



SpeakerNet News

P R E S E N T S

# Teleseminars Soup to Nuts: How to Provide Profitable Low-Work, High-Value Seminars

A teleseminar with Rebecca Morgan, CSP, CMC


Interviewed by Ken Braly

**Contents of this report:**

- Synopsis of the teleseminar from the SpeakerNet News Web site, with an overview of the program contents and background information for Rebecca Morgan.
- Edited transcript of the teleseminar interview. The verbatim transcript has been edited to improve readability and to provide a list of additional resources.
- Rebecca Morgan's handout prepared for this program.

**SpeakerNet News**

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# **Teleseminars Soup to Nuts: How to Provide Profitable Low-Work, High-Value Seminars**

**with Rebecca Morgan, CSP, CMC**

You've watched as your colleagues have added teleseminars to their offerings and seen them have great success. You want to start offering these yourself, but you don't know all the intricacies. Where do you start? How do bridge lines work? What format works best? What day of the week and time of day? How much should you charge? What about registration and logistics? And then how do you manage the call itself to give the highest value?



Rebecca has been called the “Barbara Walters of teleseminars” for her ability to provide in-depth information via her teleseminars. She’s a pioneer in conducting teleseminars in various formats. She will share info on how to get started and how to refine your sessions if you are already offering teleseminars. Come hear from one of the true masters in this medium.

You will learn:

- The hidden benefits of doing teleseminars
- The type of teleseminars and pros and cons of each
- Pricing strategies for your target market
- What you need to know about logistics: bridge lines, registration, confirmation, pre-session surveys, recording, post-session evaluations
- Best strategies for getting the word out to your market
- How you prepare for your teleseminar that is different than an in-person session

## **About Rebecca Morgan:**

Rebecca Morgan, CSP, CMC, is a bestselling author, consultant and professional presenter. She focuses on creating innovative interventions for long-term results to people development issues. She’s a pioneer in using teleseminars as a revenue stream, an introduction to her services, a follow on to her in-person sessions, and an alternative for remote groups. She’s led teleseminars with participants around the world.

Here’s what her peers say about her skills:

*“Wow, Rebecca is REALLY good as a teleseminar facilitator—organized, professional, personal, honest, relaxed, insightful, inquisitive, and humble enough to step aside and let the expert talk.”* —Mariah Burton Nelson

*“Rebecca did an excellent job of facilitating Joe Calloway’s seminar. She followed the outline, covered the points, and added an additional question when there was an*

*opportunity for a more in-depth answer.” —Pam Gordon*

*“I truly did not fully appreciate how good Rebecca is at hosting the SNN teleseminars until last week. I participated in a teleseminar last week and almost went nuts when the ‘facilitator/host’ failed to interact/comment/guide/direct/help, etc., the guest speaker at all. She just introduced him and then ‘forced’ the poor guy to talk to dead air for 45 minutes! Absolutely amazing.” —Liz Weber*

*“In my corporate life I was the chief executive human resources officer and did many presentations on interviewing. I share this so that you know my observations about interviewing skills come from experience. In each tape you were simply outstanding in your initial questioning and your follow-up inquiries. Someone one said that you can better judge first-rate minds by questions asked rather than by answers given.” —Juan Negroni*

[www.RebeccaMorgan.com](http://www.RebeccaMorgan.com)

**SpeakerNet News Teleseminar**  
**“Teleseminars Soup to Nuts: How to Provide Profitable**  
**Low-Work, High-Value Seminars”**  
with Rebecca Morgan, CSP, CMC  
Interviewed by Ken Braly

KEN: Rebecca Morgan CSP, CMC is a best-selling author, consultant and professional presenter. She focuses on creating strategic development innovations for long-term results. She is a pioneer using teleseminars as a revenue stream, an introduction to her services, a follow-on to her in-person sessions and an alternative for remote groups. She has led teleseminars with participants around the world and as part of SpeakerNet News. She’s been called the Barbara Walters of teleseminars, and I feel a little like I am interviewing Barbara Walters because rather than your getting to hear how wonderful an interviewer she is today, you get to hear *me*, and I get to interview her. Welcome, Rebecca.

REBECCA: Thank you, Ken. Since it is usually me doing the interviewing, this is a bit odd.

KEN: I know. So many things to keep track of when you are doing a teleseminar by yourself. I think most people are familiar with teleseminars since they are on one, but I wanted to start out with talking about the different types of teleseminars that you have been involved with. Tell us a little bit about the different types of seminars, and how you have conducted those.

REBECCA: I have been doing teleseminars for seven years. I have done them in many formats. This format that we are doing now—the interview format—is, I would say, the easiest. I will come back and talk about the pros and cons of each in just a second. Then there is the lecture format, where you are giving a one-way

presentation, just as if you were giving a keynote speech. You are not getting a lot of feedback, maybe just a bit of Q and A periodically or at the end. Then, what I call participatory or interactive workshops or forums, where there is a great deal of involvement and interaction with the participants. Those are the three main types. There are probably more.

So should we talk about the pros and cons of each?

KEN: The interview format is one that SpeakerNet News subscribers would be familiar with, but tell us some of the pros and cons of doing an interview.

REBECCA: Go to page 1 of the handout, under No. 2. We're starting with the middle one—Interview—instead of the top one.

The interview format is good if you have a mailing list in a niche industry, which we do with SpeakerNet News. You have a following and you understand the issues that that group faces. You can then access industry leaders or luminaries to interview and discuss their best practices, their philosophies, that others want to hear about.

The con of interviews is if the moderator isn't good. I have heard some moderators who sound like they are ingratiating themselves to the expert all of the time, and they are not willing to ask those difficult questions. Not that I ever try to put my expert in tough situations, but I do want to make sure that my listener gets value, so I do press or probe or try to go deeper if an expert gives a comment which I think is pretty pedestrian. Then I will try to dig a little deeper.

Interviews can also be a con if the interviewee goes off on tangents or grandstands or has a lot of ego and wants to talk about themselves and tell stories