

TELESEMINAR MARKETING



Teleseminar Marketing!

Growing your business one phone call at a time

License: FREE Distribution Rights

[Click Here](#) to download the graphics

[Get This - Recommended](#)

Hosting Your Own Teleseminar

You may be having a hard time marketing your products through the Internet, especially if there are aspects to your products that you cannot explain. Now, imagine how much harder to market services are: are you a massage specialist, hair stylist, or even a professor or lecturer hoping to make a killing online?

It can be hard to convince people to avail of your services if you do not have concrete proof of your abilities, and so much harder if you do not talk to them personally. Websites can be great in featuring products and how they look, but they can be quite impersonal when you need to talk to people and address their needs.

One way for you to get over this hurdle is to conduct a teleseminar. Basically, a teleseminar is a seminar that is conducted over the telephone. This keeps you from having to go through the long, costly process of booking a venue for your activity, feeding your guests, and giving them either free samples or paraphernalia.

It also gives your guests the chance to hear what you have to say without them having to leave their homes. On both sides of the knowledge divide, there are advantages, and if you have a product, you can use the advantages of teleseminars in order to get your word across.

All that you need is a bridge line to allow a lot of people to listen to you. The people who need to listen to you need only a telephone number as well as an access code in order to listen to your seminar. If you are going to market a product, a teleseminar can be great: it can allow you to answer questions and address issues that you might not have anticipated had you not consulted your target market. If you are going to market your product through a teleseminar, here are a few tips that you may want to take into account:

- Have you ever heard the expression that if you smile, you can tell over the phone? Keep this in mind as you conduct the seminar. You need to appear enthusiastic (but not overeager) and you need to appear as though you are made happy by your own product. If you can't be happy because of your own product, who else can be made happy by it?

- If you are going to create a network marketing scheme around your product, you can also use your teleseminars to train the people that you hope will sell your product. Teleseminars have been used for training, and you can use this aspect of the teleseminar not only in selling your product at first, but in sustaining sales.

For instance, if your product requires special training to be used, then you might conduct a teleseminar in order to get people to learn how to use it. You may also conduct follow up training for all the updates that you make to your product.

- Sustain your sales by having teleseminars constantly: this can allow you to keep in touch with your customers, and it can polish off your reputation as someone who cares about customers

[Get This - Recommended](#)

more than sales. You can have teleseminars that are useful to your target market, but mention your product only briefly. This way, you can still market your product without appearing like a hard-selling salesperson.

- Always provide information on where people can buy your product, and what they can get out of it. Moreover, be persuasive in telling people that they should get the product.

With the ready availability of low-cost (or no-cost) long-distance service and conference call lines, teleseminars have become increasingly popular. Instead of spending thousands of dollars traveling to give an in-person presentation, you can meet your customers and prospects right where they are, without even having to change out of your pajamas. Here's what you can do with teleseminars:

- Introduce new products
- Get known in a new market -- and get to know that market in turn
- Explain how a product or service works
- Interview experts and share their knowledge with your audience
- Answer questions about your area of expertise

In addition, teleseminars can help you do the following:

- Sell more. By presenting a sales presentation over the phone, you offer much more interactivity and a stronger personal connection than you can through a website or direct mail piece.
- Create products. The calls themselves can be turned into products or classes. You can sell access to your live events, or you can record them and sell them later as CDs or audio downloads. And that's just for starters.
- Get to know your audience. Being able to interact with your audience in real time allows an unprecedented level of market research, right in the moment.
- Establish yourself. If you interview experts in your area, you will quickly be seen as an expert by association.
- Build your list. Teleseminars are popular ways to introduce yourself to a new market. It's easy to invite people to your free events -- and as they sign up, they become part of your list.
- Create trust. Trust is crucial when you want to do business online. And one of the best ways to build trust with your audience is to interact with them directly. As they hear your voice live on the call -- and as they ask questions and get answers right then and there -- you become "real" to them and they'll be able to bond with you. This is something that's much harder to accomplish through sales letters and emails.

But what about skills? Don't you have to have some kind of "chops" to host a teleseminar? Stop wondering! If you have enough experience to start a business, you have enough experience to produce and host a teleseminar. Read on and I'll show you how.

[Get This - Recommended](#)

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.

In order to pull off a great teleseminar, you'll need to plan for success. Sure, there are things that can go wrong, but if you plan your teleseminar well, most of them can be avoided. Let's review what you need to do to ensure your teleseminar will go as smoothly as possible:

1. **Choose a good topic.** Choosing a topic for your teleseminar is much like choosing a topic for a blog post. You don't want something too broad, or you'll have no focus. And you don't want something too narrow, or you will run out of things to say. Instead, you want to balance your need to cover new ground with your need to keep the length and

[Get This - Recommended](#)

breadth of your teleseminar manageable. For your first go-round, I suggest keeping things tight and focused. You should also plan keeping your call to an hour or so. Any longer and you may burn yourself out or run into more problems than you're prepared to deal with!

Start by brainstorming a list of possible topics for your teleseminar. When it comes to scope, ideal topics are suitable for magazine articles rather than books! In short, go through your list of topics and decide for each one whether it is so broad you'd need a book to cover it, or if you could do it justice in a magazine article. Then make a list of your top picks.

Can't pick just one? Remember, you can always hold another teleseminar -- and you should! Right now, you're just getting ready for the first one, so select a topic you feel comfortable with.

2. **Decide on an expert.** One of the greatest advantages of teleseminars is that you don't have to be the expert; you can interview someone else with more experience. You can also hold a dialog between the two of you, or you can do the whole thing yourself. It's entirely up to you.
3. **Pick a day and time.** Next, you need to pick a day and time. It's easy to drive yourself nuts trying to find a day and time that works for everyone in your target audience. Just realize that no matter what you do, you simply won't be able to pick a time that is convenient for everyone! Instead, pick a time that works for you, and go with it. You can always make the audio available later if you like.
4. **Decide on whether to charge or not.** Are you planning to charge for your teleseminar? You'll want to decide upfront whether to charge or not, and what you should offer as upsells. In a later section, we're going to cover fee vs. no fee teleseminars in more detail.

That's it! These are the key decisions you need to make before you get started because they will affect a lot of your other activities. Just keep in mind that they're not necessarily either/or decisions. There are a range of options you can select, so let's discuss those in greater detail, starting with inviting an expert.

One of the easiest ways you could host a successful teleseminar is by inviting an expert. Having an expert take part in your teleseminar has a number of advantages:

- You don't have to rely on your own expertise – your expert will be there to educate your audience.
- You'll achieve expert status by association. Think of Oprah: She isn't a weight loss expert, but because she has interviewed dozens of them, she is seen as a health and fitness guru in her own right (even in light of her ongoing battles with her own weight!).

[Get This - Recommended](#)

- You can bring new expertise to your audience. Offering an added perspective to your audience raises your value in their eyes. You become a “connector,” someone who knows all the right people.
- You can get in front of new prospects. Many experts have audiences or lists of their own, and their “tribe” will follow them to your sphere of influence. If they like what they see, they will stay a while – and maybe even buy something!
- You can do soft-sells on affiliate products. If you are an affiliate for a book on, say, cheerleading, you can bring the author in front of your audience for a Q&A session. Then, when the author mentions her book, you provide your affiliate link and get a commission for every book your audience buys.

So what do you need to watch out for when you're selecting an expert to interview? Here are several factors to consider before issuing an invitation:

- Are they a good fit for your audience? Don't invite the cheerleading expert when your list consists of survivalists and expect to get a warm response.
- Are they personable and good at public speaking? Few things are more painful than listening to a poorly prepared, poorly skilled public speaker – even in an interview setting. Have a screening phone call or listen to other interviews with your prospective guest before you issue an invitation.
- Do they have something valuable to say? Make sure you're spending your time – and your audience's time – wisely by offering something unique, interesting, educational, or entertaining.
- Do they have a large list? This isn't a must-have, but it definitely helps if your speaker has a large audience of his or her own and is willing to promote your teleseminar.
- Do they have products or services to promote? If you are hoping to earn commissions by promoting their products or services, find out how their affiliate program works, and if their products or services are right for your audience.

When you are first starting out, the top tier experts, such as those with New York Times best-selling books, those with their own talk shows, and those in the million-dollar-plus income bracket, can be hard to reach for a relative unknown. Don't let that stop you from asking, though! You never know when someone will say “Yes,” so don't say “No” for them.

Get in touch with them directly or through their publicist (contact information is typically available on their website). Write a polite, SHORT email saying who you are, why you think your market would be a good match for their area of expertise, when you'd like to speak with them, and how long it will take. Then tell them what's in it for them, for example exposure to an enthusiastic new market or a share of the proceeds. Finally, send it off, and start thinking about who else you could invite if your first choice isn't able to participate.

It's really not a complicated process. Choose someone you would like to hear from, write them a polite note to invite them, and then move on if you don't hear back or if they can't help at this time. A “No” isn't a “No” forever; it's just a “No” for today. So keep asking others until you get a “Yes.”

[Get This - Recommended](#)

Should you charge for your teleseminars? And if so, how much? That depends on your goals. If your main purpose is to promote a product or service, or to build your audience, you may decide to offer your expertise for free, thereby maximizing the number of people who participate.

The benefits of hosting a free teleseminar:

- You'll get more registrations.
- It's easier to implement. You won't have to worry about processing payments or integrating a shopping cart with your sales page or email service.

The drawbacks of a free teleseminar:

- You won't make any money upfront.
- It can be difficult to get your speakers to mention your call to their list if they won't be making any upfront money from it.
- Sometimes, something offered for free is perceived as having a lower value than something that comes with a price tag.

If your main goal is revenue generation, you could charge a fee for participating in your call. Then again, you could opt for having it both ways: You could offer free participation in the initial call, and then charge for access to the recording and/or a transcript of the call. This way, you maximize the number of people you get to add to your list, but you'll also raise some revenue as you allow them to self-sort into buyers and non-buyers.

The benefits of hosting a paid teleseminar:

- You'll make money with each additional person who signs up to attend.
- Your speakers will be more likely to promote the call if they can earn a commission (i.e., if they receive a percentage, typically 50%, of any sales generated through their affiliate link).
- Your teleseminar might be perceived as more valuable if people must pay to gain access.

The drawbacks of a paid teleseminar:

- The more you charge, the fewer attendees you are likely to have.
- Implementation is more complicated, as you'll have to set up a way to take and process payments as well as process affiliate commissions in the event that you're offering an affiliate program.

If you're just starting out, you may want to go with a free teleseminar. That way, you can work out the kinks, figure out the technology, and focus on learning the ropes without the added stress of dozens of people expecting a top-notch, glitch-free experience. And, of course, you can focus on the teleseminar and won't have to worry about how to set up your shoppingcart. Then, once you've figured out how everything works, you can start charging for your premium teleseminars.

Only you can know what will work best for your situation and your business. Take a look at the pluses and minuses of each model, and choose the one that feels right for you.

[Get This - Recommended](#)

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.

[Get This - Recommended](#)

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

[Get This - Recommended](#)

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 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.

[Get This - Recommended](#)

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.

[Get This - Recommended](#)

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.

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.

[Get This - Recommended](#)

WHAT ARE SOME OF THE IMPORTANT FEATURES OF A GOOD TELECONFERENCING 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.

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.

[Get This - Recommended](#)

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

[Get This - Recommended](#)

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

[Get This - Recommended](#)

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.

[Get This - Recommended](#)

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

[Get This - Recommended](#)

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.

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.

[Get This - Recommended](#)

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

[Get This - Recommended](#)

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.

[Get This - Recommended](#)

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

[Get This - Recommended](#)

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.

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.

[Get This - Recommended](#)

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?

[Get This - Recommended](#)

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

[Get This - Recommended](#)

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.

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.

[Get This - Recommended](#)

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.

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:

[Get This - Recommended](#)

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 your 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 to 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

[Get This - Recommended](#)

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

[Get This - Recommended](#)

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.

Should you charge for your teleseminars? And if so, how much? That depends on your goals. If your main purpose is to promote a product or service, or to build your audience, you may decide to offer your expertise for free, thereby maximizing the number of people who participate.

The benefits of hosting a free teleseminar:

- You'll get more registrations.
- It's easier to implement. You won't have to worry about processing payments or integrating a shopping cart with your sales page or email service.

The drawbacks of a free teleseminar:

- You won't make any money upfront.
- It can be difficult to get your speakers to mention your call to their list if they won't be making any upfront money from it.
- Sometimes, something offered for free is perceived as having a lower value than something that comes with a price tag.

If your main goal is revenue generation, you could charge a fee for participating in your call. Then again, you could opt for having it both ways: You could offer free participation in the initial call, and then charge for access to the recording and/or a transcript of the call. This way, you maximize the number of people you get to add to your list, but you'll also raise some revenue as you allow them to self-sort into buyers and non-buyers.

The benefits of hosting a paid teleseminar:

- You'll make money with each additional person who signs up to attend.
- Your speakers will be more likely to promote the call if they can earn a commission (i.e., if they receive a percentage, typically 50%, of any sales generated through their affiliate link).
- Your teleseminar might be perceived as more valuable if people must pay to gain access.

The drawbacks of a paid teleseminar:

- The more you charge, the fewer attendees you are likely to have.

[Get This - Recommended](#)

- Implementation is more complicated, as you'll have to set up a way to take and process payments as well as process affiliate commissions in the event that you're offering an affiliate program.

If you're just starting out, you may want to go with a free teleseminar. That way, you can work out the kinks, figure out the technology, and focus on learning the ropes without the added stress of dozens of people expecting a top-notch, glitch-free experience. And, of course, you can focus on the teleseminar and won't have to worry about how to set up your shoppingcart. Then, once you've figured out how everything works, you can start charging for your premium teleseminars.

Only you can know what will work best for your situation and your business. Take a look at the pluses and minuses of each model, and choose the one that feels right for you.

Why do people offer teleseminars? Sure, some of them want to get the word out about their causes, but most hosts know that teleseminars are a great way to make money, and some of them make a very nice living with their teleseminars. Here are just some of the ways you can make money with your teleseminar:

1. **Charge for registration.** Charge people for access to your teleseminar. How much you can charge ranges from a few dollars to thousands of dollars; obviously, the higher the rate, the higher the perceived value needs to be. I would suggest that you keep the registration fees on the lower end of the scale when you first get started. It will give you a chance to prove your value to your market before you ask them to invest huge amounts of cash upfront.
2. **Charge for the transcripts and/or recordings.** You can generate income by making the initial call free, and then creating an “upsell” and charging for the audio recording or the transcript of the call, preferably both. How much you can charge will depend on your market, the content, and the length of the teleseminar.

Here's a special strategy: When people register, you can invite them to buy the recording/transcript at a pre-event special discount, and then raise the price after the call has taken place. This sort of pricing strategy provides an incentive to act "now."

3. **Sell your own products.** You can also sell your own products either towards the end of the teleseminar or even after the call, in a follow-up email. Make sure those products are related to the call, useful, and targeted to your market.
4. **Sell an affiliate product.** Don't have your own product, or want to expand your options? Offer your attendees a “special offer” on a related affiliate product, perhaps one created by your guest expert. Again, you can sell during the call or in a follow-up email. And for an even better conversion rate, offer a special bonus if they act quickly.
5. **Turn the contents of the call into an ebook or a special report.** When you conduct a teleseminar, don't think that's the end of it! Transcribe it (or have someone else transcribe

[Get This - Recommended](#)

it) and turn it into a special report or an ebook. You may not even need to do much formatting if you hire a professional transcriptionist and tell him or her how to format it.

6. **Bundle your calls together.** Think creatively about new ways to package and present your content. Take a series of related teleseminar calls and bundle the audios together into a larger product for sale to your market.
7. **Turn your calls into physical products.** Of course you can also turn your calls into physical products. The audios will make fine CD sets and the transcriptions can be turned into physical books thanks to Amazon's new publishing options. Then again, you could also put the transcripts into binders, maybe along with action sheets, and command a much higher price as you sell your combined set as a home study course.

As you can see, there's plenty of money to be made, even if you don't charge an upfront fee for your teleseminar registration. And the best thing... you can use several of the above methods and turn your calls into multiple streams of income.

Just a few short years ago, teleseminars would have been impossible or prohibitively expensive. But now, they are inexpensive and even free, depending on which service you use. In addition, you'll need a few additional tools to reach and connect with your market, especially if you plan to turn your teleseminars into streams of income. Here's a rundown of the key tools you should add to your arsenal:

1. **A way to capture your leads.** The first thing you need is something called a "squeeze page," which is a one-page website that invites visitors to provide their name and email address in exchange for access to your teleseminar. You need this squeeze page as it will allow you to build your list, which you can then use to send information to your subscribers, including information about any upcoming teleseminars.

You can either set up a separate page or even website, or make the opt-in form part of an existing page. Either way, you will also need a place for the leads to go, which brings us to the next thing you'll need: an email management system.

2. **An email list management system.** An email management system, usually referred to as an autoresponder system is an indispensable part of your online business. While there are various options available, you'd be wise to pick a reputable third-party autoresponder service such as Aweber, 1shoppingcart, or Constant Contact, or one of their branded versions. These services ensure great deliverability of your emails and will also insulate you from spam complaints, which could otherwise kill your budding business faster than you can say, "What the heck!"

Any of these autoresponder services will allow you to create lists and send them emails. That way, you can send them your teleseminar information, as well as follow up with

[Get This - Recommended](#)

additional information after the call and of course invite them to your next calls.

An autoresponder gives you several options: you can set up a sequence of emails that will be sent out in pre-determined intervals after someone first opted into your system, or you can broadcast messages to all your subscribers (or all members of certain lists) at once. You can even schedule those broadcasts in ahead of time.

3. **A payment processor.** If you plan to make money with your teleseminars, you'll need a way to take payments. There are a number of options, from PayPal to Clickbank to a shopping cart system like 1ShoppingCart. Which one is your best option depends on whether or not you're planning to offer affiliate commissions and what other products you want to sell.

If you plan on building a business around your teleseminars, you should seriously consider 1shoppingcart as your autoresponder and shoppingcart option since it allows you to integrate your autoresponder function with a shoppingcart, and even an affiliate program. You can use it with PayPal or upgrade to their integrated merchant account service.

4. **A teleseminar service.** Obviously, you will also need a teleseminar service. There are many free teleseminar services, such as freeconferencecall.com, freeconference.com, nocostconference.com, and freeconferencecalling.com. There are also paid services available, including the one that is the most popular among internet marketers: instantteleseminar.com

Figure out which options you want – the number of callers, recording services, playback capability, reliability, and sound quality, ease of use, and availability and friendliness of customer service, and choose accordingly. You should also test any services you're considering to make sure they meet your needs. And don't forget to give them a trial run so you can discover their quirks as well as how user-friendly they are BEFORE your teleseminar.

With just these options, you can create and run a fully automated teleseminar with a minimal outlay of upfront cash. Just remember that while there are indeed a number of free options, occasionally it's a good idea to invest a little bit to get a more robust, scalable, and dependable service. It also makes you look much more professional when your attendees are not greeted with something like "Welcome to freeconferencecalling.com" or whatever the name of your free service may be.

And if you play your cards right, you can actually get some of the best services for next to nothing -- at least for a few weeks. Instantteleseminar.com offers a 3-week trial period for a dollar. And Kickstartcart.com, one of the branded versions of 1shoppingcart, offers you a 30-day trial for free, at least until you reach 50 subscribers. Of course, if you do your job well, you'll have to upgrade very quickly because you'll gather those 50 subscribers within days.

[Get This - Recommended](#)

[Get This - Recommended](#)