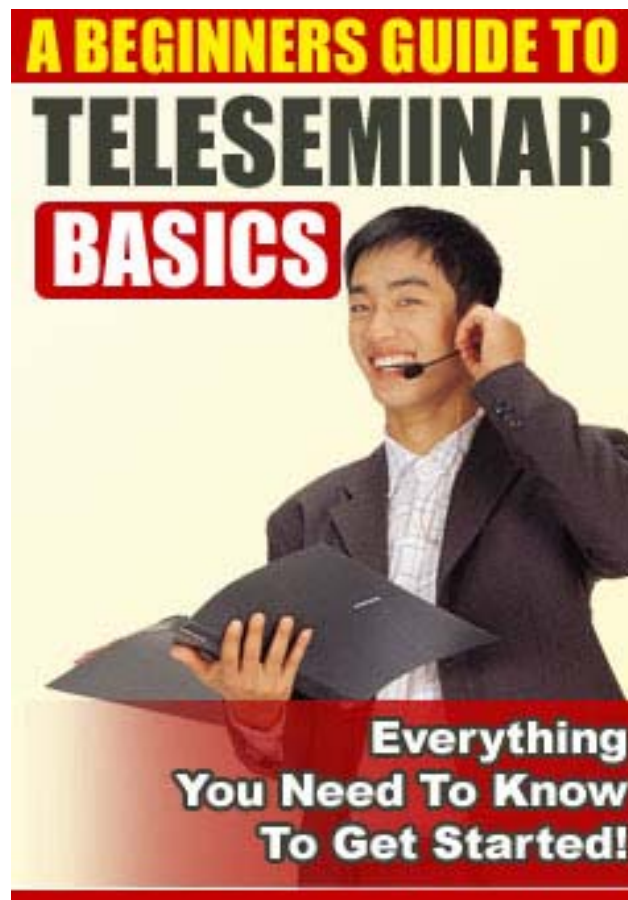


TELESEMINAR BASICS



A beginners guide to teleseminar basics

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INTRODUCTION

WHAT IS A TELESEMINAR?

If you have ever worked in a business office, you are probably familiar with this term, previously known as *teleconferencing*. For those who are unfamiliar with either term, teleseminars or teleconferencing involve a telephone call among a group of people who usually all phone the same telephone number to be connected to each other.

Though it is not a new concept, the telephone meeting idea has gone through many technological changes through the years. It started as a simple office conference call among employees in long-distance locations. Today, technology allows the host or presenter to include training sessions, sales and marketing presentations, Power Point Presentations, videos, and much more. They are becoming increasingly popular as people come to realize the cost savings of a teleseminar compared to an in-person presentation. This is especially true of businesses which have locations not only nationally, but internationally as well. The cost savings in travel alone can more than cover the cost of the equipment and the service itself. One company has a conference call scheduled weekly between their Delaware office and their office in Dublin, Ireland. It would be economically unfeasible

for everyone to get together in person to have a meeting on a weekly, or even monthly, basis.

Colleges have also adapted this practice as part of their distance-learning program. Students dial a phone number furnished by the school and receive the lecture for that day in addition to homework assignments. They are usually only required to attend class in order to take exams. Of course, as with more traditional correspondence courses the student must have good discipline to do these kind of courses. The student must take it upon themselves to be disciplined enough to know what needs to be completed and when in order to meet the requirements of the course. The teleclasses are not limited to colleges by any means. Companies have taken to using them as part of their on-the-job training, and mini-courses that are available on the Internet or even through local educational institutions are also available.

As we look toward the future, teleconferencing will likely evolve into video conferencing. Videoconferencing is being done more and more widely, and it is likely to become commonplace, especially with so many people becoming interested in working at home or wanting less travel with their jobs.

All of this new technology is wonderful, in its place, but teleconferencing cannot and will not replace the in-person seminar or meeting. The telephone will never replace the personal contacts and relationships that are developed through people getting together as a group, nor should it. However, teleconferencing does provide a way to bring people together effectively and inexpensively, and it represents an opportunity for entrepreneurs.

HOW DID TELESEMINARS BECOME SO POPULAR?

Alexander Graham Bell could never have known what the potential for his invention really was in 1876. As technology evolved and with the advent of the home computer age, marketers learned how to use Teleseminars to their advantage. Some send an email to the attendees with a link for them to access handouts, graphs, an interactive website, or a power point presentation. Some Teleseminar providers even allow for a real-time presentation for those who have Internet access and choose to utilize it for the presentation. This is done with the use of special software that is shared with the participants to allow them to see the same thing at the exact same time. Some larger companies are doing this on a regular basis with the use of a web-based program

such as Web Meeting. It's only a matter of time before this concept becomes affordable enough for Internet marketers and Teleseminar hosts to use it on a regular basis.

This technology has also given profit-seeking entrepreneurs a new way to make money, by selling their products and services over the telephone and/or Internet instead of having to travel all over the country for speaking engagements or sales presentations. This means instead of speaking to a crowd of maybe 5,000 to 7,000 at a time, they can potentially be speaking to millions of people all over the world.

Why be on the road for two or three days at a time when it can be done with a telephone?

For the educational system, it's even better because it draws in more students. Why is that? It's a time factor in most cases. For the potential student who did not have the funds to go to college right out of high school, it's a way to get that education they so desperately want. This student is working full time, may be married and may even have a family. Distance learning gives these students an opportunity to take classes when it's convenient for them, or at least to be able to take the classes without having to worry about family matters such as finding a babysitter.

For corporate training programs, it means the company can train more people at the same time or spend less time on a trainer to provide the classes. Whether the company has an in-house person to do the training or the company outsources this function, it is going to save them money if even part of the training is done in a Teleseminar environment. How does it save them money? In the case of an in-house trainer, it means they can spend less time on each training class, providing them the opportunity to operate more classes at the same time or leaving them more time to do other work within the company. If the position is outsourced, it means the company is paying less in training hours and can invest that savings into other training programs, salaries, benefits, or simply into the company's profit base.

WHY TELESEMINARS ARE MORE POPULAR THAN EVER

As with any other new product or service, people are skeptical about trying them. They want to wait until more people they actually know personally have tried a particular device and can give them some “valid” information. The same is true of businesses, especially small businesses that do not have the funds to take huge risks. As a result, it has taken many years of research and development for the concept of

the Teleseminar to really catch on. Of course, it also required the cooperation of the telephone company whose equipment had to progress enough to allow this technology to become useful. The evolution of the telephone to what it is today is helping making the world of business and business meetings a smoother road for the employees who must attend them.

The use of a Teleseminar bridges the gap between the cluttered and impersonal Internet and the time and expense involved traveling to meetings in other cities. Recent advances in technology have it made it possible for the small businessperson and the entrepreneur to set up and conduct Teleseminars at a reasonable price. It would have cost thousands of dollars for these same services just a few years ago. As new technology evolves and new systems are developed, it will be even cheaper in 10 or 20 years. As with any new technology, the longer it is available, the cheaper it becomes. As the services become less expensive, more people will be willing to make that initial investment in a sophisticated teleconferencing system. We've already seen that happen with computers, VCR's, and DVD players, which are now a part of at least 50% of households. When the BETA VHS system came out in the early 70's, it was over \$500 to purchase, but now a combination DVD/VCR generally costs under \$300. Again,

these changes have shaped our world into what it is today, and people who were skeptical about trying these things became comfortable with them. These same skeptics will be the biggest supporters of the Teleseminar in years to come.

It needs to be stressed that the Teleseminar and the Internet do not stand alone as separate entities. In fact, mixed delivery—combination of the two as well as other communications tools—is paving the way toward the next revolution of information delivery and interactive products and services. These combined delivery methods with multiple media allow the presenter to offer digital information and personal contact, which provides a more complete learning and relationship development experience. With the combination of the audio on the telephone and the video that is available using the Internet, the learning experience becomes more complete and the audience will retain more of the information that is presented to them. In doing this, you have the potential for returning clients since they know by joining your Teleseminar, they will receive clear and concise information.

Another advantage to using telephone calls instead of physical meetings is that they can be transcribed for back-end information products such as audio or video cassettes or DVD's, audio CD's and

transcripts. These products open up an entire market for distribution and profit-making ventures. With the addition of DVD burners, MP3 recorders, and other similar technology, the market is even wider and is growing more extensive every day. What once was a luxury only afforded by large corporations is now affordable and accessible by the average businessperson. Even the sole proprietor can use this technology to communicate with customers and sales representatives instead of a one-on-one meeting or having to travel to meet a salesperson for a demonstration of a new product or service.

The new technology products make it easy for you or your Teleseminar service provider to make transcripts of your presentation. Depending on your preference, you can have your Teleseminar recorded onto a website for people to access or you can choose to have it recorded onto a CD and offer it for sale on either your website or another website where you will direct customers who are interested. Be certain to include these URL's in your handouts prior to the start of your Teleseminar and remind your participants several times during the presentation as well. By offering transcripts of your Teleseminar, you will continue to make money long after the initial telephone call has ended. Even if you don't want to do a voice recording, you can sell reprints of your seminar through the use of a PDF file, setting it up in a

secure format so that customers will have to pay in order to access the file.

HOW TO GET STARTED

Before you even consider doing your first Teleseminar, be sure you have attended Teleseminars presented by professionals, especially those who provide similar material to what you are considering. Attend these Teleseminars, read the handouts, purchase the transcripts, and participate in the follow-ups. After you have attended enough of Teleseminars presented by other presenters that you have an extensive knowledge of the business, you are ready to start putting together your first Teleseminar.

TIPS FOR GIVING A SUCCESSFUL TELESEMINAR

1. They work best for information-based training. This doesn't mean you can't use them for sales presentations or any other product you wish to promote; rather it simply means they don't work as well for those purposes.
2. When you send out your pre-seminar package, be sure to include the date, time, phone number, and login code if needed. This will prevent last-minute rushing around and also allow you time to resend the information in case

someone contacts you who hasn't received theirs prior to the start of the Teleseminar.

3. Since the listeners cannot see the page you are holding, it is important that you number the pages in your handout. This will make it easier for the listeners to follow along and know exactly what topic you are currently covering.
4. Either reserve a conference room or pick a quiet room so callers won't be disturbed by background noise from your telephone.
5. Be ready at least 15 minutes before the scheduled start time in case some listeners call in early.
6. Be sure to have paper, pens, handouts, cheat sheets, teleconference codes, the list of participants, and any other necessary materials by the phone.
7. Do not use a cordless or mobile phone as these may cause your listeners to hear static on the phone line.
8. Wear a headset if possible so that your hands will be free to make notes. Because of its tendency to make the speaker sound far away, avoid using a speakerphone.
9. Turn off call waiting so that your call will not be disturbed by the beeps.

10. Have a clock in the room for keeping track of the time.
11. Be sure to check the sound quality of the call at the very start of the call. Ask your callers if they can hear you, and if you are using a headset, be sure the microphone is adjusted for the best sound quality.
12. If you have fewer than 12 participants, have each person say their name and location in order to build rapport.
13. Stand up while you talk to make your voice sound more vibrant.
14. Do not read word-for-word from a script. You want to make your voice sound natural, and very few people can do that when reading from a script. In fact, it takes a good actor to read from a script and make it sound natural. There is no quicker way to lose your audience than for them to know you are reading from a script. They do not want to pay good money for a Teleseminar just to hear someone read; they can do that without being on the telephone.
15. To avoid reading from a script, use a “cheat sheet,” with a bulleted list of key points you want your listeners to remember. In this way, you will recall what you want to cover without sounding like a robot.

16. Be sure to reinforce your key points frequently throughout your talk in order to keep your audience on-track. This task is much more difficult on the telephone than in person because there is no face-to-face contact. The attention span on a telephone call is much shorter than that experienced in a live presentation.
17. Repeat any URL's and email addresses so that your participants can write them down if they choose. This information should also be provided in your pre- and post-seminar packets.
18. During your presentation, be sure to periodically ask your audience if they have any questions. This will give them an opportunity to participate in the discussion and possibly prevent them from losing interest.
19. Allow for periodic breaks—a good format to follow is a 10-minute break after 50 minutes of discussion. This will give your listeners a chance to stretch, use the bathroom, or check on their children.
20. Be sure to manage your time wisely. Your outline should have an estimate of the time that is needed for each section.

Stay as close to this time estimate as possible to prevent

having to cut your call short before covering your key points. Your listeners have adjusted their schedule based on your time estimate, and they may have other things to do when your presentation is completed.

HOW CAN YOU MAKE MONEY WITH A TELESEMINAR?

A Teleseminar resulting in a great amount of profit can be planned, scheduled, and conducted within just a couple of weeks. Of course, doing this assumes that you already have a list of potential buyers, but if you have a good product and the right marketing approach, there are still ways to gain access to your target market, though it will just take a bit more time and training in order to accomplish the same result. If you want the success badly enough and are willing to do the work that is necessary, then it will happen for you. It isn't a "get rich quick" scheme, so if you're looking for something that will make you a millionaire overnight, this is not what you want to do. This business requires time, effort, and patience. There are no guarantees in this business, but you can make it work if you have enough of the "burn" to want to be successful.

Though Teleseminars are more commonly used for training or by people who have something to sell from a website or store, it can be used as a tool for marketing just about any product or service. The presenter of the Teleseminar only needs to have a salable concept that he wishes to present to a target audience and a marketing plan for presenting it to those people. As we have already learned, a Teleseminar provides the means for getting the information to a larger target audience in a shorter amount of time and at a lower cost than person-to-person contact. That doesn't mean you should discard the use of person-to-person marketing concepts, but when trying to set up your customer base, you want to reach the greatest number of people in the shortest time and at the lowest cost. Person-to-person marketing has been done for many years, and still works better than telephone contact, but when starting a Teleseminar business, you may not have the financial means to rent a place to hold your meeting or to travel in order to make contact with your prospects. In that respect, Teleseminars will gain you the most for your money outlay.

It's important to keep in mind that in order to make money with a Teleseminar, you must have a marketing plan. Treat it as you would any other business venture, because that's exactly what it is. Even though you may be using it to promote another business, it must be

treated as an entity in and of itself or it won't work for you. After all, you wouldn't open a business without developing a plan for bringing in customers, so you shouldn't do it with your Teleseminar, either.

The first step in creating a marketing plan is to address four specific areas:

1. Target audience – those who will be interested in your product or service
2. Your personal objectives – what you expect to gain from the venture
3. Your market competition – others who are offering the same or similar product or service
4. Your available budget – how much cash you have available to invest in a marketing plan for this particular project

WHAT PRODUCTS OR SERVICES ARE PROFITABLE OUTLETS FOR A TELESEMINAR?

Some of the ways you can make money with Teleseminars are:

- Courses (college, business, or any kind of training program)
- Products and Services you sell on behalf of a manufacturer or service provider

- Arts, Crafts, and Books of your own that you are selling
- Travel and Vacation packages
- Reunions
- Speaking engagements on various subjects
- Internet or Network Marketing (like Amway, SFI, and many more)
- Health, beauty, and self-help seminars
- Real Estate
- Politics
- Religion
- Motivational speeches
- Sales presentations
- Management and/or employee meetings

Again, these are just a few possibilities, but there are many more. In fact, according to one professional Teleseminar presenter, there are actually about 25 different types of Teleseminars. Whenever there is a product or service to be sold, it can be done accomplished through a Teleseminar. As long as you follow the concepts of a proper marketing plan, you will accomplish your objective. Do not attempt to cut corners in order to save time because in the end it will take more time when you have to start all over again. Always live by the rules we were

taught as children: “Anything worth doing is worth doing right.” Also keep in mind that if you do have to do it over again, it will not only take more time since you’ll first have to undo what was originally done, it will result in the loss of potential sales.

Whether you are a business owner or manager with products to sell or a public speaker with something to say, you can make money using a Teleseminar to market your product, service, or information. The key is in the marketing, but if you are using the Internet to do any marketing, be careful that you are not SPAMMING. For those who are unfamiliar with the term, it means sending unsolicited emails. It doesn’t have to be anything you’re selling, it can be free information, but if it’s unsolicited, it’s SPAM, and you can lose your Internet account for doing it.

It is always best to start with your customers since they obviously are already interested in what you have to sell or present, but if you are just beginning your business, you may not have a customer base yet. For this reason, it’s important to learn just what type of marketing techniques work, which ones don’t work, and which ones may even cost you the loss of potential future earnings. The future of your business depends on your knowledge about the market and your

product or service. Following what others with a similar product or service do will assist you in perfecting your personal marketing concepts.



Never SPAM; it's a one-way ticket to nowhere and will do your business more harm than good.

An Opt-In Email lists is one marketing tool that can be utilized. With this tool people sign up to receive mailings based on certain criteria they identify when they agree to join the list. When joining these type of lists, be sure to read the terms of service agreement because some allow for unlimited solicitation and others only permit a certain numbers of solicitations per day or per week. It is also advisable when joining one of these lists to use an alternate email address (Yahoo and Hotmail both have free accounts that can be set up easily in minutes) so that you don't clutter your main mailbox with the advertisements that will come into your Inbox. Some of these lists have a fee attached to them, but plenty that are free, so before paying to use an Opt-In Email

List, be sure to explore the free options. The important thing about using these lists is to choose one that deals with your subject matter. That way the people you contact are more likely to be interested in signing up for your Teleseminars.

Another kind of list is an email group list that is set up for the sole purpose of advertising. On this type of list, no addresses are given and no one has access to the members' information except what is in a public profile. The list is closed, meaning that only members can post and read advertisements. This type of list also has an option that an Opt-In list doesn't: you can choose to read everything at the website and not have it come to your email box. Some of these lists do have requirements that you at least subscribe to receive a Daily Digest which means you only get one email daily with all postings from that day, but there are many who will allow you to simply look at everything on the website. It depends what preferences the owner/moderator uses when starting the list; it is, after all, to be an advertising tool, and if everyone on the list chooses to read on the website, there is no guarantee that the purpose of the list will be met. That is the reason many list owners tell members that they must at least agree to be on Daily Digest— otherwise it will be impossible for them to receive the numerous advertisements from the other list members.

Setting up a website describing your product or service is one of the strongest and best tools available on the Internet. It can also be quite inexpensive with the variety of free or inexpensive web hosts you can find on the Internet. If you're not an Internet website guru and don't know HTML, look for those who offer a site builder, like Tripod.com where you can choose your design and add any HTML code simply by copying and pasting code that has already been written. Keep in mind that if you go with a free web host, you will have to do all the promotion yourself, but there are also several places on the Internet where you can submit your site to the search engines for free as well.

SubmitExpress is one such service. It sends your site to 40 search engines and offers a free Meta Tag Generator. There are others as well. The important thing when building your site is the use of Meta Tags, which are key words embedding within your site's code allowing the search engines to find your site and place it properly. This is the only way anyone is going to find your site, so it's important that you be very specific when creating Meta Tags.

Having your own site also allows you the option of adding a signature line to your email so that every time you send an email you are promoting your site without spamming anyone. With just a tiny

investment in time—the time it takes to add an automatic “sig line” to your email preferences--you will be promoting your own website, and likewise your business, every time you send out an email.

Classified ads are another type of marketing tool that is available both on and off the Internet. On the Internet there are dozens of sites that allow you to post your ads for free. Some of them, however, have a catch attached that can be one of two things:

- You post their banner ad onto your website
- You agree to placing a link on your website

You may also wish to place classifieds in your local newspapers, but none of these is free; in fact, many are quite expensive, especially when you compare them to the number of free classified websites that are offered by the Internet.

Free-for-All (FFA) pages are another tool some people might want to use, but they have their drawbacks. The way they work is you post a link to your website to the page, and agree to receive information from other people who also post to the page. Instead of receiving good leads for your own business, you usually end up with a mailbox full of

other people's ads, most of which are not from the type of prospects you are attempting to recruit.

A marketing plan is like any other part of your business: you have to customize it to fit your needs. You can't just throw something together spontaneously; there is a thought process that must be utilized based on what you expect to receive from the business. That is going to differ for those who are looking at this as a business venture and those who simply want to get a message across during the short-term. As with any venture--business or otherwise--you are only to get out of it what you put into it.

These methods are not all used by every single Teleseminar presenter. Norman Reid, President of Reid Marketing (www.askyourmembers.com and www.reidmarketing.com) reports, "Although we definitely use the web, opt-ins and word of mouth heavily, these are more 'means to an end' than true marketing strategy, and we rely heavily on about 10 different strategies to get people on the calls." According to Mr. Reid, there are 12 different profit centers but not all Teleseminars will utilize all of these, some only one or two, others eight or nine.

Mr. Reid also states, “Most teleseminars are poorly run, poorly attended, disorganized and are financially a dismal failure. And a core reason why so many people start doing them and quickly get out of it. Profits are across the board, many lose a few hundred or a thousand, and others regularly do 6 and 7 figure profits from a single call.”

By now you are probably thinking: “The writer is spending a lot of time on the marketing end of the Teleseminar.” Yes, that is true, but you have to understand that without marketing, you have no business! Look at any business that exists: movies, books, retail, theater, real estate, and the list goes on and on. The success achieved by the people who are the key role players in their business is the direct result of having a marketing plan that is customized to their needs. Failure to devise and utilize a proper marketing plan will be the demise of your business, and ultimately your financial security. Listen to those in the business by reading their books and attending their seminars. Experts like Norman Reid, Joe Ellers, Michael Cage, and others have been where you are and are now where you want to be. They are willing to take time out of their busy schedules to show you how to obtain the success in the Teleseminar business, but you have to be willing to make the time and financial investment in order to learn how to do it.

WHAT IS THE SECRET FORMULA FOR MAKING BIG MONEY HOSTING TELESEMINARS?

This “secret formula” has five critical steps to assure maximum profit:

1. You need a high-impact Teleseminar topic that will draw in the kind of people you desire for the product or service you are selling.
2. You need a pre-call marketing plan that attracts the high-quality, motivated buyers who will be interested in your product or service.
3. You need to develop a call that sells—the right hook, format, the right strategy to keep your callers from leaving the call, the answers to seven common objections, and the right close just to name a few.
4. You need a powerful and profitable after-call marketing strategy that will help double your profits.
5. You need strategies that will help you leverage and reuse successful Teleseminar tactics in order to continue making money from it week after week.

All of these factors are important and go together in helping making your Teleseminar business as profitable as it can be. These strategies

will differ according to the product or service you are promoting and what you expect to receive from your Teleseminar business. In order to customize these ideas to fit your own needs, listen to what other Teleseminar hosts have to say by buying their books and transcripts. Yes, this is a big investment when starting out, so start with the free Teleseminars and listen to as many of them as you can to get a feel for the business. After your business starts to bring in some profit, invest in some of the tools that will help explode your business.

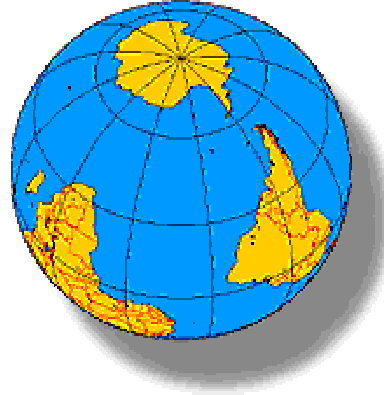
According to Teleseminar host Michael Cage, there are over 142 different tactics and ideas for making big money using Teleseminars. Cage is so successful doing this that he has developed an entire program devoted to showing others how to making big money in Teleseminars. Of course, he is not the only person who has done this; just search the Internet, and you will find dozens of similar programs. We do not endorse any one program because each one has something different to offer and therefore, what works for you may not work for someone else. It's important for you as a part of your business training to research the techniques of other speakers who are in the business and find out how they make it work.

WHAT ARE 11 KEY REASONS FOR CONSIDERING THE USE OF TELESEMINARS?

1. They can be used by anyone to increase sales of existing products, develop new income generators, and improve productivity.
2. They offer a means of personal contact not afforded through the Internet. What this does is helps build trust and credibility, which in turn helps gain new customers and retain the old ones.
3. They allow the presenter to reach into the global community without the cost and inconvenience of travel.
4. They offer an alternative to a local meeting.
5. They offer the opportunity to exchange ideas with people on a wider, global scale than a person-to-person meeting.
6. They give you more control of the sales process by creating an atmosphere of involvement, interacting with the listeners, and directing them toward the presentation's objective.
7. They offer an opportunity to teach and convey complex ideas.
8. They allow people who are uncomfortable in a group setting to interact with other people from the comfort of their homes.
9. They are a quick and easy way to get an entire group of people together in one place.
10. The planning and conducting is simple and inexpensive.

11. No matter what your level of expertise, you are able to conduct a Teleseminar.

In spite of all its good points, a Teleseminar is not a replacement for a live attendance meeting. Some things can be afforded by a live attendance meeting that cannot be derived from a Teleseminar, such as networking opportunities and the ability to form relationships through personal contact. They are intended to be a tool to complement in-person seminars rather than replace them.



**Reaching out
to people
all over
the world**

with the use of a Teleseminar

WHAT KIND OF EQUIPMENT IS NEEDED TO CONDUCT A TELESEMINAR?

A telephone is all the equipment that is needed for you to get started planning your Teleseminar. Standard conference calling (an optional feature) allows no more than three people to converse at the same time. With Teleseminar services, many people can share the telephone call at the same time. This is done using a device called a *bridge*, which is a piece of telecommunications hardware that routes many callers into the same connection by providing a separate port for each incoming call. Each of these ports typically gives each individual caller a link into the phone call—one port per caller. In other words, if you have ten ports, ten callers would be able to access the call at the same time, with twenty ports, twenty callers, and so on.

Before deciding on a teleconference or Teleseminar company, you must determine your needs in mind since different companies have different capabilities. A bridge can handle 12, 24, 240, and even more callers at the same time. Of course, the more bridges you require, the more expensive the service is going to be. Some companies even have the ability to link bridges together to create enough ports for thousands of callers to participate in the same call.

Before you make the final decision regarding how many bridges you are going to need, you want to have a general idea how many participants there will be. This is where your marketing plan comes into play because once you have sent out your invitations, you're going to need to prepare your list of participants based on those who confirm attendance. It would also be a good idea to contact those people a couple of days in advance to be certain they are still planning to join the call.

Once you know how many people are going to attend, it's time to contact the Teleseminar provider if you haven't already done so. By this time, if you haven't made prior arrangements with the provider, you should have at least made a decision on a provider. When you contact the teleconference service provider to set up the Teleseminar, they will

usually assign a telephone number for all of the participants to use. They will also typically give you two PINs to use—a host PIN and a participant PIN. In some cases, there will be only one PIN, but the host identifies himself by pressing an extra key in addition to the PIN. The use of the participant PIN with the access telephone number is what allows your customers to join the Teleseminar and can be done automatically or through an operator.



WHAT ARE SOME OF THE IMPORTANT FEATURES OF A GOOD TELECONFERENCE SYSTEM?

The system's software architecture should never be a bottleneck for scalability. You want a system that will support the number of callers you expect to get, plus some extra. If your marketing efforts are wildly successful and you have double the number of attendees as you expect, you want a teleconferencing system that can handle the additional load.

In addition, if you are doing a mixed-delivery Teleseminar—one with visual or software components—be sure the teleconferencing service you select can handle those components easily and efficiently. If you have any special requirements, like wanting text messages to be sent to your customer's cell phones or email to be sent during the Teleseminar, make sure the service has the capabilities you need.

Since teleconferencing systems are not used every day by the same user, they must have very low learning curves. Since the calls take place in real time, there is not time for a user to look through a manual or call customer support for assistance. Connecting to your Teleseminar should be simple and intuitive, or your customers may become discouraged and decide not to bother.

The system must be capable of distributing real-time conferencing elements to the clients without noticeable delays. The real-time elements consist of audio, whiteboards, and slides.

Since the system will be dealing with confidential business information, it must be secure.

HOW THE TELESEMINAR IS CONDUCTED

When the Teleseminar is arranged, certain capabilities are afforded to the host and are explained below.

Muting

This feature allows the participants to listen only and not participate. The reason you may want to do this is to control the noise on the call when there are many people involved in the call. This muting feature has three modes that can be used:

- **Conversation Mode.** There is no muting and everyone can hear everyone.
- **Question and Answer Mode.** How this mode is operated depends on your system. You may be able to allow certain people to ask questions or to toggle your mute on and off while a question is being asked or answered.
- **Presentation Mode:** Everyone is muted except the host and anyone using the host code.

Another available option is to allow the participants to hit a designated key to mute themselves. This allows the host to ask everyone but selected participants to mute their calls in order to minimize background noise. There are drawbacks to using this feature, however, such as that it doesn't always work, especially with cell phones. The

participants think they are muted when, in fact, everyone can hear them, which can be disruptive to the rest of the participants.

Locking the Conference.

This feature allows the host to block out any additional callers either when a certain number of callers has been reached or at a certain time after the start of the call. This feature is usually accessed by pressing a certain number on the keypad.

Contact the Conference Operator

This feature is helpful for checking on the number of participants or asking for help or information. It's important to use this feature with care because sometimes when callers cannot hear you, they think they have been disconnected and leave. To avoid the possibility of this happening, let the participants know that you will be contacting the operator and if possible, appoint a co-host or one of the participants to moderate the call in your absence.

Host Callers Only

This feature allows interaction between only those people who have the host code. As with the *Contact Operator* feature, be sure that your

callers are not left stranded, thinking that they have been disconnected from the call.

Entry and Exit Chimes

This is a nice feature to have since it allows the host to know when someone enters the call. He can then greet the newcomer and ask them to give a quick introduction, at least in smaller groups. It is also helpful for identifying late arrivals or those leaving the conversation. If you are on a call with a large group, however, it might be better to disable this feature as it can become very disruptive when many people are joining and leaving the call.

Number of Participants

This feature is used to determine how many people are on a call at any given time. When you are expecting a certain number of people and want to wait until they arrive to begin your presentation, this feature is very helpful. It is also useful for showing you how many join the call later and how many leave before the end of the presentation. Knowing how many people leave early can help you determine if your presentation is too long or if the presentation itself is lacking something to keep them interested. Knowing this information will assist you in making necessary changes before you schedule your next Teleseminar.

Reservationless Service

This type of service allows you to make calls with a specified maximum number of participants. This plan can be billed on a flat rate or per-minute basis, though in most cases the flat rate is the most common and affordable option. Another way to save money is to find a plan that allows unlimited calling during a certain specified period of time, much like some of the long distance service providers offer with their basic pricing plans.

Music Awaiting Chair

With this feature participants hear music until the host arrives. A better way to handle this is to get on the call early and be there to greet the participants as they arrive. Taking this extra step will allow you to get a feel for your audience.

Direct Entry or PIN Code

Using PIN codes provide security as well as allowing you to distinguish the host from the participants. Though there are other ways to make this distinction such as separate phone numbers for host and participants, the direct dial-in method is simpler and gives the participants less information to remember.

Entry Announcements

Not a standard feature with most providers, this feature automatically announces a caller by name when they enter the call.

Fax/e-mail Confirmation

This service sends a confirmation email or fax for every call that is scheduled. If your provider does not offer this service, it is a good idea to ask them to provide you with some form of confirmation. When you have an important Teleseminar scheduled, you should call the provider at least one hour in advance to make sure that you are confirmed and that any special features and services required are enabled. Doing this will avoid any delays once the Teleseminar begins.

Operator-Assisted Calls

An operator is assigned to your call and greets participants when they call in. Operator-assisted calls must be scheduled and usually cost 3-5 cents more on a per-minute basis and often have a cancellation fee. These calls are usually used for higher-end Teleseminars when it is necessary to collect information from participants when they call in or when help is needed managing call activities such as getting other speakers and co-hosts on the line. By using this assistance, it allows you to concentrate on your presentation and your participants. Some of the services you can ask the call operator to provide are:

- Offer a live introduction
- Collect the names and contact information of participants
- Read an introductory message or greeting
- Conduct some quick survey questions when participants call in
- Provide instructions to participants when they call in
- With permission, access the call against a list of names provided
- Coordinate a pre-conference between the moderators independent from the main conference until they are ready to join with operator assistance
- Set up a list of questions for a poll or survey
- Record the call for the host
- Assist with sub-conferencing, which allows the operator to help you split your callers

Reservationless Call with Operator Assistance

In some cases, a teleconference provider will allow you reservationless services while also giving you access to an operator. You need to call into the service just prior to or at the very beginning of the call to request assistance. There is usually a charge for this additional service, and you may be charged a flat monthly fee in order for you to be assured access to an operator when one is needed.

Basic service usually works well, but there are certain situations where operator assistance might be needed or desired such as:

- The call has a large number of participants
- The call is of high importance such as an event where the participants have paid a lot of money to attend or the call includes participants you feel the need to impress
- You need to collect certain data from the participants such as contact information. Assigning an operator to do this frees you to attend to the participants who have already checked in.
- A message or instructions need to be given to participants as they call in while you attend to other related duties.
- There is a complex call involving multiple speakers, hosts or activities
- You feel the need to conduct a poll
- You want to have an orderly Q & A session, but you have a large number of participants



SAMPLE TELESEMINAR QUESTIONNAIRE

The following sample questionnaire is intended for use as a template for your own questionnaires. You can distribute the questionnaire to participants in your teleseminar to ascertain how much they got out of it, whether it was productive for them, to collect opinions and suggestions for improvement, and so on.

Teleseminar Questionnaire

Thank you for completing this questionnaire. Completing this questionnaire helps us to refine our teleseminar presentations and to provide an even better user experience. Your personal information will not be shared or used for marketing purposes. Although we will use this information in our research, *please know that your comments will not be attributed.*

Thanks in advance for your assistance with filling out this questionnaire. Please return the questionnaire to myemail@myhost.com, or print it out and mail it to (address). Thank you!

=====
=====

GENERAL INFORMATION

Please provide us with some background information that we will use only for statistical analysis purposes.

SEX Male _____ Female _____

AGE _____

MARITAL STATUS Single _____ Married _____

(Check one)

Divorced _____ Widowed _____

HIGHEST EDUCATIONAL ATTAINMENT (Check one)

Some High School _____

High School Graduate/GED _____

Some College _____

College Graduate (BA/BS) _____

Some Graduate School _____

Graduate Degree _____

FIELDS STUDIED _____

LANGUAGE PROFICIENCIES

Please rank your proficiency in each language skill, with 1 indicating no proficiency and 5 indicating complete fluency.

	Read	Write	Speak
English	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

HOUSEHOLD INCOME

<\$30,000/year _____

\$30,001 – 60,000/year _____

\$60,001 – 150,000/year _____

>\$150,000/year _____

COMPUTER BACKGROUND AND SKILLS

HOW LONG HAVE YOU BEEN USING A COMPUTER?

Never _____ Just Started _____ >1 Year _____

>5 Years _____ All My Life _____

WHERE DO YOU USE YOUR COMPUTER MOST?

Home _____ Work _____ Other _____

If you selected "Other", please specify: _____

WHAT OPERATING SYSTEM DO YOU USE MOST FREQUENTLY?

Windows _____ Mac _____ Linux/Unix _____ Other _____

If you selected “Other”, please specify: _____

HOW DO YOU CONNECT TO THE INTERNET? (Select all that apply.)

Modem/Dialup _____ Cable/DSL _____ Satellite _____
Other _____

If you selected “Other”, please specify: _____

ARE YOU INTERESTED IN CLASSES OR SEMINARS AVAILABLE THROUGH THE INTERNET ON YOUR COMPUTER?

Yes _____ No _____

TELESEMINAR EXPERIENCE AND BACKGROUND

HAVE YOU EVER PARTICIPATED IN A TELESEMINAR BEFORE THIS?

Yes _____ No _____

IF YES, HOW MANY HAVE YOU PARTICIPATED IN? _____

IF YES, FOR WHAT PURPOSES (EDUCATION, WORK, RECREATION, ETC.)

HAVE YOU EVER PARTICIPATED IN A VIDEO LECTURE?

Yes _____ No _____

IF YES, FOR WHAT PURPOSES (EDUCATION, WORK, RECREATION, ETC.)

HAVE YOU EVER PARTICIPATED IN A VIDEO CONFERENCE?

Yes _____ No _____

IF YES, FOR WHAT PURPOSES (EDUCATION, WORK, RECREATION, ETC.)

ONLINE LEARNING EXPERIENCE AND BACKGROUND

IF YOU DO NOT CURRENTLY SPEND TIME ON THE INTERNET, PLEASE SKIP THIS SECTION.

DO YOU ACQUIRE NEW INFORMATION FROM THE FOLLOWING SOURCES? (Check all that apply)

Online News Sites _____

Web Logs (Blogs) _____

Informational Sites (About.com, Askjeeves.com) _____

Encyclopedia Sites (Britannica.com, Encarta.com) _____

Corporate Sites _____

Educational Sites _____

User Forums _____

DO YOU PARTICIPATE IN ONLINE DISCUSSION GROUPS? (BLOGS, USER FORUMS, COMMENT ROOMS, CHAT ROOMS)

Yes _____ No _____

USER EXPERIENCE WITH THIS TELESEMINAR

PLEASE RATE YOUR OPINION OF THIS TELESEMINAR ON A SCALE OF 1-10 IN THE FOLLOWING AREAS, WHERE A "1" INDICATES YOU WERE VERY DISSATISFIED OR UNIMPRESSED, AND A "10" INDICATES YOU WERE VERY SATISFIED OR IMPRESSED.

PRESENTER KNOWLEDGE OF TOPIC _____

QUALITY OF SOUND/VIDEO CONTENT _____

ENJOYABILITY OF TELESEMINAR EXPERIENCE _____

QUALITY OF INFORMATION PRESENTED _____

USEFULNESS OF INFORMATION PRESENTED _____

OVERALL RANKING OF TELESEMINAR EXPERIENCE _____

WHAT AREAS DID YOU FEEL THE TELESEMINAR COVERED WITH THE MOST EFFECTIVENESS?

WHAT AREAS DID YOU FEEL THE TELESEMINAR COVERED WITH THE LEAST EFFECTIVENESS?

WHAT ADDITIONAL INFORMATION COULD WE HAVE PRESENTED THAT WOULD HAVE IMPROVED YOUR TELESEMINAR EXPERIENCE?

WOULD YOU RECOMMEND THIS TELESEMINAR TO A FRIEND
INTERESTED IN THE SUBJECT MATTER?

Yes _____ No _____

=====
=====

Use this questionnaire as a guide to assist you in developing your own
Teleseminar questionnaire or survey. Review the type of questions that
were used for this Teleseminar and customize this to meet your needs.
You may want to break the questionnaire into a pre-Teleseminar and
Post-Teleseminar survey, to track whether your Teleseminar has
changed opinions or provided valuable new information.

FEE STRUCTURE FOR TELECONFERENCE SERVICE

There are several different pricing plans available, so before you choose any kind of plan, you want to be sure to develop a business plan in order to identify your needs. You don't want to use a flat rate schedule if your calls would be better served economically by a per-minute plan. The provider should be willing and able to advise you on the best plan for your needs, and may even be able to customize one for you. The more common pricing plans are as follows:

Flat Rate. This fee structure is common with reservationless service. This involves coming to an agreement with the service provider for a maximum number of call-in lines for a set rate. If the need to increase lines arises, the provider will give you a different price, and it is usually in blocks such as \$100 for 20 lines or 30 lines for \$150 and so on. After your first Teleseminar, you will have a better idea how many lines you will need and be able to make a decision accordingly. Initially you may want to aim a little higher than expected in order to avoid the possibility of having more callers than you can accommodate.

You will be given a call-in number along with a host and participant PIN. Unless you need additional services or need to contact technical support, you can arrange your Teleseminar at any time for up to your

maximum number of callers. If additional features or special call support are needed, you will need to schedule these ahead of time and pay any required fees.

Toll Per Minute Service. With this type of service, you are given a regular phone number and calls are billed on a per-minute, per-caller basis. Any long distance charges would be borne by the caller.

800 Per Minute Service. You are assigned an 800 number and billed on a per-minute, per-caller basis. This is a more expensive plan than the other options and should be used only if having a toll-free number is a priority for you. This might be something to consider if you are trying to promote a high-priced product and are expecting some very important callers to join the Teleseminar.

FREE Service. This service is a good alternative if you don't have a large number of callers. There are a maximum number of callers permitted for the no-fee schedule. Anything beyond that number does have a fee schedule. These are very good for basic services, and although additional services can be provided, it is wise to do some comparison-shopping before you commit since these additional services could actually end up costing more than what you would pay to a fee-based provider for a flat rate pricing plan.

Your specific needs will determine which service and pricing plan is best for you. If you anticipate a large number of calls or feel you will need to make unplanned calls on short notice, the best plan is the reservationless flat-fee service. If you anticipate doing just a few calls or your call volume is very large, you may want to think seriously about one-time, scheduled calls.

HOW TO ENHANCE YOUR PRESENTATION

In addition to the features that your Teleconference provider has to offer you, several web-based services can be used to enhance your presentation. The addition of visual aids, documentation, and/or increased interactivity within the event can greatly improve the retention of information from your presentation. Not only does it increase the retention rate, but you will also be able to retain the attention of the audience for a much longer period since people's attention spans are longer for video than for audio alone.

These web-based services can also enhance the value of your Teleseminar, which could, in turn, increase the value of the product or service you are trying to promote. In a training-based seminar, these additional services can help get your point across more effectively.

Interactivity in itself increases the retention rate of information

presented: this has been proven over the years even at the elementary school level when they began using different “hands-on” programs in math and science as well as other subjects. Seeing something presented in visual form instead of just audio allows the listener to grasp a clearer picture of what you are trying to say. Just think of on-the-job training: a trainer can tell you in great detail HOW to do the job, but until you actually begin DOING it, only a small percentage of what was said in training makes sense. It only comes together in its entirety when a visual picture is presented. The brain is then able to coordinate what is being said with what is being shown and create a complete picture that makes sense to student. This combination of audio and visual creates a clearer picture in any type of lecture or training session simply because of the way the human brain functions.

HOW CAN YOU ADD VISUAL AIDS TO YOUR PRESENTATION?

We’ve already mentioned a few of these aids such as charts, graphs, Power Point presentations, and videos, but let’s go into a little more detail and discuss some other forms of visual support as well.

- **Make an outline of your presentation.** Since you are making an outline for yourself, you may as well provide one for your listeners as well. That way they are able to follow along with what you are saying and know just where you are

going to be leading them next. It holds their attention longer when they have an idea what you are discussing and what is going to be next on the agenda.

- **Develop notes for your listeners that require them to fill in the blanks.** This requires your listeners to really pay attention to what you are saying in order to be able to fill in the missing words. Make these exercises challenging so that your listeners will want to remain focused in order to know the answers to your questions.
- **Use drawings, diagrams, photos, and flow charts.** These provide visualization and a method to ensure your listeners will retain more of what you have explained. Remember the old saying that one picture is worth a thousand words? Not only is it a saying, it's a proven fact. These visual tools also help make the picture much clearer and answer any questions that may be on the minds of the listeners.
- **Power Point presentation.** Through the use of slides, photos, charts, graphs, and much more, Power Point allows the presenter to provide visual support for the presentation in a form that will allow the listeners to see for themselves some of the proof behind what you are trying to say in the form of statistical backup, pictures, and much more.

- **Articles, reports, or books.** You can provide a report with the Teleseminar. You can refer your listeners to the parts that you want them to note during your presentation. Doing this will also keep your listeners focused on your presentation.
- **Magazines and newspapers.** Both of these can be great sources of support material for your presentation. Many of these even offer free access to their online archives. Many times you can just send your listeners to the publication's website in order to access the material. Some publications are more than willing to allow you to pass their articles around as long as you don't remove any of the contact information.
- **Ezines.** The Internet is full of different ezines on various subjects. No matter what your subject matter, you are likely to find an ezine that has articles on your subject of interest. Search for a directory of Ezines and then search for your subject within the Ezine directory.
- **Resource lists.** This is another useful tool for your Teleseminar.
- **Your Website.** Make sure to send your listeners to your site if it has content that can be beneficial in helping to illustrate

your points. You can also create special pages or subdomain pages just for your Teleseminar listeners. Use your personal website to augment your Teleseminars and for additional information for your listeners to access.

- **Other people's web sites.** If you don't have the supporting material on your site, or you don't have a site, look for other websites that have the information to support your subject material. As part of your supporting material, provide this information to your callers as a resource for them to research after the Teleseminar has ended.
- **Software.** Another tool that can be very useful in many ways. Various forms of software can be used to illustrate your presentation points such as the use of an Excel spreadsheet to demonstrate financial performance of a product or company.

These are just some more well-known visual aid tools that are used, but if you are innovative, you can think of some others than may not have ever been used, an added plus. What you are able to develop is going to depend on the subject of your discussion. Following what the industry is doing will help you determine what tools are going to work well, so always be certain to do in-depth research before you attempt to put your presentation before the public.



Visual Aids can greatly enhance your presentation and help your listeners with retention.

There are several other services worth investigating if you want to increase the potential profitability of your Teleseminar. These are, of course, optional, but any combination of these tools has the potential to bring your presentation to life and give it more flair. Some of these methods have already been discussed, but their importance is so high that their use cannot be overstressed.

Email. This method can be used not only for promoting and providing follow-up after the Teleseminar, it can also be used as a means of communication during the Teleseminar as well. It can also be used to pass messages between hosts or to communicate with the listeners in real-time.

Instant Messaging. Just like with email, this allows the hosts to interact without being disruptive to the participants of the Teleseminar. It is also a helpful tool for participants who wish to ask questions but don't want to be disruptive to the rest of the listeners. This is a feature definitely best left to someone else to handle so that you can concentrate on moderating the call; have an assistant handle the instant messages and hand you or show you only those items that should be addressed to the group.

Websites. As previously discussed, when setting up or updating your website, you want to be certain to include content that will act as a visual aid for your Teleseminar presentation. It can also be used to sell transcripts of the Teleseminars you have previously recorded.

Another way you can use your website to assist in your business is to utilize it to collect information from your participants, process orders, conduct surveys, and provide links to related materials to support your Teleseminar. If you don't have a website, you can still use some of the features by providing links to a website that will provide the additional information for your listeners. There is one disadvantage to

using websites to augment your presentation: it requires your callers to have access to a computer. Though most people today do have a computer in their homes and offices, there is no guarantee that everyone in your group at a given time has that access. This is something that would definitely be worth researching prior to your Teleseminar so that you know what kind of support material to provide. Remember, you want to address your target audience, so if the majority of your target audience owns or has access to a computer, your support material should be directed to that majority. Don't leave out the ones that don't have computer access, of course, but if you want to make money, you have to cater to the majority.

Data Conferencing. This type of conferencing takes place on the computer and allows the Teleseminar to be conducted with the use of a web browser and software. Data Conferencing allows all of the participants to see the presentation being conducted right on their computer screens. In a PowerPoint presentation, the presenter can use the cursor to point to a spot on a diagram, and everyone involved in the presentation can see the same thing at the same moment.

Web-casting. This function allows you to broadcast your Teleseminar and even present a corresponding web-based presentation live over the Internet. Your listeners can go to a specified website and view the entire presentation from their computer, which you control, while listening to the corresponding Teleseminar. Sometimes these services can even record the audio and visual presentation, which can then be viewed as a rebroadcast whenever someone visits the site. Although this feature is more expensive than a standard Teleseminar, it presents an interactive visual component for the participants. The advantage is that the web-casting service provider handles all the details, and if you want visitors to your site to hear and see the rebroadcast, all you need to do is include a link to the site where the Teleseminar is being stored.



HOW TO INCREASE THE VALUE OF YOUR TELESEMINAR CONTENT

When hosting a Teleseminar or any other speaking event, high-value content reigns supreme. This fact cannot be emphasized enough and is the most important lesson to be learned when preparing any kind of presentation. Without high-value content, your sales career will take a nosedive quickly. Even on the Internet, word of mouth (or fingers) is the best promotion tool, so if your Teleseminars are lively and informative, the word is going to spread quickly—as it will if they are boring and useless. This age of the Internet has email, forums, email lists, and instant messenger—word can spread as quickly as a forest fire!

If you want to build a great reputation and put some money in your pocket, it's important that you strive to make your Teleseminars relevant, interesting, and useful. Unfortunately, this doesn't always happen, which can result in a damaged reputation and even a major loss of sales. In short, your callers do not want to sit and listen to you just ramble on and say nothing of importance. They dialed into your Teleseminar because something in your marketing plan made them think you had something important and useful to tell them. Don't disappoint them. You only have one chance to prove yourself; if you don't attract the callers the first time, there won't be a chance to try

again. In this business, the first impression is the lasting impression. Don't try to use "fillers" just to take up space; say what it is you need to say and close. It's better to have a useful one-hour Teleseminar than two hours filled with useless babble that doesn't mean a thing to the callers.

How do you avoid these pitfalls? The most important way to do that is through organization. Do not attempt to ad-lib your call—leave that to sports broadcasters! Prepare a detailed outline of what you want to present to your callers, and organize your presentation from that. From your detailed outline, make some quick notes or a "cheat sheet" that you will have any front of you during your presentation. Certainly based on the scope of your callers or questions they may ask, some things may need to be reorganized during the Teleseminar, but if you have your thought process organized, making a few on-the-spot changes shouldn't be difficult. It will also prevent you from losing your momentum after a question has been answered. You want to stay focused on your presentation, and a good set of presentation notes will help you accomplish this with ease.

In addition to planning and organizing, here are some other ways to avoid losing your callers before you have delivered your message:

- Survey your target audience prior to scheduling the Teleseminar in order to find out what they want and need; i.e. what they are looking to receive from you during the Teleseminar. Make sure you give the audience what they want and not what you *think* they want. Customize each Teleseminar to your target audience whenever possible. It may not always be possible to find out what your audience wants before you speak with them Teleseminar, so be prepared and willing to make some minimal adjustments to your presentation at the last minute.

Present your detail based on the listeners' level of knowledge and typical experiences. Whenever possible offer content that is new and unique. When discussing a common product or service, try to tell them something that they haven't heard from every other speaker. Speak to them at their level of education and knowledge. In other words, don't use words only a college-educated person would know if you're speaking to a group of listeners who don't have a college education. Additionally, don't use technologically advanced terminology when your audience doesn't know about the inner components of the product or service you are discussing.

We've repeated this several times, but it's of such importance that it justifies reiteration. Create an outline, which will allow you to present your information in a way that it is easy to follow. This also prevents you from jumping from topic to topic without organization. Not only will you not miss important points you wish to address, you will appear more knowledgeable and professional.

Don't use slang, jargon, acronyms, etc. Explain any terminology you use. More importantly, start with the simplest concepts and move forward to areas that are more complex.

Explain the relevance of the information you are providing. Answer the relevant questions right in the beginning: who, what, where, when, and why. You should also tell them the benefits they can expect to receive by applying the concepts or purchasing the goods or services you are promoting to them in the Teleseminar. By doing this they will be receptive to listening because they want to hear how they can obtain these benefits you have described. This is similar to the "hook" in a story: if you don't capture their interest in a short time frame, you'll lose them completely. Find out what they want and give it to them in the most interesting way possible.

Make lists that your listeners can follow step-by-step during the presentation. In this way, they can stay focused on what you are saying and have an idea of what is coming next. Perhaps what you are currently discussing doesn't pique their interest, but they see something later on in the presentation that they want to know—they'll stay with you so they don't miss what they want to hear. Not everything you say is going to interest all of your listeners, but if you plan correctly, every point you address will appeal to someone in your audience.

Provide case studies that will allow the listeners to see how the information can be applied to everyday life. Your listeners want to know: "How does this affect me?" or "What's in it for me?" By providing case studies, you can show them how your message relates to their own situation.

Provide some interesting facts, which will not only add credibility to your presentation, but will give the listeners bits of information that they can share with others. Along with these facts, be sure to provide the source of your information so that the listeners can research it in more detail and verify for themselves what you have said.

You can reinforce your message by using quotes that are both useful and fun. Citing authorities will give your message more credibility than just your words alone. These quotes, just like facts, give the listener something to share with family, friends, and co-workers after the Teleseminar. Include these quotes in your handout so that they will be easily available and accessible to your listeners in case they fail to write them down during your talk.

Using stories and metaphors can help your listeners to better understand your message. They can be either fiction or real, it doesn't really matter. The important thing is to present the information in a way that will aid the retention and attention span of your audience. This concept is similar to telling your six-year old why he or she can't go outside in the snow without a coat. If you simply say they will catch cold, you'll probably get, "Cool, then I can stay home from school." On the other hand, if you tell them about someone real or fictional who did the same thing and ended up in the hospital with pneumonia during Christmas vacation, the answer is somewhat different.

Be sure to cite your sources. Letting your listeners know where you got your information helps substantiate your subject material. This, of course, gives it much more credibility, and can be a source of

reference for further study as well. This is another point that cannot be stressed enough: you want your listeners to believe what you are saying, and they can only do that if you give them information they can verify. Be sure not to exaggerate any statistics, because listeners will lose faith in you when they find that the truth is actually not as complex as you made it seem.

HOW TO DECIDE THE SUBJECT MATTER FOR YOUR TELESEMINAR

You have most of the information about how to set up a Teleseminar line, how to promote your Teleseminar, what equipment you'll need, how to conduct research, what kinds of extra features are available, and other similar topics. What we haven't discussed is how to determine the subject matter for your talk.

Naturally, you don't want to fall into the category we previously discussed: talking for an hour or two and not saying anything of importance. To avoid doing that, the first step is to choose a subject in which you have an interest. Most people can give a much more compelling talk on a subject that interests them rather than something they find boring. It just stands to reason that if the subject matter is boring to you, you're not going to be able to present it enthusiastically to your listeners.

How do you decide what your potential audience wants to hear? If you are a salesperson of wares, it's a little easier because you want to sell your product, though with each sales presentation, you may want to focus on something different. This can be pre-determined by your preliminary survey or through previous sales in the area where your listeners live. After all, you're not going to succeed in selling a snow blower if most of your audience lives in Hawaii! Likewise, you won't succeed in selling swimming pools to people who live in Alaska. The point is that you have to direct your talk to your audience and not to just what you would like to discuss at that particular time. It goes back to catering to the needs of the listeners, a very important part of good salesmanship. Even if you're not selling a product, you still must be a salesperson in order to draw in the listeners.

Directing your Teleseminar toward what your audience wants to hear brings us back to another subject we previously discussed:

ORGANIZATION. In order to know what your target audience wants, you have to do some research. By now you are probably thinking that it sounds like you're back in high school or college, but research in this business is extremely important. Polls and surveys are great tools to use to accomplish this, and a good idea is to do this at the close of

each Teleseminar. Your audience has already heard you speak, so you can ask their opinion about the information provided, what they would like to know next time, and if your presentation met with their approval. If this is your first Teleseminar presentation, and you aren't sure, research the area where your target audience is located to find out what is popular there in terms of related products and services. This includes reading newspapers, advertisements, sales circulars, and any other media sources that will assist you in closing in on the wants and needs of your potential target audience.

Of course, if you are selling a service, or are a public speaker selling information to the public, it's a little more difficult to know what the public would like to know. Much more research is required here, including determining what other speakers have already presented on your potential subject. An easy way to lose your audience is to say the same thing that everyone else has already discussed. You have to do something fresh, say something that hasn't been said by anyone else, or your listeners will become bored. They've already heard how to turn housework into a calorie-burning session, but if you can tell them how to do the same thing while watching television, you have just grabbed their attention.

Another thing you want to do is make sure you know the subject matter you are discussing. Don't try to tell your audience how to rebuild an automobile engine when you don't even know how to get it out of your own car! Likewise, don't try to teach your audience how to cook when your experience is in opening a box and putting it in the oven or microwave. Aside from losing your audience, you will succeed in losing your credibility with future audiences. If you truly want to discuss a subject about which you have little knowledge, have a back-up speaker who is an expert on the subject and can answer any questions your audience might have. If a second speaker isn't possible, do enough research that you are able to answer any questions that may arise. If a question is presented that you truly don't know how to answer, admit that you don't know the answer and offer to research it and get back to the caller with the answer.

You can also use some of the other methods stated earlier when discussing a subject that is unfamiliar such as citing sources, directing your audience to a website, and using books and other visuals that are prepared by the experts in that field. It is not impossible to host a successful Teleseminar on unfamiliar subjects, but it will require much more research and preparation than speaking on subjects with which you are familiar.

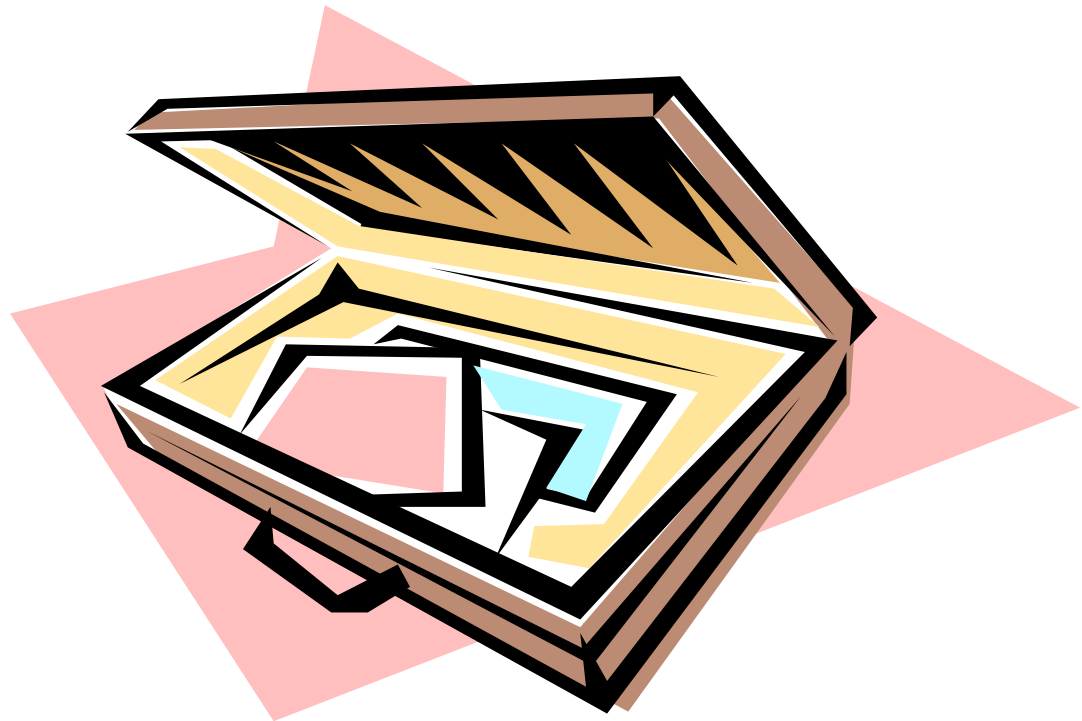
Once you choose your subject material for the Teleseminar, your next step is to create an outline of the key points you want to discuss. The purpose of this initial outline is to assist you in researching the information you wish to present. This outline will help you make sure your research is complete—and focused.

Your next step in preparing your Teleseminar is to organize your research material in the way you wish to present it to your audience. This prevents you from having to search through your material to find out if you have everything that you are going to need. You then need to create a final outline, which will be the basis of the “cheat sheet” you will use when you actually present your information to the participants. It seems like a great deal of outlining, but once you get started, you will find that these outlines are useful both in researching your subject and in presenting the material.

If this is the first time you have presented this particular information, you might want to do a trial run with a friend or co-worker to get a feel for both your presentation and the amount of time it will take you to present it. Keep in mind as you do this that participants may want to ask questions, so you need to allow for extra time in the actual

presentation. If this is your first a Teleseminar, you might even want to rehearse your presentation several times before you present it live in order to iron out any inconsistencies in your delivery. You do not want your listeners to know this is your first Teleseminar; instead, you want them to think you are experienced and know exactly what you are doing.

Even if you have done Teleseminars in the past, or even yesterday, always make sure to check all of your equipment, both audio and video, your handouts, notes, outline, and anything else that you are going to need. As previously stated, check to make sure your voice is clear on the telephone and use a regular land line phone instead of a cordless or cell phone. Everything that you are going to need should be placed by the phone before anyone starts calling, including water or another beverage of choice.



Be sure everything you need is right by the phone before you start.

WHY YOU SHOULD HOST YOUR OWN TELESEMINAR

You've conducted the research, read a couple of books on the subject, and maybe even interviewed some business executives, but you still aren't sure if it's a marketing tool that you are interested in using. You aren't completely convinced that this type of promotion is right for you. Maybe you are a skeptical motivational speaker and aren't sure if hosting a Teleseminar will create the same excitement that is generated in a room full of people. You want to know the chances of success in being a Teleseminar host, and you want enough information to know that you are making the right decision.

Unfortunately, in a country where free enterprise is a way of life, there

are no guarantees that any venture you undertake is going to be a success. All any of us can do is work hard, develop a good business and marketing plan, and in the end we hope for the best. Some people are going to do better than others, but that is the way free enterprise works. You just have to be willing to take a chance on yourself and be willing to work very hard to accomplish the goals you have set.

So, why be a Teleseminar host? After years of being just a means of communication for people who work at home and to assist companies with long-distance meetings, Teleseminars have begun to take on a whole new dimension as a new method of generating income.

It has also become a major source of profits for Internet Marketing. It's a concept that is so simple that it had to be a success; failure is just impossible. After all, this method opens up so many opportunities that take you much less time and energy than other ways of promoting your website. It's certainly easier and has more potential for success than sending out sales letters or traveling all over the country to speak to groups of people who may not know anything about you before your arrival. Besides, in an average auditorium, if filled to capacity, you might comfortably seat perhaps 3,000. By using Teleseminars and Internet promotion, you can at least triple that amount without the cost

of travel. You may not start out speaking to that many people at one time, but by scheduling your Teleseminar at different times of the day and evening, you can fit in well over that amount from the comfort of your own home.

There are three benefits to hosting your own Teleseminar. There may be others, but these are the main ones:

You're only a phone call away

In today's economy and fast-paced environment, people are less apt to travel outside of their homes for seminars, classes, and even business meetings. They would much rather pick up the telephone and take care of their business without having to leave the comfort of their home.

Attendees feel good about participating

No one is made to feel inferior because everyone is on the same level, unlike a huge room full of people with the speaker above the crowd speaking from a podium and looking down at the crowd. The telephone is able to relieve any feelings of inferiority and allows you to speak to the crowd on their level as

their friend. As a result, they don't see you as someone who is "better" than they are.

Teleconferences have the ability to create their own money

There are many ways this can be done, and even if the conference is a free one, it saves people time, money, and creates trust so that you are able to sell more of your products or services. If you are charging for the event, it's almost pure profit since the overhead for a Teleseminar is minimal in comparison to what it would be for a live seminar.

Holding your own Teleseminar is one of the easiest ways to make a great deal of money in a short time period. Sound too good to be true? Let's look at a hypothetical situation. Let's assume you have found a foolproof way to prevent your basement from flooding during heavy rain. It is a process so innovative that it goes far beyond simply installing and maintaining a sump pump, and you want to share it with others by doing a Teleseminar presentation. You complete your research, have your lines set up, your handouts ready, and have decided to charge a fee of \$30 for this conference. If you present this information to only 100 people, you have made \$3000 minus for conducting a presentation that took less than two hours. Of course, there was preparation in advance, set-up fees, the cost of promotion,

and some other overhead costs, but a gross profit of \$1,500 per hour isn't bad, is it? How many people do you know who can make that kind of money while sitting at home? *You* can if you're willing to do the work that is required to accomplish it.

In the previous hypothetical example, you have not only done the work involved, but you have done something else important: given your listeners something that no one else has. If you can earn that kind of money in just two hours, how much do you think your potential is by doing Teleseminars several times a week? What is the potential if you are in a position to make this your primary source of income?

Have you thought about the potential of being a Teleseminar host? Have you done the math and compared those figures to what you are currently making? If so, then you have to agree that doing Teleseminars even part-time will assure you a better and more stable future than your current position. Now that you have made the decision, you can do one of the following:

Sit back and do nothing, thereby allowing the opportunity to pass you by. Remember, opportunity may only knock once; if you don't open the door, there is no guarantee you will have another opportunity.

Start doing some research and become an expert in something.

Choose a subject that appears to be drawing a great amount of interest and read all you can on that subject; become an expert or at least very knowledgeable. Gain all the insight you can on your chosen subject before you attempt to present it to a target audience.

Interview someone who is a known expert in the field. Reading books and magazines is fine, but there is no greater knowledge derived than interviewing someone who knows your subject well. Besides the interview format being more interesting than reading books, you may also be able to call on this person's expertise when you are ready to conduct your Teleseminar. Of course, you may have to share some of the profits with your information source, but in the end, it will be a great benefit because it will probably draw a larger crowd.

On the other end of the scope, there are several benefits to the participants of a Teleseminar as well:

They are very convenient. All they have to do is dial up on their telephone in order to participate. There is no need to drive anywhere, fighting traffic to get there, or finding a parking spot when they arrive.

They are very high quality for the most part. If the presenter has done his or her homework, the information they receive will be well documented and from reliable sources.

It will be based on a “hot” topic, or have a new swing to a previously discussed topic. In other words, if the topic is a popular one, the Teleseminar presenter has researched the subject and found something related to the topic that is new and unique.

The presenter will help them apply what they have learned. Instead of just giving them the information and walking away, he or she will show them how to use the information and apply it to their own life. By doing this, the presenter is leaving the participants with something to share with friends, relatives, and business associates.

The important thing to understand is that being a Teleseminar host must benefit your participants in order for it to benefit you. You can't be mediocre in your presentation and expect to gain more participants. It goes back to what we've said before: find out what the listeners want and give it to them. It is impossible to make this business successful any other way. Your potential target audience knows what they want to

hear, and if you don't offer it to them, they will find another speaker who will, losing you many potential customers in the process. People are very fickle; even though they may like the way you approach your subject material, they won't listen if you don't say anything they want to hear.

The old saying "time is money" is appropriate in this kind of business because you want to present a topic that is going to be of interest in as short a period of time as possible. Your audience is going to tire of hearing you simply fill in time; they want you to say what you need to say and close.



Changes in technology have made Teleseminars the wave of the future.

***HOW TO CONVERT TELEPHONE CALLS INTO POWERFUL
TELESEMINAR PRESENTATIONS***

The addition of web-based presentations can increase your ability to persuade by 400% no matter what the age of your listeners. By showing rather than just telling, you draw them into the presentation and allow them to see a first-hand replication of what you are trying to say. According to a study performed by Wharton Business School, this dual method of communication makes your presentation up to four times more effective than just speaking. These web-based presentations can be as effective as in-person presentations but without the costs of traveling. In addition to the cost, there is also the frustration of traffic jams, running for airplanes or trains, and finding a decent hotel. Even before arriving, it can be frustrating to try to locate a decent and convenient auditorium in which to hold your seminar. Teleseminars take all of that away since you don't have to leave the comfort of your home or office.

There is no audience that too large or too small for a web-based presentation. It doesn't matter if you are speaking to individual prospects or to an entire group. You can show your presentation cost-effectively to both large and small groups with a web-based presentation. Because your visuals are available 24 hours a day, there is no need for reservations in order to make a presentation. Any

telephone call can be turned into a presentation by simply telling your caller to access your online visuals while you are talking to them.

Any presentation that can be done in person can be done on the telephone or as a web-based application:

Demonstrations – showing as well as telling will give your participants a better idea of the benefits they can derive from your product or service. Give your prospect a systematic look at what you plan to use to help them solve a pressing problem or reach an important goal.

Previews can increase attendance by showing prospects the benefits they can hope to receive by attending your presentation.

Continuous contact with your clients and prospects while they make their informed decisions will improve your relationship with them and assure continued support and future business.

Making your presentations in an interactive environment allows your voice to build enthusiasm and allows you to address any concerns or questions that may be presented during the presentation.

This business is all about relationships. Web-based presentations are just another tool that are available to assist you in doing that. Its low cost allows you to communicate with many people at once right from the comfort of your home or office.

On the other hand, Teleseminars have a bit of mystery about them that cannot be denied. Perhaps it is because of a certain intimacy that is created by the sound of voices coming together. Maybe it's because of the feeling of it being an out-of-body experience, being involved in a Teleseminar. It is the mysterious aura that surrounds it that makes it appeal to so many people.

The way you conduct your Teleseminar, your voice, the way you come across to people, how you draw them in: all of these are going to be your mark, your style if you will. Just as certain people you meeting have what we call charisma, something that draws us to them without much effort, so will you find the niche that will allow you to do that.

Each one of us has that style to draw people into our lives; how and when we choose to use it will determine our success. In other words, we each have the potential to be salespeople, but how we choose to utilize our potential is the key to our success. Think of it this way: if you have a job, you have succeeded in selling yourself. If you can sell

yourself, then you can sell a product or service in order to improve your lifestyle. It may take time to learn how to be successful at selling, but it's completely possible if the desire is there.

The easy part about a Teleseminar is that it works in many ways like a retail store in that customers or participants are already interested in what you have to sell. Unlike “cold calling,” door-to-door sales, or even Network or Multi-Level marketing programs such as Herbal Life, Amway, and others, your customers already know what you are trying to sell them and are interested in hearing more. It doesn't matter if your product or service is a class or a new beauty product; your pre-Teleseminar information gave enough information to draw a crowd. Each of these participants is interested enough to be willing to pay the requested fee to find out more information. You are halfway there already, you just have to present your product in such a way that you convince them the rest of the way.

HOW TO CONDUCT A GOOD RECRUITING CONFERENCE CALL

We have previously discussed Teleseminars being used as a marketing tool for those who are recruiting business prospects such as exist in a Network Marketing organization. To be successful doing this requires a certain amount of expertise and a plan as well. You should

incorporate nine elements into your calls if you want your recruiting calls to be a success:

Format

Always have a format, don't just expect to ad-lib and be successful. Decide how you want to conduct the call ahead of time and stay with that format.

Excitement

If you want to draw people into your business, you have to generate excitement. The best way to do this is to have many people on the call who are also excited about it. You should encourage members to join the call even if they have no other callers on the line.

Information

You want to give information about the company and give highlights of the compensation plan that they offer. You want to discuss the company support, products, the kind of tools the company provides, and the kind of training they offer.

Motivation

This is another important aspect of your recruitment call. You want to help your prospects build a dream and show them how your business can help them reach that goal. Think about the

presentation that convinced you to be part of this company. They probably showed pictures to the audience to help them build a dream: luxury cars, luxury houses, vacations, and much more. If you want people to understand what you are trying to show them, you have to do it in language they will understand.

Brevity

Keep it short but sweet. Say what you need and say and close. A recruiting presentation should not be any more than 15-20 minutes in length.

Testimonials

Have two to three people on-line who can talk about what the company has done for them.

Reactions

After the testimonials have been given, ask your prospects what they think. After two or three reactions, move on to the next subject.

Q & A

Allow for about ten minutes of questions. Answer each question to the best of your ability, and if you don't have the answer, offer to get it for them.

Wrap-Up

At the close of the call, encourage the attendees to contact the person who invited them to join the call for the next step in the process.

Although the above steps are designed for recruiting, many of the concepts can be applied to any kind of Teleseminar or conference call. In fact, many of the concepts addressed have been discussed throughout this book. It's important to keep in mind that the recruiting process is going to be part of promoting your Teleseminar since you will be attempting to identify your target audience. In addition, it's important to know the above steps since they apply to using Teleseminars to promote your business, no matter what type of business that is. You might be a salesperson, public speaker, teacher, or network marketer, but you are looking for the same end result: a way to sell a product or service to as many people as possible at the lowest cost possible.

Although not specifically addressed in the points above, recruiting calls can be used when you find the need to bring people into your network for any number of reasons. This can be for recruiting additional salespeople, building a multi-level marketing business, or adding people to your Teleseminar business. Whatever need exists that requires the use of recruiting, the above methods can be used.

ATTENDING TELESEMINARS FOR FUN AND PROFIT: HOW TO USE OTHER TELESEMINARS TO BOOST YOUR PROFITS

If you aren't already doing so, you should make it a habit to attend other Teleseminars. If you're going to profit from this business, you have to be willing to invest time and money into attending them as well. Here are a few ways that you can profit from this method:

Be sure to read the sales letter or announcement for the Teleseminar carefully. By doing this you make sure the content and people speaking are matches for your interests. This will also prevent you from being disappointed, expecting something that is not identified in the beginning.

There are a number of complimentary Teleseminars being offered. Don't be afraid to take advantage of these. Of course, you know these will end with a sales pitch, but it will be well worth the 55 minutes of information you will receive to listen to a five-minute sales pitch.

If the presenter asks for questions before the Teleseminar, be sure to ask one. Prepare some questions ahead of time, based on the pre-seminar materials. Many times the purpose of this is to get the discussion going early, and your question is more likely to be used on

the air if you submit it early. Using your question on the air always means they will use your name, which means no cost publicity for you.

Be sure to send a testimonial right after the Teleseminar even if they don't ask for it. Since the host will be busy posting the follow-up page right after the Teleseminar ends, when yours arrives, it will more than likely be posted on their site. Be sure to be specific and not just say, "Good information."

If your lucky your testimonial may be used as part of you're their sales copy. After all, you have just listened to the program and raved about it which will help them sell more and possible get a link t o your website on their sales page.

The next time you have an opportunity to attend a Teleseminar, use it as a marketing tool.

You have an opportunity to take what the host has presented to you and implement or improve your own marketing plan. Look upon it as an opportunity for research and use it to your own advantage. The best way to improve your own skills is to take tips from others in the field, especially those with more experience.

Taking the time to attend another Teleseminar is similar to on-the-job training at a new position: you listen to what the trainer has to say, read the information that is provided in the procedure manual, but in the end you combine the two of them and do what works best for you in order to accomplish the same end result. You're going to do the same thing when you attend a Teleseminar that is hosted by someone else because you're only going to attend those that pique your interest or have a direct benefit for you. What you want to make note of is the following:

- The way the presentation is conducted
- The way the material is presented to the audience
- The type of visual aids that are used by the host
- Any type of interactive tools that are used by the host
- The way the host interacts with his audience
- How the follow-up is conducted

This doesn't mean that you should only attend Teleseminars that are hosted by established speakers. You want to get a variety of information, both inferior and superior, in order to develop your own technique and discover what works. If you only view the superior ones

you will never discover if another method is going to work. You need to see it from both ends and make a judgment based on that information. In other words, you have to look at both sides, see the reactions both positive and negative, and then compare and contrast it to what you plan to offer.

WHY SHOULD YOU PROVIDE A TRANSCRIPT OF YOUR TELESEMINAR

Teleseminar programs are reported to be the most versatile method of building business for authors, entrepreneurs, and marketing and training firms. One of the best ways to maximize your profits is to offer transcripts of your Teleseminar for sale on your website and through other marketing means. If you aren't doing that, you are definitely missing an excellent opportunity for generating more income from each of your Teleseminars. You can expect to add \$10 - \$100 to your profit margin for each transcript of your Teleseminar you sell. This amount is going to vary based on the number of callers into the Teleseminar itself and the number of people outside of the Teleseminar who purchase transcripts. If you decide to charge \$15 for transcripts, and 20 people on the call decide to purchase a copy, that's \$300. This does not count friends and co-workers of your callers or other people who might visit your website and find out about the transcript.

By choosing to edit your Teleseminar, you will be able to add things to your transcript that you may have missed during the actual phone call. This can include things such as comments that were made by the callers, questions that were asked and answered, and other pertinent information that you might choose to add to the transcript. Adding this information to your transcript increases its quality, and as a result justifies charging a higher price for it than is normally charged. The editing process will also allow you to remove things that you feel are unnecessary and that do not need to be on the transcript when it is offered for sale.

Several different methods are available for selling your transcripts. Which you choose to use depends on personal preference and the tools you have available for utilization.

- It can be offered as part of the original ordering options.
- It can be offered as an up-sell after the caller orders the seminar.
- It can be offered for sale from your website or from a website that you designate for selling your Teleseminar products. This information is then provided to your callers either during the

Teleseminar or included in the handouts you distribute shortly before the Teleseminar.

Whichever method you choose to use, it's important that you choose to do SOMETHING or you will be eliminating a valuable income source.

These transcripts will not only assist those who are callers into the live Teleseminar, but it will promote your Teleseminar business to others who either weren't able to attend or did not find out about it until it was too late to register. This can be an extremely valuable tool for increasing profits from your Teleseminar and promoting your Teleseminar business as well.

What if you are not attempting to sell something, if you are just a motivational speaker—should you still think about using transcripts? Of course you should! No matter what the reason for the Teleseminar, there are going to be parts of it that you will want your audience to remember and perhaps use as a part of their daily lives. This is true of not only motivational speakers but of meetings as well. Anything that is worth hearing the first time is worth hearing again. The easiest way to learn anything is through the process of repetition. A transcript can reinforce what your callers heard and learned, and can be referred to

again when they wish to refresh their understanding of what your Teleseminar covered.

RESOURCES

Now that you have read this book and begun the decision-making process, we will recap the steps necessary for setting up a profitable Teleseminar business. In addition, we will provide sources you may find useful. Remember that these are just guidelines to assist you in getting started; you may find ways that are easier or work better for you. One of the most important things to remember is to never skip any steps, because doing that may cause you to forget a very important step that can determine the success of your Teleseminar business.

You learned the eleven tips necessary for hosting a successful Teleseminar. These tips are general and may not be prerequisites for every situation. They are, as such, just guidelines for you to follow which you can adapt according to the individual situation.

Some excellent sources for additional information on how to host a successful Teleseminar can be found at:

<http://ezinearticles.com>

Free articles on various subjects including Teleseminars

www.jeremyburns.com

Free newsletter on various aspects of making money on the Internet

<http://www.marketingtips.com/newsletters>

Free articles on various subjects including Teleseminar subject material

<http://articlebeach.com>

Press Releases

<http://www.reflectivekeynotes.com/Articles.htm>

More free articles for your use

<http://www.teleseminarsuccess.com/>

Teleseminar secrets by Preston Campbell

As with everything on the Internet, new sites appear and existing ones disappear daily, so search for other sources as well as the ones listed here.

Another important issue that we've discussed is Teleseminar service providers. When choosing a provider, it's important for you to look at your needs and what the service provider can offer to meet those needs. Interview several potential providers before making a decision. You may even choose a different provider for each Teleseminar since the needs for each one

may vary. Once you are up and running, you have a better idea what you need and who can provide the best overall service—whether you should go with a flat rate monthly plan, a per-minute per-call plan, or a free plan with additional charges for optional services. Here are a few providers you may consider researching further:

<http://voip.covad.com/products/voip/voiceservices/index.shtml>

<http://www.FreeConference.com>

<http://www.buyerzone.com>

There are actually many more, but these will get you started in your search. Some of these offer both free and paid services, but remember, if you choose a free provider and need additional services, it may cost you more than you'd pay with a full-service provider on a flat rate, monthly fee basis. Be certain you weigh your needs before you decide on the type of service you want to use.

Marketing is another important aspect of your Teleseminar business, and though the last aspect we discussed, it is realistically the most important. As we have already discussed,

this takes some expertise and pre-planning to ensure that you do SPAM anyone while you are promoting your business.

There are of other marketing tactics that can be used as previously discussed. Here are some of those sources that have been previously discussed:

www.yahoo.com/groups to find an email group that suits your needs

<http://groups.msn.com> another potential spot for an email group

<http://www.marketersrevolution.com> Opt-in list

<http://www.emailresults.com> This is a place where you can search for both email lists and opt-in lists

<http://www.wordsinarow.com/optin-email-lists.html> A list of opt-in service providers

APPENDIX

Now that you have finished reading this book, you have the knowledge you need to start your own Teleseminar business. You have learned what to do first and how to find other information that you need as you build your business. We've discussed marketing strategies and how to market your business without running the risk of getting into trouble for spamming.

Keep in mind that your marketing strategy is your strongest asset in your business. If you're not sure just what you should be doing, refer to the notes you have from all the other Teleseminars you have attended or find one based on marketing strategies. How you market your product or service is going to make or break your business, so you want to make sure that you don't leave anything unanswered and know exactly what you need to do in order to make your business a success. None of this is going to be easy, but if you have read all of the information contained in this book, you will have a good working knowledge of what it's going to take and which steps to take first.

Of all of the things that are included in this book, the most important thing for a beginner to remember is not to skip any steps and don't try

to rush. Don't expect to replace your primary job income with your first Teleseminar. It takes time to build a client base, and it takes time to create a Teleseminar program that works. Those who are very successful in this business did not realize success overnight, and you shouldn't expect that either. Only after you have done all the preliminary research, listened to the experts, read the books, and even failed at a few presentations are you ready to call yourself a success. You have to fail at something in order to succeed because from that failure you learn what it takes to succeed. Until you have experienced some small failure, you will not be able to appreciate the benefits of success.

GOOD LUCK!

Internet marketing resources

Jeremy Burns Internet Marketing <http://www.JeremyBurns.com>

Products you can resell as your own
<http://www.SourceCodeGoldMine.com>

"How to write and publish your own OUTRAGEOUSLY Profitable eBook in as little as 7 days - even if you can't write, can't type and failed high school English class!" Go to <http://www.jeremyburns.com/a/7dayebook> to get started

Now that you are on your way to becoming an work Teleseminar Marketing Expert, don't stop there! The next step is the Holy Grail of Internet Marketing How To Guides... Read on for details!

"Learn how to make a life-changing income of \$100,000 to \$250,000 with your Internet business... even if you're a computer dummy!"

Review: "The Insider Secrets to Marketing Your Business on the Internet" by Corey Rudl

I've just finished reading the brand-new version of Corey Rudl's top-selling Internet marketing system, "*The Insider Secrets To Marketing Your Business On The Internet*," and frankly, I'm overwhelmed by the huge amount of critical wealth-building information he's managed to pack into these **two hefty binders and 3 CDs!**

But I guess I shouldn't be surprised; after all, when the box containing these materials showed up at my door, it weighed in at **over 10 pounds!**

That's 10 pounds of the most comprehensive **marketing strategies, test results, case studies, tools, and ideas** for generating a life-changing income online (from \$1,000s to over \$1 million) you're ever likely to read!

I'm talking about information like...

- Step-by-step advice for starting your own Internet business in **as little as 48 hours!**
- How to build a top-selling web site... for less than \$100!
- Where to find hot products to sell (in 20 minutes or LESS)!
- 100s of FREE and cheap online tools, resources, and software
- How to get 1,000s of qualified NEW visitors to your web site... for FREE!

- How to **get #1 rankings in the search engines** and get tons of FREE traffic from the "Big Guys" like Google!
- Secrets to writing sales copy that can **increase sales by up to 400% (or MORE)!** And much more!

If you're unsure who Corey is, you should know that he's been a recognized expert in online marketing for a decade now. Not only has he generated **\$40,000,000 in online sales**, his sites also attract **450,000 visitor a week!**

What's *really* great about Corey is that he can show ANYONE how to have a **wildly profitable Internet business** (that takes just a few hours each day to run)...

... even if you're an absolute computer dummy!

And if you already have an Internet business, he can help YOU, too. The advanced sections of his system show you how you can **increase your sales by 400%... 700%... even as much as 1,000%!**



I give Corey's system the highest rating possible! Its 1,300+ pages of step-by-step lessons contain the exact SAME tested and proven fast-growth strategies he has personally used to generate over \$40 million in online sales -- *starting on a shoestring budget!*

And it's the SAME SYSTEM that literally **1,000s of his students have used** to drive "truckloads" of cash out of the Internet.

I strongly urge you to check out Corey's wealth-building system as soon as possible! Go to <http://jeremyburns.com/a/tips> for a FREE preview.