



Sample

Tell The World **Tap into the Power of Teleseminars**

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Introduction

Teleseminars have made a big difference in my life.

In 2007, I was flying across Australia from Perth to Sydney every month. It's a long flight each way, and I was doing it every month. At the time, I was conducting public seminars in Sydney – and later in Melbourne. If you've ever run public seminars you know how enjoyable they can be; but also how much work is involved in putting them on, organizing them and marketing them.

In 2008, I decided to do things differently. I still travel, but less frequently. So the question became, "How do I still keep the personal connection with my clients, members, and even prospects?" Teleseminars came to my rescue. I still run them once a month, but from my office in Perth. I don't have to travel, book accommodation, hire a venue, organise catering, and everything else that goes along with a live event.

Who is this for?

I've written this for infopreneurs – that is, speakers, trainers, coaches, facilitators, authors, consultants and other "information experts". If you're an infopreneur, there are three reasons why teleseminars are ideal for you.

High content

A few years ago when teleseminars first started becoming popular, I used to listen to many. But I discovered many of them had very little content, and weren't engaging. Most of the presenters were marketers trying to sell a product. So the teleseminar was really one long sales pitch.

Teleseminars don't have to be that way. More and more infopreneurs are using teleseminars now as another means of delivering expertise. If you're presenting a training program, why not have a follow up teleseminar with the attendees? If you're doing coaching, why not have group coaching? I do my mentoring by phone using the teleseminar line.

Sometimes you'll choose to use a teleseminar to replace an existing service; at other times, it will add a new service; and at other times, it will become another part of an existing service.

Comfortable with presentations

If you're an infopreneur, you're used to making presentations. After all, that's the heart and soul of your business. That puts you way ahead of most teleseminar hosts, who are scared of public speaking, even if they can't see their audience (or maybe *especially* if they can't see their audience).

At first, the teleseminar format might feel unfamiliar to you, but you'll soon get the hang of it. It's more important to have good content delivered well than to be 100% comfortable with the technology. As an infopreneur, you do have that advantage.

Looking for other income streams

Most of my infopreneur clients are constantly looking for new ways to generate income. Teleseminars can certainly be one of those avenues. Don't be too optimistic, though. Just like any other income stream in your business, it takes time to build income through teleseminars.

Why me?

I've been using on-line technology since 1988, long before many people even knew the Internet existed.

I've listened to dozens of teleseminars, on a range of topics and in a variety of formats. I've stayed up late at night to call in for U.S.-based teleseminars that are run in their mornings; and woke up early for others that run in their evenings. I've listened to some of them live; I've downloaded many others that have been recorded for later use.

I regularly conduct my own teleseminars. I usually do them from the comfort of my office. However, I've done them when I've been away from home, on a mobile phone using a phone card to call an international phone number!

Things usually go smoothly, but occasionally something goes wrong. I've hosted a teleseminar where the participants suddenly couldn't hear me – for no reason at all. And I've hosted another where the entire line dropped out part-way through. So I've had my share of technical glitches.

Now I'm using this experience to put together this guide for you. I've put together a step-by-step process to help you make teleseminars work for you. My goal is for you to be comfortable with the technology so you can focus on the content and delivery.

Why Now?

Teleseminars have been available for a few years, but there are some reasons why they are particularly valuable for infopreneurs now.

Audiences are time-poor

Your audiences have less time than ever before, and a teleseminar doesn't waste their time. They don't have to get in the car, they don't have to find parking, they don't have to arrive early and stay late for networking. Instead, they just sit at their desk until the time of the teleseminar, and then just pick up the phone and make a call.

You can reach a global audience

I'm not suggesting you'll automatically attract millions of Internet users from around the world. But you do take distance out of the equation.

Cheap phone calls

Long-distance phone calls are cheap. They're even cheaper if your audience uses phone cards, Skype, or other VOIP services. Even if they don't understand what that means and just use their standard phone line, it's easy to get a cheap long-distance phone plan nowadays.

Easy-to-use technology

Teleseminar services are inexpensive and easy to use. That wasn't always the case, but it's certainly true now.

More competition for your ideas

Finally, your competitors might be doing it already. I'm not referring to other speakers on the same topic. These are not necessarily your competitors any more! Rather, your competitors are the people delivering the same message you do, but in different ways. And your market, which is seeking knowledge in different ways, might be silently switching to them.

Overview

Broadly, I'm going to cover three main things in this program: The format and structure of your content, the technology for conducting the teleseminar, and the system for putting it all together.

More specifically, we'll cover these areas:

- ⇒ Benefits of Teleseminars: 20 reasons why you should be considering teleseminars as a viable medium for delivering your material
- ⇒ Structuring the Content: How to structure your content for maximum impact
- ⇒ Teleseminar Services: Different technology options
- ⇒ Easing Into It: How to get comfortable with the technology
- ⇒ Preparing for the Teleseminar: What to do beforehand so the teleseminar runs smoothly
- ⇒ Conducting the Teleseminar: What to do during the call itself
- ⇒ The System: Putting it all together – including promotion and reminders
- ⇒ Audio Editing and Uploading: Taking the recording and publishing it as a product

Enjoy the program!

What Is a Teleseminar?

The simple answer is: *It's a seminar you do by telephone!*

That might seem simplistic, but I do want to make the point that if you think of it as a “seminar that you do by telephone”, it can be useful.

Telephone

The technology to do teleseminars is easy. You don't have to know about fancy technology like Wi-Fi or VoIP. Teleseminars use a technology called “POTS”. That's an engineering term that stands for “Plain Old Telephone System” (I'm not kidding!)

That's about as advanced as it needs to get with the technology. Sure, there's a teleseminar company in the middle that connects everybody, but even that's easy to use. If you can use a telephone, you can do a teleseminar.

Seminar

There's nothing magical about the teleseminar format. You don't have to design it differently just because you're doing it as a teleseminar (Well, this is not strictly true. There are some things you can do to make best use of the teleseminar format. But they are minor details, not major structural design issues).

The fact is, whatever type of program you deliver now, you can probably adapt it to the teleseminar format. You can use it for keynote presentations, training, coaching, mentoring, interviewing, facilitation and the like.

Related terms

You'll hear the term "teleconference" and it's exactly the same thing. If there's any difference at all, it might be that the term "teleconference" is often used for telephone meetings, while "teleseminar" is for presentations.

You'll also hear the term "webinar", but it's a different thing altogether. A webinar uses slightly more complicated technology. Instead of just listening by telephone, your participants also visit a particular Web site at the same time. While they're listening, the presenter can show their PowerPoint presentation, which the participants all see. Some webinar companies also include a "whiteboard" for the presenter to use during the presentation.

Webinars are more sophisticated, but they also use more technology – which means more things that can go wrong! So start with teleseminars, and move on to webinars when you're comfortable with the technology.

Benefits of Teleseminars

Why should you use teleseminars? Here are 20 reasons, and they all apply for infopreneurs.

Low time overheads

You and your audience “attend” a teleseminar right from their desks. You’re doing your normal work until the appointed time, call in for the teleseminar, hang up at the end, and go on with your life. There’s no travel time, waiting time, time stuck in traffic, or any other wasted time. This is a *huge* benefit for many people in today’s time-poor world.

No geographical boundaries

Theoretically, you *can* reach the world, not just your own town, city or country. In practice, you’ll be limited by the reach of your marketing. So don’t become overly optimistic about reaching the world just because you can! However, there are no technical restrictions.

There is one logistical restriction, and it’s to do with time zones. If you *are* dealing with a global audience, you do have to take this into account, and choose a time zone that suits most of your audience.

Build loyalty with existing clients

Offer teleseminars to keep in touch with your clients. It's an easy, low-cost leveraged way to add value and maintain your relationship. You can do this either by offering a special "clients only" teleseminar; or by inviting them as guests to another teleseminar you're doing.

Invite prospects to attend

In a similar way, invite prospects to attend a teleseminar as a guest. It's a low-cost way to give them an experience of you before they "buy" you.

Some infopreneurs already do this successfully with their live presentations, as a way of getting new business. Every time a client makes a booking, they get permission to invite one or two people of their own choice – and of course, they invite some prospects along. It's exactly the same idea with teleseminars.

Run it with small numbers

Even if you only have a small group, you can still conduct an effective teleseminar. You don't have to worry about getting minimum numbers to manage venues, handouts, catering and the like. Of course, you might still have a minimum number in mind to make *your* time worthwhile.

Run it with big numbers

At the other end of the scale, you can run effective teleseminars with large numbers as well. Again, you don't have to worry about finding and booking a suitable venue, managing catering, allowing for parking, arranging the room, printing (or carrying!) enough handouts, and the like.

Some teleseminar services do have a restriction on numbers; and some others charge a higher fee for higher numbers. However, these costs are relatively low. So if this is a paid teleseminar, you'll certainly cover the costs easily.

Record it to create instant products

The teleseminar services we discuss here have a recording feature built in, so recording your teleseminar is a breeze. You can then turn that recording into a product – typically a CD, MP3 file or podcast.

You can do the same with live presentations, of course, with a simple digital recorder in your pocket. However, live presentations tend to have more than just your voice – for example, they might have PowerPoint, flip charts, audience questions and group activities. These all add to the live experience, but aren't necessarily captured in the recording. So you require more editing to create a usable audio product. The teleseminar format, on the other hand, is ideal for audio products, because you *have* to convey everything with your voice.

Give people more access to you

As you get busier, your clients, prospects and colleagues will find it harder – and more expensive – to get access to you. A teleseminar is a low-cost way to interact with many people at the same time, while still offering great value.

Low-cost event

Apart from the cost of your own time, a teleseminar is an extremely low-cost event. It's literally the cost of a telephone call. Even if you're using an international teleseminar service, a one-hour teleseminar will only cost you a few dollars.

Point of difference

Although teleseminars have been common for a few years, few infopreneurs are using them; and even fewer are using them *well*. You can stand out by adding them to your service mix.

Make a difference

If you're passionate about your area of expertise, a teleseminar is an excellent way of reaching out to those who need to hear about it. Because of the global possibilities, you can reach people beyond your borders. And because of the low cost, you can reach people who wouldn't be able to afford your other services.

Do market research

Before each teleseminar, survey the attendees to discover their biggest questions, concerns, challenges and aspirations about your topic. This becomes invaluable market research for you, not just for the teleseminar itself but for your business in general.

Of course, you can do the same thing without the teleseminar. But the teleseminar provides a greater incentive for people to respond to your survey, because they know you'll answer their questions in the teleseminar.

Test out new material

A teleseminar is an excellent vehicle for testing new material before using it in other modes. Because it's less visual and less interactive than other modes, you don't have to spend as much time on stage presence, gestures, visual aids, audience exercises and some other factors you'd put into a live presentation.

Instead, you can focus on the content, structure and flow. You can test new material and ask for feedback. You can even use copious notes, mind maps and other speaker aids, because you're presenting from the privacy of your office.

Live access for members-only site

If you run a membership site, you'll be providing electronic resources for your members. However, it's easy to lose the person connection, which might have been the reason they

signed up in the first place. One way to get back that personal connection, and still do it in a leveraged way, is through teleseminars. That's why, in the First Step Member Community www.FirstStepCommunity.info, I currently provide a live teleseminar every month.

Provide product support

If you sell products, conduct teleseminars from time to time for customers. Use them to answer their questions, explain how they can use the product more effectively, and get feedback for future enhancements.

Supplement live events

Some teleseminars will replace live events, while others *supplement* them. For example, if you run a training program, it's easy to offer a follow-up teleseminar for participants, say, 90 days later.

Expose your database to guest experts

You don't have to be the star of all your teleseminars. It's the ideal format for you to interview somebody else – somebody who serves the same market, but with a different area of expertise – and have everybody else on the call “eavesdrop” on your conversation.

Expose joint venture partners to your database

If you have a strong database and you know somebody else with a product ideally suited for that database, interview them as a guest on a teleseminar. Because of the personal interaction, this is more effective than, say, just promoting their product in your newsletter or on your Web site.

Easy to offer as a bonus / incentive

Teleseminars have the two characteristics of ideal bonus products: *Low marginal cost* (in other words, it costs almost nothing to have an extra person on the call) and *high value*. So it's easy to offer a teleseminar "seat" to anybody for any reason – for example, as a bonus for somebody who buys a product by a certain date; or an incentive for clients to make a booking before the end of the financial year.

Short lead time

Because the logistics of teleseminars are so simple, you don't have to plan them months in advance. You do still have to allow time for marketing them – and that *does* take advance planning – but you don't have to book things like venues, flights and accommodation.

Conducting the Teleseminar

You've done all the preparation. Now we'll move on to the things you actually do during the teleseminar call itself.

Call in early

Most participants will call in just before the teleseminar is due to start. However, you should call in 5-10 minutes early. If you're interviewing a guest, ask them to call early as well, so you can test the technology together before most people join the call.

The other advantage of calling in early is you can have an informal chat with the first participants. It's just like having a chat with the people who walk into your training session, or standing at the door and welcoming people as they come into your keynote. It just gets you used to talking, and can help to calm any nerves.

You'll hear a beep as each new person joins the teleseminar. If I'm working with a small group, I'll ask, "Who's that who just joined?" so they can introduce themselves.

Start the teleseminar

At the scheduled time (or a couple of minutes later, to allow for differences in people's clocks), you'll be ready to start the teleseminar. At that point, you'll do three things:


1. Mute everybody on the call (with TheBasementVentures, press **1 *** on your phone)
2. Turn off the “beep” as new people join the call (**9 *** on your phone)
3. Start recording (**5 *** on your phone)

Introductory remarks

Now you can start speaking. You’ll have your own style of introduction, of course, but there are some general things I recommend you incorporate into every call:

- ⇒ Your name and topic – e.g. “Hello, this is Gihan Perera, and welcome to this teleseminar about Facebook and social networking”. Of course, the people on the call already know this, but it’s handy to have it there for the recording.
- ⇒ Tell them the length of the call.
- ⇒ Briefly describe the benefits and outcome of the teleseminar.
- ⇒ Explain how the technology works – that you’ll be talking most of the time, except when you open it for questions.
- ⇒ Make new participants feel at home – reassure them they won’t be required to say anything, and can just sit back and listen if they choose.
- ⇒ Remind them that you’re recording, so they should be careful not to disclose confidential information.
- ⇒ Remind them to have the handout, pen and paper handy.

I use a standard one-page welcome, to ensure I cover everything important every time:



Welcome

2

- Hello, this is Gihan Perera.
- Welcome to this teleseminar:
 - _____
 - _____
- In the next __ minutes, I'm going to teach you:
 - _____
 - _____
 - _____
 - _____
 - _____
 - _____
- Most of it will be me talking.
- Answer questions sent in.
- Open the line for questions.

If you're new:

- Just sit back and listen
- You don't have to say anything

How to get value:

- Make sure you've got the handout
- Have pen and paper
- Write down questions
- Take notes
- Use "4*" to mute yourself

Recording:

- Download it later
- Be careful what you say

As an example, here's a complete transcript of my opening remarks in one of my teleseminars:

Hello and welcome everybody. This is Gihan Perera and welcome to this teleseminar which is "FaceBook, Forums and Membership Sites".

At the end of the previous teleseminar I asked people what they were interested in and this was the most popular topic that came up. Its not necessarily the one that's going to get you the most traffic to your Web site or the most benefit for your business.

But in the next 50 minutes I'm going to teach you what FaceBook is, what it isn't. I'll tell you why it's an essential business tool and it may be for reasons different then what you think it is. And also how you can leverage its power for your own business. And along the way we'll talk about forums and membership sites as well.

Most of this will be me talking, along the way I'll be answering the questions you sent in – so thank you to everyone who did send in questions. And then towards the end we'll have a little bit of time and we'll open the lines for questions.

If you're new to teleseminars – and I know some of you are – it's pretty easy. All you have to do if you don't want to take part in it all you have to do is sit back and listen. You don't have to say anything and I'll tell you when we open up the conference line how you can either not say anything or you can mute yourself so that people can't hear noise in the background.

How do you get the most value from this teleseminar? Make sure you have the handouts. I sent out an email over the last week or so with a link to a handout. So I hope you all have that handout and you printed that because I will be referring to that. Have pen and paper handy to take notes and write down questions as they come to you. As I said I will have a little bit of time at the end to answer questions live on the teleseminar, but I'll also set up a discussion topic in the member community so for anyone who has questions, we can have a little bit of a discussion around FaceBook and membership sites. And I'll answer your questions on there and other people can also answer questions as well.

As I said, when I open up the conference line, you will be able to mute yourself and I'll remind you of this again later, but the way to do that is on your phone keypad type in 4*. You don't have to do that now because its already muted but if you're worried about noise in the background or you're typing away at your keyboard anything like that you can silence yourself so that noise doesn't interrupt other people.

I mentioned I am recording this teleseminar and it will be available later in the member community. So if you miss something that I say you'll be able to listen to it later. The other thing of course with recording is just be careful what you say and that it will be recorded and there will be other people listening to it. So it's not necessarily only the people who are on this teleseminar.

Okay so that's the housekeeping out of the way.

Monitoring the callers

On TheBasementVentures.com Web site, you can open a "Web Manager" window to see the list of callers during your call. You can see their phone numbers (if they've called directly), the time they joined, and whether they have muted themselves. You can also add a name for each person if you choose, and can even disconnect them if they're making trouble.

This is all optional, and you can ignore this if it's not important to you. I generally keep this window open during the call, but don't pay any attention to it. You'll see an example on the next page.

BV FreeConferencing Web Manager End Conference

Mute All Start Recording Enable Name Announce Disable Call Continuation Lock Conference Lower All Hands

Time Zone: PST (Pacific Time) Bridge: 622496| Pin: 6353| Speaker Code: 65491| Conference Number: 1-218-486-7200

Muted			Name	Number	Status	Join	Leave	Connected
<input type="checkbox"/>			add name	2133370057	Connected	06:20 PM		
<input type="checkbox"/>			add name	3945505049	Connected	06:27 PM		Disconnect
<input type="checkbox"/>			add name	61395797993	Connected	06:28 PM		Disconnect
<input type="checkbox"/>			add name	7012124343	Not connected	06:29 PM	06:30 PM	
<input checked="" type="checkbox"/>			add name	6493722204	Connected	06:30 PM		Disconnect
<input type="checkbox"/>			add name	61893717330	Connected	06:30 PM		Disconnect
<input type="checkbox"/>			add name	61282848300	Connected	06:30 PM		Disconnect
<input type="checkbox"/>			add name	61898411256	Connected	06:31 PM		Disconnect
<input type="checkbox"/>			add name	9999999999	Connected	06:31 PM		Disconnect
<input type="checkbox"/>			add name	61295296201	Connected	06:31 PM		Disconnect
<input type="checkbox"/>			add name	0000123456	Connected	06:31 PM		Disconnect
<input type="checkbox"/>			add name	6188473532	Connected	06:31 PM		Disconnect

Forget the technology

Despite the technology options available during the call, I suggest you do as little of the technology as possible.

For example, start the recording at the start and just leave it going all the way through. Even if you decide ahead of time that you don't want the interactive bits recorded – such as the Q&A session – don't worry about turning off the recording and turning it back on during the call itself. Just edit it out later, when there's no pressure of a live audience and you can afford to make the mistakes.

Another example: If you only have a few small sections when you're going to speak by yourself without any interaction, it might be easier to just keep the line open for the entire call, rather than muting the audience for a few short segments.

Handling Questions

I would highly recommend you survey your audience beforehand and ask them for questions. That way, you can prepare your answers, you can incorporate the answers into your main presentation, and you don't have awkward pauses waiting for questions during the call itself.

If you do decide to open up the line for questions, alert your audience that you're going to do it. Before you open the line, remind them that they can mute themselves if they choose, and tell them how to do it.

Teleseminar presenters seem to get unnerved by “dead air” – in other words, the awkward pause if nobody has any questions. One solution is to make sure you have some questions prepared, which you ask and answer yourself. These could be the questions you

received in advance, for example, or just other questions you think could be useful to answer. This gives people time to think of their own questions, and ensures you don't have "dead air". It's easier in a live presentation because you have a more intuitive feel for who's ready with a question. You don't get that same dynamic in a teleseminar, so prepare for it.

Final Words

That's it! You now know how to prepare for, conduct and record teleseminars.

I hope you've enjoyed this program. Teleseminars really can make a difference in your life, if you use them effectively to complement your live programs. I hope you make the most of them.

Feel free to e-mail me gihan@gihanperera.com. I'd love to hear your comments, your case studies, your success stories, your failure stories and any questions that you have.



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About Gihan Perera

Gihan Perera is a business consultant, speaker, author and entrepreneur – with clients throughout Australia, and in New Zealand, South Africa, Singapore, the U.K. and Canada. He works with professional speakers and trainers, consultants, business owners, CEOs and strategic leadership teams to improve their marketing, sales and persuasion skills in one-on-one meetings, group presentations and on the Internet.

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