. Again, the more successful we are, the more we can contribute to the lives of others. I think that is really important.

**Willie:** I do tell myself, "This year I am taking a lot more vacation." Why don't we see if any of the callers have questions, if that's okay with you?

**Kathleen:** That would be great. I'd love to.

**Willie:** We do have a caller at area code 972. Caller at area code 972, do you have a question or a comment for Kathleen?

**Caller:** This is Felicia Grimes. The information is phenomenal.

**Kathleen:** Thank you, Felicia. Where is area code 972 from?

**Caller:** It is actually outside of Dallas.

**Kathleen:** Welcome. Thank you. Do you have a question?

**Caller:** No, I am looking at your Web site and getting the free report right now.

**Kathleen:** That's excellent. Thank you.

**Caller:** Thank you so much.

**Kathleen:** You got it. Thanks for listening.

**Willie:** Everybody who is listening, feel free to also tell others about the free report. It is not one of those things that you'll lose by sharing, so feel free to share it.

**Kathleen:** You know, I'd like to share a little bit about collaboration. You used that term.

I have found in business that if you find the right people to

collaborate with – and you mentioned the report – give it to people you know because together you may come up with some really phenomenal ideas of projects you can work on that can turn a business around.

Lori, the woman whose husband had an accident, now works for a government agency. She works in the Division for Disability, of all things. She trains the trainers.

When she and I first met, she was a mentor to me, but she was also a competitor to me. Over the process of time, we found that we both had so much to bring to the table that together we could actually create more value than trying to do it separately.

Collaboration is a great way to do business. That's what joint venture projects are about; that's what affiliate campaigns are about. You teach that very well, Willie. I have to say that the last course I went through with you, I am thrilled that I went through it. It was probably the best investment I have made, hands down. I got so much from it.

I look forward to when you put that out as a home study course, so I can be an affiliate of yours and sell it. It was a phenomenal course. I can't even begin to tell you all that I learned from it.

More than anything, you are an inspiration. You are a person I can look to and say, "Hey, if he can do it then I can do it. He's going to help me believe in myself."

**Willie:**

For the listeners, I did a six-week teleseminar series on doing joint ventures. I am adding some more material to that and getting to release it as a home study course. It's not quite ready yet.

Are there any questions or comments in the chat room for Kathleen? We have about three minutes left to go on the call. If you have questions or comments about anything pertaining to hosting successful teleseminars, please go ahead and type those in.

If not, I really want to thank Kathleen for being so open in sharing your information. I've seen people charged big money just to get

someone on a call like this and go over the things that she has shared with you. She has shared a lot of stuff that you could put to immediate use right now, if you wanted to.

I encourage you to go back and listen to the recording of the show again after it's all over with. Also, go over to [www.SageMarketer.com/kathleen](http://www.SageMarketer.com/kathleen) and get the free report she has offered and tell your friends about it. Go over to Twitter and places like that and tell them to listen to the recording and download it.

Mike Wesley is in the chat room and he said he is going to start following you on Twitter, Kathleen. He asks if you prefer structured or nonstructured interviews.

**Kathleen:** I actually like both. It depends who is interviewing me. With someone as seasoned as you interviewing me, we can go in a number of different directions. With some people, though, it needs to be very structured. I would say both. I just love doing interviews; I love presenting; it is just a thrill. That was a good question, thank you.

**Willie:** I've seen people who tried to wing it and, if they have not done teleseminars before, you could tell that they completely lost their train of thought. It would have been better for them to have structured it.

**Kathleen:** It's the same with radio interviews. That's why, if you are a good interviewee and you can carry the conversation, believe me, there will be times that you have to do that. Experience has given me the freedom to often think off the cuff. That's really it. I do have a lot of experience at this.

**Willie:** My experience, having spent 20 years in the military where I was often asked questions, is that sometimes the best answer is, "I don't know. I'll get back to you." I've learned now that there are a few questions that can throw me for a loop because I don't know, and I'll honestly say, "I don't know."

We are running out of time. Again, I want to encourage people to download the report and also to check out everything Kathleen is

doing. Inside the report are other links to her Web sites and to her program teaching you how to be an Amazon best-seller. Check it out and let all your friends over at Twitter, Facebook, and all those places know about it.

Kathleen, thank you very much for joining us on the show today.

**Kathleen:** Willie, it's a pleasure. Thank you to all the listeners and, Willie, if you think I love you, you're right and I look forward to doing some things in the future with you. Thank you so much.

**Willie:** Thank you. Thanks, everyone. Bye.

Get Kathleen's free ebook...

"The Truth About Making Money With Teleseminars"

at: <http://SageMarketer.com/kathleen/>