

EXECUTIVE SUMMARY

Conversion Secrets Tele-Clinic Series (1 of 8)

"How Your Target Market Finds You"

September 15th, 2003

QUOTE OF THE MONTH

"The only things worth learning are the things you learn after you know it all."

- Harry S. Truman

ACTION PLAN

1. Decide on your **TOPIC OF EXPERTISE**
2. Narrowly define your **TARGET MARKET**
3. Prepare and practice your **AUDIO LOGO**
4. Conduct an **ASK CAMPAIGN** within 21 days

CASE STUDIES

- www.AskAlexMandossian.com
- www.AskPaulHartunian.com
- www.AskJohnChilders.com
- www.AskBruceSafran.com
- www.AskBruceSafran.com/teleseminar
- www.askbruceafran.com/register.htm
- www.AskStephenPierce.com
- www.AskStephenPierce.com/teleseminar
- www.askstephenpierce.com/teleseminar/success.htm
- www.MarketingManuscripts.com/testimonial
- www.AskPatWyman.com/teleclass
- www.that1webguy.com/Alex/casestudies/Robins_Seminar/index.html

TOOLS

- ASK™ DatabaseSupport@AskDatabase.com
- Good Keywords www.GoodKeywords.com
- AudioGenerator www.AudioGenerator.com

RESOURCES

- Web Design: Frank Deardurff — Frank@AccessCafe.net.....(812) 208-3259
- eBook Design: Heather Kirk — designsbyheather@adelphia.net.....(434) 239-4217
- Transcription: Reva Notkin — RevaTrans@Comcast.net.....(215) 969-0356

NEXT STEPS

Set times to meet with your "buddy" (weekly) and use the Master Mind Discussion Form!