

Teleseminars Soup to Nuts:

How to Provide Profitable Low-Work, High-Value Seminars

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With Rebecca Morgan, CSP, CMC

1. The hidden benefits of doing teleseminars
 - No travel
 - Ability to conduct these anywhere in the world
 - Offer free to build mailing list
 - No need for computer as there would be in webinar
 - Immediate hard product (tape, CD, downloadable file) for BOR or web siteProduct subscriptions – ongoing income stream

2. Deciding what types of teleseminar you want to offer
 - Lecture—mostly one way, perhaps with live Q&A or email Q&A
 - Pro: good for large groups; you can deliver a lot of info.; good for a group to listen around a conference table
 - Con: Can be boring to the listeners to hear a data dump. Give them the CD instead.

 - Interview—someone interviews you, or you interview an expert or industry leader
 - Pro: good if you have a mailing list in a niche industry or who have similar issues; if industry leaders are willing to share and not grandstand, can be interesting.
 - Con: If questions aren't good, can get boring. Must have strong interviewer who really listens, probes and asks good questions. Interviewer must be willing to step in when interviewee goes off on a tangent. Sometimes hard to get guests to commit to a time/date.

 - Participative—interactive workshop, forum
 - Pro: good for smaller groups; attendees pay attention and feel connected to you; great for follow up to live session
 - Cons: Smaller groups can limit income

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- Single vs. series—pros and cons of each.

3. Logistics:

- Dan Janal (<http://www.kickstartcart.com/app/aftrack.asp?AFID=129960>) can take care of all the logistics (tell him we sent you).
- Sam Silverstein (www.PrimeTimeDuplication.com, 800-544-9252) can record, edit, and fulfill. He has a custom design shop for the 4-color labels and offers a multitude of packaging options.
- Bridge line—rent (single or multiple times) or lease (1 year)
 - Go to <http://www.speakernetnews.com> for a Compilation on reader-recommended bridge line rental companies.
 - Telephone Bridge Services, <http://www.telephonebridgeservices.com>
 - <http://www.freeteleconference.com>
- Registration
 - Though your Internet shopping cart
 - By email
 - By phone
 - Acteva
- Confirmation
 - Set up an autoresponder to be emailed from your shopping cart upon purchase.
- Pre-session survey
 - Helps you know who's attending and what they want you to focus on. You can also head off any unrealistic expectations and offer a refund to anyone who wants something you know you can't fulfill.
 - Set up an autoresponder to go out from your shopping cart upon purchase.
- Recording
 - Some bridge lines offer this service for an extra fee. They then send you an audio file or CD so you can duplicate or sell it as a download.
 - Record into your computer, digital recorder, or mini-disk.

- Post-session evaluation
 - Email an evaluation afterward to make sure everyone was happy and get suggestions for future sessions.
- 4. Pricing strategies for your target market
 - Price ranges from free to \$149/hour. The higher the price, the more specialized your market and information needs to be.
 - Sell CD for same price, or you'll dilute your live attendance. If that doesn't matter to you, have different prices.
 - If offering a series, give a break.
 - If offering a bundle with CD, downloadable audio and/or transcript, give a break.
 - Create bundles to include consulting if your market would really need some one-on-one time to implement your concepts.
 - Work to create an ongoing series (CD or live), e.g., 1/week, 2/month, 1/month, 1/quarter.
- 5. Best strategies for getting the word out to your market
 - Email
 - Fax
 - Postcard
 - Calling
- 6. How you prepare for your teleseminar that is different than an in-person session
 - Interview: Pre-interview the expert. Discuss the topics we think would be of most interest to our audience, and the format.
 - Participative: Pre-prepared outline and handouts which I've emailed participants as a PDF.
 - Preparation is a lot less for a teleseminar than an in-person event.
 - Interview: A 10-30 minute conversation with the expert, who emails us the handout. I edit the handouts and correct grammar, punctuation, etc. We email it to the attendees and post it to our web site for the CD buyers to download.
 - Participative: Create the handouts, spend a few minutes reviewing them before the call. Since I don't have to get dressed up and put on makeup, so my prep is considerably less!

- Preparation of your desk or working space
 - Close door.
 - Take off head set.
 - Turn off printer, fan, radio; close windows if you're on a busy street.
 - Put out cat/dog/bird/kids.
 - Get cell phone
 - Print out numbers to dial, questions and handout.
 - Turn off computer sound.
- Put all participants on mute using the bridge line's mute (*5).
- Whenever you aren't talking, put yourself on mute.

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Confirmation with Bridge Line Details Example:

Thank you for registering for the conference call training for the Managers Discussion Guide Program.

Attached is the handout you'll need for this session. Please print it so you can take notes on it.

Because we only allow a few guests on each call, if you don't show up it can affect the quality of the experience for others. So if you need to reschedule, please let us know as soon as possible and we'll tell you the other dates which have slots available.

Time: 2:15-2:45 p.m. Eastern; 1:15-1:45 Central; 12:15-12:45 Mountain; 11:15 -11:45 Pacific

Dial: 212-461-5800 PIN 5858.

* Be sure to double-check the conference call time on your calendar, as others have missed past calls because they put the wrong time on their calendar.

* For this conference call, you will be dialing New York.

Following are some tips we've found useful for making the teleseminar most beneficial to you and the others.

How To Call Into The Conference Call, And How You Can Get The Most From It

Using an automated teleconferencing/bridge line may be a new experience for you. We've found the following instructions and tips work well.

*****Before the call*****

- * If your phone has a "mute" feature, and familiarize yourself with how it works. You'll need to use it.
- * If have a headset, use it. You'll be listening for 30 minutes, and it will be more comfortable and easier for you to take notes.

*****5 minutes before the call*****

- * If the room you're calling from has a door, close it.
- * Turn off any radios, TVs or stereos that you can hear.
- * If you have call waiting, please disable it first by dialing 1170 and waiting for the dial tone.

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* If you are calling from home, put your dogs, kids or other noisy beings in another room.

*****2 minutes til the call time*****

* Call the number listed at the top of this message two minutes before the appointed time. This way we can start on time.

* We can't tell when someone joins the call, so periodically in the first few minutes I'll say, "Has anyone new joined us?" Give us your name. If someone you know has just introduced him/herself, stifle the urge to say "Fred, Alice here. How are you doing?" This just bogs down the conversation and wastes everyone's time.

* If you dial in late, still introduce yourself.

*****At the call-in time*****

* Use your mute button if you have one. Any time you aren't speaking, put yourself on mute. You will still be able to hear all of the conversation, we just can't hear you until you take yourself off mute. When everyone who isn't speaking is on mute, it makes it easier for everyone to hear.

* When you make a comment, always say your first name before the rest of your comment.

* Please don't call the bridge number you've been given at any other time than during your scheduled time. There is no one "there" at the bridge number.

* The system is totally automatic — there is no Operator.

* If you're the first person to call in, the line will ring and ring until the second person calls in and you two will be immediately "connected."

*****If you dial in late *****

* You are still welcome — don't think you need to miss this call and come to another unless you are so late you'd not be able to pick up on the flow.

* Please announce yourself as soon as possible. Please don't lurk, but instead join in as a full participant. If you don't join in, you won't get the full experience of the training.

*****Remember, please*****

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* If you're using a headset, make sure the microphone is close to your mouth so everyone can hear when you speak.

* No DialPad. DialPad is a program that people use to dial a phone number from their computer. It is NOT nice on the bridge when someone uses this. Pressing numbers on the DialPad can cause a man's voice to come on and read a menu of choices (press * to get rid of him.)

* It is easy to allow yourself to get distracted during a conference call by sorting your mail, reading your email, filing. Fight the urge to multi-task. This is your session, and you will get the most value when you take notes and follow along closely. If you find yourself getting distracted, close your eyes and focus on what's being said. Jot notes of any questions you'll want to ask during the Q&A.

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