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How to Sell Your E-book – (or other information product) – Through Quickie Seminars

By Alexis Dawes

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I've been selling my own self-published information products (mainly e-books) online for the past 3 years. Is it profitable? Definitely.

But as any seasoned information marketer will vouch, it takes time to build up your name recognition online. You'll have to spend considerable effort to develop word-of-mouth web site traffic. It's rare that you start off making \$1,000 a day.

But offline it's an entirely different story.

In the real world, when people meet face-to-face, a 10-minute conversation with a prospect can lead to a \$1,000 sale.

I know this from first-hand experience. You see I've been in that position several times. How? I'm an author who uses Quickie Seminars to sell my information products.

What is a Quickie Seminar you ask?

It's a 3-hour talk that you give based around the topic of your information product. If you sell DVD's that teach people how to paint murals, your Quickie Seminar would in turn offer similar informational content.

Quickie Seminars are delightful tools for infopreneurs because they can provide you with a same day pay day.

You give a Quickie Seminar on Tuesday, you can take home \$200– \$5,000 on Tuesday.

Best of all, your competition is slight, if any.

How One Stay-at-Home Mom Uses Quickie Seminars to Make a Years Worth of Salary in 20 Days

I once attended a 3-hour seminar given by a writer named Stacy Banner. Stacy only managed to herd her audience into \$1,100 in information product sales that night. However this was just one night from her 10-day Quickie Seminar tour.

She confided in me that by the end of her tour she expects to bring home \$15,000–\$20,000. In fact, she does these seminars twice a year. They allow her to be a stay-at-home mom, while only working a measly 20 days out of the year.

Take Advantage of the Quickie Seminar Circuit by Following These 4 Steps...

1) Choose a topic that you've created information products around.

Almost any topic will do. Arts, photography, real estate, business, travel, writing, personal development, spirituality, computers, the Internet, take your pick.

2) Pitch your talk to seminar centers around the US that are always looking for new experts. These companies provide the room, the audience, and they will actively promote your seminar. Plus you'll get paid for giving the seminar.

The most popular seminar center is The Learning Annex.

The Learning Annex is one of the largest producers of seminars, lectures, classes and workshops throughout the United States. They have centers in San Francisco, Seattle, Los Angeles, San Diego, Chicago, New Jersey, New York, and Minneapolis. Altogether they produce more than 8,000 events a year.

If you'd like to suggest a seminar to The Learning Annex, e-mail (Newcourse@LearningAnnex.com) a course description (no more than 1 page) outlining the topic you would like to teach, the title of the class, and the city you would like to teach in. Include a current resume or background information illustrating your qualifications.

You will be contacted within 4–6 weeks if they're interested.

3) Present the seminar and sell your information products to the audience.

4) Happily take your profits home, or move on to the next city.

Whoa! Take Off Those Rose Colored Sunglasses...

As easy as all of this sounds, there are some major snafus that unseasoned quickie seminar initiates commit.

Some infopreneurs do a hard sell. They talk about their book during the entire seminar, constantly referencing pages, and telling the audience, "Well I won't talk about that right now... but it is in my book." This makes audience members feel like they MUST buy your book. That's no good!

Audience members come for helpful, solid information. Give them what they came for, and they'll bless you with sales. No hard sell is required.

Other infopreneurs don't accept credit cards. Big mistake. One thing you'll quickly discover is that most people want to pay by credit card. This is especially true if you're selling more than one item.

And still others situate their sales table on a less frequently traveled path.

Place your products on a table within the path of the bathroom, water cooler, or the exit. The more people are required to pass your stuff, the more likely they are to stop, look and buy.

So what are you waiting for?

This is one marketing and business segment that isn't oversaturated with a ton of competitors. Get started today and YOU can completely dominate your niche on the Quickie Seminar circuit.

But the only way to win this game is by getting out there and playing it.

Alexis Dawes is the author of "Speaking For Profit: How to Profitably Use the Platform to Make \$200–\$10,000 a Night Giving 3–Hour Seminars." This 115+ page e-book gives detailed information on how to fully use the Quickie Seminar Tactic to boost your profits. Check it out at (<http://www.Speaking-For-Profit.com>).

Time For A Quickie!!

By Sharon Jacobsen

Technique! We seem to have become obsessed by it! There are probably thousands of books offering detailed explanations of ways to make love to your partner. But what about spontaneity? Where's that gone? What about the pleasures of the impromptu quickie? You're both horny, there's a raw urgency in the air, and you need it NOW!

Some women are afraid to let their partner know that they'd like a quickie. Supposing he misinterprets it and thinks you just want a quick shag that can be over and done within next to no time because you can't be bothered with the 'real thing'? The truth is, if you're horny and lusting for him, wanting a quickie

will just show how much you still fancy him on a physical basis. You wouldn't feel irked at being desperately wanted by the bloke you fancy most, would you?

Sex serves many purposes and variation is no bad thing. One purpose is the reinforcement of that private bond which exists only between the two of you; something nobody else can share in. For this reason, having a quickie in a 'forbidden' situation can actually strengthen the relationship. When everybody is in full swing at the party, a couple that go outside and urgently make love have a secret that's theirs alone.

The excitement of being found out is also frequently linked with quickie sex. Having a quick romp in a semi-public place (such as behind the garage at the above mentioned party) can be highly stimulating. The feeling of 'naughtiness' often leads to intense arousal, culminating in delicious sex that's equally as good as the sex we'd ordinarily have in our comfortable beds with plenty of foreplay.

The term 'sex-positions' takes on a whole new meaning with quickie sex and couples often find themselves in positions that they'd never have otherwise experimented with. Old pieces of furniture, a wall, a washing machine or anything else that happens to be close by comes into its own when no-frills sex is on the menu.

One or both partners are usually partially dressed, something which in itself can be very arousing. Being held up against a wall with one breast outside your bra, your knickers around your knees and trying not to kick those litter bins for fear of attracting unwanted attention.... well, it could just as easily be a fantasy!

There's no right time or place for a quickie. Only your imagination can limit where and when. If you really want it, you'll find a place or situation that will be suitable for a bout of urgent sex. The kitchen table, the garden shed, or even a toilet seat will do. Just keep one thing in mind – no matter how desperate you are, it really isn't a good idea to subject unwitting by-passers to your amorous frolics. There are plenty of exhibitionists around, but we aren't all voyeurs!

Happy bonking!

Sharon grew up in East London but moved to Norway at the age of 19, returning to England in 1998. She now lives in Cheshire with her partner and two of her three children. Besides writing, she is currently studying Social Science with The Open University, runs a web site where women in the UK can meet other women for platonic friendship (

), potters in her garden, knits

and reads everything she comes over.

Time For A Quickie!!

A Team Building Seminar Can Work For Any Business
Practical Information Products for the Internet, 1

Scams Plague Fuel Customers
The Problem With E-Books

Vegetarian Recipe Book
The Great Big Book of Internet Marketing
The Big Book Of Cookie Recipes
Dream Psychology
How To Find A Topic For Your Ebook



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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!