



Teleseminar Creation Hacks

*I wish somebody had given me this before I did my first teleseminar!
Please take notes or highlight this report and implement what you learn.*

1. Pick a Topic.

You can find trends on social media, especially in groups on your topic, from magazines, TV, the Internet-go to MSN or Yahoo and look at what the top-ten stories are, hang out on social networks like Facebook and Squidoo. Go to craigslist.org and go discussion groups. Don't jump in; just listen at first. It's really about paying attention. Once you have your topic, what you want to do is figure out how much you can fit into the amount of time you have on a teleseminar. Generally, if you have 7 areas that you want to cover, that's an hour

teleseminar, and if you have 12 questions that you want to cover, that's an hour and a half.

So if you were to do an "Ask Campaign" with your list and you said, "What is your most important question about – in my case – writing eBooks or marketing eBooks?" And then, the top seven questions that people ask would become, "Here are the answers to the 7 most important questions about eBooks," or "Here are the 12 most important answers to your questions about eBooks," depending on whether you wanted to do an hour or an hour and a half.

2. Create Your Pages

The next thing that you want to do is create your pages, especially when you're first starting out and you don't know how long it's going to take you to do this because what you don't want to do is set up a teleseminar and then find yourself struggling to create the pages and run out of time. You've got to have the pages before you can tell people to sign up for a teleseminar.

So you're going to create your sign-up page, your thank-you page, a redirect page which is optional, a study guide, a way to get people to share in social media, and any other support materials that you need, including the emails that you're going to send out. And at first, you're probably just going to be sending them out to whatever lists that you have, or you're going to be sending them out to your list, plus your joint venture partner's list.

And then, down the road, once you start doing teleseminars and you start getting affiliates, you'll be sending emails to them as well. And what you'll do is take your emails that convert people and tweak them so that instead of saying "I, Ellen Violette, am giving this teleseminar," you'll be saying – it'll be third party.

So it'll be the affiliate saying, "My friend and colleague Ellen Violette is giving this teleseminar that I think you should go listen to."

3. Pick A Date And Time (These can be reversed if you have your own phone line)

Now after you've created your pages, what you want to do is pick a date and a time, and you're going to call the conferencing company to schedule it. (You can use free-conferencing services like www.freeconferencing.com, but I recommend Instant Teleseminar because it's more reliable and they automatically back up your calls. I use it and rely on it because I am not very technical. My affiliate link to it is www.InstantTeleseminarsNow.com

Always allow more time than you actually need so that you don't get cut off before your talk is over. The most desirable times are 5:30 p.m. to 7:30 p.m. Pacific, which is 8:30 p.m. Eastern to 10:30 p.m. Eastern on Tuesday and Thursday evenings. However, every list is different, so the best way to know the best time for your calls is to ask your list.

Sometimes, you get on a call and people have trouble dialing in. Fortunately, if you use www.InstantTeleseminarsNow.com they give you a secondary number as well as several others so your listeners can always get on (as long as you have enough lines), which is never a problem for most people. (And if you using it to create a product, it's a non-issue.)

4. Arrange for A Backup Recording, Editing, Publishing, and Transcription

Now number 4, you always want to check and see if you need a back-up recording. Personally, I believe it doesn't hurt to use a back-up. But, with www.InstantTeleseminarsNow.com I've never had a problem with a teleseminar. I used to use Audio Acrobat at www.ebk.audioacrobat.com but

www.InstantTeleseminarsNow.com is so reliable, eventually I cancelled it. (I have a couple of times on a webinar, but it was a computer glitch on my end, not on theirs.) They can also do the transcription for you. Or, you can also find vendors at www.fiverr.com, www.guru.com, www.elance.com, www.freelancer.com, www.taskrabbit.com, or www.upwork.com (formerly Odesk.com).

If you need instructions on what you need to do to get the recording up quickly, get that instruction **before** you do your first teleseminar so that you're ready to go. What happened to me was I did my first teleseminar –it was great fun and went really well, but afterwards it was an absolute nightmare because I had no idea what I was doing. This was in the days before Instant Teleseminar. I had somebody doing the recording, the backup recording for us, and actually, at that point we weren't recording, so we were depending on him totally for the recording, so we didn't even have a copy.

And then, he was talking to the web person to get it up on the pages, and then I had no way to get it to the person who was supposed to transcribe it, and it went on for a long time. In the meantime, the people who had been on the call were angry. They had paid \$9.97 for the transcripts, and they weren't available and it was really terrible.

So you want to be prepared **before** you do your first teleseminar, especially if you are selling anything and you are live, or are doing an interview. Don't just jump in, do it, and then have to figure it out on your feet, which is what I had to do.

5. Arrange For Someone To Be With You During The Teleseminar

Another thing I highly suggest is arranging for someone to be with you in the room during the teleseminar in case something comes up and you need help. For instance, sometimes I have Christen, my husband, email my web person during the

call. If someone mentions a product that I could be an affiliate for, say I have a joint-venture partner and all of a sudden they start giving out a link, but the link isn't my affiliate link. They're on my call and they forgot to give me a link, so then I can, at least, give it a few times during the call so that some of the those people, hopefully, will have the courtesy to go through my link, and then I'll get that affiliate commission.

There have also been times when I couldn't get on the call, so I had Christen call in and let everyone know that I would be on any minute. Or, I've had times where there was trouble on the line and I had him call the bridge line to get help fixing it (Again, I haven't had that problem since using Instant Teleseminar.) So you just never know what might need attending to.

Another situation we used to have was in an apartment- all of a sudden the people downstairs would start putting their CD's on and the thumping from the bass would get really loud; I'd had him run down there during the call and ask them to be quiet. You just never know. So, it's good to have someone with you in the room just in case.

6. Finish Your Materials

Finish getting your materials up, pages etc. once you have the phone number and the pin code and double-check them in your emails and marketing materials because there's nothing worse than putting in all that time and energy, having all the pages, everything's done, you're there, and nobody shows up because somebody wrote the phone number down wrong.

You can't finish the materials and put them up on your website or send them when you don't have the phone number and pin code-you need that. So, you just want to make sure that you do that.

7. Double-Check Your Links

Once you put your pages up online, you want to double-check them to make sure that your opt-in box is connected properly to your auto responders and that everything is working properly. And don't expect your web person to do this for you. They *should* do it for you, but ultimately it's your responsibility. Everybody gets busy, and the person who's going to suffer the most is you. You have the most to lose. So you always want to make sure you check every link and every email.

8. Offer A Free Gift For Staying On The Call

Always offer a free gift to everyone who stays on the teleseminar until the end when you're doing a free call; it's really an ethical bribe to get them to stay on the whole call. Now that's kind of an ongoing thing that you have to deal with. And it has to be something they want; it has to be valuable and relevant because otherwise it's not going to entice them to stay on the call.

So you always want to make it something either of high value, like you're going to get a free gift worth \$97 or more, or something where the value is enormous to your audience, but it's just a tip sheet that normally would only be worth \$17 or less. That way you can say something like "It's priceless in your business."

9. Write Your Emails

Write your emails. When you write the emails, you want to remember to tell the people that you're giving them a free gift on this call. You want to pique curiosity, so sometimes, you don't necessarily want to tell them what it is. A lot of times, if it's a high-value gift, you'll just mention the value, and that's usually enough to get people hooked in.

If it's not of high value, then I'll sometimes say, "This free gift is priceless." Because the truth is that, say it's a tip sheet to protect their eBooks from theft; it's priceless, even though maybe a tip sheet is only worth around \$5.97. So, you always have to be on your toes and thinking what's the best way to promote your teleseminar and always come from integrity; do it in a way that makes sense, based on what that offer is.

10. Decide What Days To Send Out Your Emails

Figure out what days you're going to send out your emails, and then load them into your auto responder or have your assistant load them for you. And if you're going to send out text messages, make sure you set it up before you're ready to send them out.

Now, as I said, the best teleseminar days are Tuesdays and Thursdays. You can start promoting 10 days before. But if I'm doing a teleseminar on Tuesday, I generally like to send the email out on the Thursday before. But, I might put it in my newsletter under "Events and Trainings" farther in advance. And truthfully, I have been known to send it out as late as Sunday night. I don't like to send it out any later than that, because then you've got to give people time to get it onto their calendar. And you also have to account for the fact that the emails don't always go out exactly when you set them up, so you have to have some time in there.

And the reason you want to send a text message is that not everybody's going to get your emails. On the other hand, it costs money, so you only want to send it to people who have registered for this call who you know are interested in it.

11. Double-Check With The Conferencing Company

The day of the teleseminar you want to double-check with the conferencing company to make sure that you're on their roster of calls unless you have your own bridge line, which you get with Instant Teleseminar. And if I sound like a broken record, it's because it eliminates so many of the recording problems people encounter. But, you don't want them to forget to have your line ready for you. This actually happened to me before I started using Instant Telseminar.

Think about it... you've set everything up. You've sent the emails out. You get on the call. You've spent all this time getting all the preparation done and you can't get on because there's no line set up! Ugh!

Then, you're scrambling and calling the company saying, "We have a call right now. Why isn't it connected?" And they're scrambling; you get on and you lose some people because they think it didn't happen, and it's really disappointing. So you always want to double-check earlier in the day and make sure that that bridge line is there for you if you don't have your own line.

12. Disable Call Waiting

If you have call waiting, you'll want to disable it. Also, turn off your ringer. There is nothing worse than having your recording ruined because you forgot to turn it off! You don't want people trying to call you during the teleseminar. And it's really annoying when you're trying to make a point and your telephone is beeping and you're acting like it's not there and you're waiting for it to stop. So you've got to remember to always press your call waiting and turn off the ringer.

13. Get Rid Of Background Noise

Get rid of all the background noise. Make sure that your windows are closed if you're on a noisy street. Make sure that you can't hear the radio in the next room. In our case, there's a fan that I leave on because I have allergies; it keeps the air clean, and I have to remember to turn it off. I also make sure Christen closes the door to the bedroom so I can't hear the television. And he is forbidden to go into the kitchen during my calls because my office is open to the kitchen and I can hear him cooking dinner and banging the pots or washing the dishes. So, get rid of all the background noise.

14. Set Up Recording Equipment 1 Hour Before The Call

Start setting up your recording equipment an hour before the call, especially when you're just getting started, because you're going to have some problems. You may plug in the phone wrong or something's not working, or maybe, it's only recording one voice, or it's distorting. You might think it's fine because you just used it yesterday, but it doesn't always work out that way. Also, if you can, you want to give a phone number to call on the emails that belongs to your assistant or web person, someone who can reach you while you're recording, in case someone needs help-especially trying to get on the call.

15. Have A Glass Of Water Handy

You want to make sure that you have a glass of water handy. That may sound silly on paper, but when you get going and if you don't have anybody there, especially, then you want to make sure you have that glass of water handy. I've got a snack table with a glass of water on it. But, don't eat on the call! You don't want to hear chewing on the recording. So, make sure you are well fed. There's nothing worse than getting in the middle of a teleseminar, especially a long one when we're giving a class, which sometimes happens. We start at 5:30. Normally I don't eat dinner until 6:30, and all of a sudden it's 7:00 o'clock and I'm starving and I don't have any food. So, I eat before we start-at least a snack if not a meal. You have to plan your food.

16. Hit The Record Button And Check Recording Levels

Make sure that you hit the record button. There was one teleseminar we did where Christen forgot to hit the record button! So you want to hit the record button and you want to check your levels one last time if it's not done

automatically (depending on what system you are using). With Instant Teleseminar, I can do it myself.

17. Introduce Yourself And Connect with your Audience Before it starts

Say hello and let everyone know that you're on the line. You can also say the name of the teleseminar, and then have participants introduce themselves. That way people know what it is when they come on that call and they know they are in the right place! It's also important if you are going to have a replay. And it's critical if you're going to make it a product!

Then you want to have participants introduce themselves (if it's going to be a product you can edit it out later, or skip the introductions). The first 5 minutes are dead time, basically; people are coming on, so you don't want to be talking about anything important the first 5 minutes. It's like a warm-up- like stretching before you do exercise. It gets people comfortable. They relax. People feel like they're getting to know you. And what's really great about this, especially as you do more and more teleseminars and you grow your list; you start having people from all over the world, and that makes you look really good.

When you say, "Okay, who's on the line and where are they from?" And listeners say, "This is so and so and I'm calling in from Australia." "And this is so and so. I'm calling in from Great Britain." And you get people from all over the world; it just reinforces your expert status.

18. Don't Start Before 5 Minutes Past The Hour

Watch the clock. Make sure that you don't start before 5 minutes past the hour. And then just know that most of the people will be on the call between minute 10 and minute 40, but giving a gift for getting people to stay on until the end can increase your numbers at the end.

19. Mute Callers

When you're ready to get into your talk, you want to have everyone *6 themselves out, and especially if it's interactive. On Instant Teleseminar, you just put it into lecture mode and you don't have to worry about whether people can mute themselves or not. In addition, some people have phones that they can actually mute right on the phone line. It just says "mute" and you push the button.

20. Make Your Offer After The 10-Minute Mark And At The End

One school of thought says to make your offer after the 10-minute mark and at the end of your talk. Other's mention at the beginning that they are going to make an offer at the end of the call that they aren't going to want to miss. The way that I learned the 10-minute strategy was from Alex Mandossian. Before you get into your talk, at the 10-minute mark what you do is you say, "Well, before we get started would you mind if I told you my offer first?" And as Alex said, and as I have to agree, I've never heard anyone say, "No". So, they'll let you give your offer and then you just go on and give your talk. And then some people will get off at the 40-minute mark, and you can give it again.

Or, go into it in more detail the second time, but at least whet their appetite in the beginning so that those people who are interested will stay on if you want to use that strategy.

21. Give Rich Content

Give rich content. Now, this really scares people. They're so afraid they're going to give everything away. But I learned very early on, actually from listening to Alex Mandossian. When I first got on the Internet, I listened to hundreds of hours of free teleseminar calls and whenever Alex spoke, he always stood out from the pack because he always gave content-rich information. And not only that, but

it was just much better than the information I got from other people. It was more usable; it was user-friendly; it made sense to me; and I wasn't hearing it anywhere else. He got my attention. And, once that happened two, three, four times, it was like, okay, I like this guy and I'm going to follow this guy. Then I became a client, a student, and he won my loyalty because of his rich content.

So when I started doing this, I decided that that was the model I wanted to follow and that I was always going to give rich content. I was starting out with absolutely zero marketing background, so I knew that wasn't my strong point. But, I knew that I knew my material really well and that I had a lot to offer. So I thought, start with what I'm strong at, which is the content, and then I can add in the marketing as I learn more. But at least if people get what I'm about, I'm going to win their respect. So I always give content-rich seminars, and I hope that you'll do the same.

22. Make A Clear And Concise Irresistible Offer

Make a clear and concise irresistible offer. People need to know exactly what your offer is, and some of the teleseminars I've done with other people where we didn't have a lot of sales was because they started rambling on and on about an offer and it just went all over the place; it got really confusing.

So you've got to be able to say it clearly, concisely, and it's got to be irresistible. It's got to be a no-brainer for people. It's got to have so much value that it's practically impossible to say no. So make sure that you have a clear, concise, irresistible offer.

23. Give Great Bonuses

Give great valuable bonuses, something that ties into your irresistible offer. The more bonuses that you can add onto your offer that actually help people, not just

bonuses to throw bonuses at them, but that enhance the value of the product, the more sales you will get. It can be anything that makes what they are learning easier or quicker, or gives additional help on some aspect of the product. And then it has to be, like I was saying, something they really, really want and need and/or something that has really high value, so that they feel they're really getting a good deal.

24. Don't Leave Money On The Table – Have An Upsell

Don't leave money on the table; have an upsell whenever possible. Always think how you can upsell people? What is the obvious next step at the end of your training? That's what I did with "The Truth About eBooks," when I gave it the very first time. I wanted to give a two-part teleseminar because I wanted them to get lots of content that was great; this was the first time they were hearing me and I wanted them to see that it was a really good value. In those days, you could charge for transcripts, today you wouldn't do that unless it was for a membership. But in those days people charged \$9.97 for one audio and transcript, and I charged that for two. So right away, that was a great deal and it was really hard for people to pass up.

I had 101 people on that call, and I had 67 people buy that upsell! That's a 67% conversion rate! Anytime you get a conversion rate that's higher than 10% you're doing really well. Plus, your audience is letting you know they're really interested in that subject and that's a subject that you're going to want to pursue more of.

Now, generally, you're not going to do that if you're doing a preview call to something else. For instance, when I'm doing preview calls for a workshop, I'm selling them the workshop. But the point is that "The Truth About eBooks" was not a preview call to something else. It was a content-rich teleseminar that really

was worthy of being a paying teleseminar, but because I was new at it, I needed to use it to build my credibility so I gave it for free with the transcript upsell.

25. Save Your Recording

Make sure that you save your recording. There's nothing worse than going through all that and then forgetting to save it! Also, make sure to turn off the recording equipment or hang up the phone before you start talking! It can be quite embarrassing if you say something that was not meant for public consumption and believe me, I have done that on occasion; it can be extremely embarrassing! So make sure you turn off the recording and save it

26. Check Your Emails for Problems or Questions

Check your emails for any problems or questions and handle them immediately. And then, you also want to check the emails from your support team in case anything came up during the teleseminar that you need to handle. Believe me there is usually someone who has an issue! They couldn't get – the link didn't work, they're not sure how much it costs, or where to go-something. Customer service at that point is very important.

27. Send The Audio Out For Transcription

Don't wait. Send it out immediately because it will take time to get it done. And on top of that, it will need to be proofed as well as listened to for content. I find that many transcriptionists transcribe the words without thinking of the meaning so you end up with some sentences that make no sense at all. Or, you end up with a period where it should have been a comma. And then there is the matter of names and places, for instance that they may get wrong because they are unfamiliar with them.

28. Publish The Recording

That next thing that you want to do is – these can kind of get out of order, depending – but you want to publish the recording and you want to send the audio out for transcription. So you can put the unedited version up online if it's a paying class or you can wait until you have the final version. If you put the original up, call it the "uncut" version. It sounds better! But, you will need to edit them if you are turning them into products. You can also add music for an extra touch.

Add the transcription as soon as possible. Some people don't put anything up until they have everything ready. I know Alex is like that, but he pays a lot of money to have everybody doing everything quickly; it all gets done very fast. I found when I tried to do that, it just took a really long time and it was hard to coordinate. It's a judgment call.

29. Decide How Long To Leave Your Replay Line Up

Decide how long you're going to leave up your replay line on a training call. And again, it depends on what it is. But for a training call, you want to create some urgency otherwise people will get busy and not get around to listening. I usually leave replays up no longer than 4 or 5 days tops. And if it's a product that I'm creating, I will charge a discounted price because I like the live energy and everyone who paid for it will be able to access it usually indefinitely.

You've always got to consider what type of call it is. Then you'll decide how long to leave the replay line up. So, what purpose is this serving? At what point does it need to come down? And how long does it need to stay up?

30. Email Your List That the Audio Replay is Available

Email your list and let them know when the audio replay line is ready. So as soon as you've got it up and ready to be heard, you want to let them know, because

again, you don't want to lose their interest. You want to get to them while they're still interested in hearing your call and not onto something else. (In Instant Teleseminar you get an instant replay, hence the name "Instant Teleseminar".)

31. Send a Second Email Reminder for the Replay

Send those who opted in to a free training, or bought a paying one a second email to remind them that the replay line is up and that they can listen any time at their convenience, or for however long it's going to be up.

32. Set a Price and Get Testimonials

Get testimonials for your products from the people who bought the training live. Then, set your price. You might have an intermediate price-higher than for those who paid for the original call but lower than what you are going to charge retail.

TELESEMINARS WITH JV PARTNERS

1. Pick A Topic.

If you have a joint-venture partner, there are additional steps that you will need to take. If you're not an expert, then you're going to want to find a JV partner who is an expert to deliver the training.

2. Check Out Your JV Partner.

If you're doing a joint venture, check out your joint-venture partner's information: his or her sales page; track record; references; anything that you need to know to determine if they're a good fit for you. And there can be telltale signs that maybe it's not going to be so great.

In the beginning, I didn't know any better; I had calls that went really well and then calls that didn't. And I started noticing patterns. What was this person's set-up like? I would go back and I would look at where it could've gone wrong. I saw

that, sometimes, it was that they were great offline and they were successful, but online their sales pages were weak, or their offer was confusing- things like that. You want to check them out. Just because they're successful at what they do doesn't mean they're going to be great at giving a teleseminar.

3. Decide on What Offer Will Be Given at What Price.

Decide with your JV partner on your offer and the pricing. And you, obviously, want to work with people that you feel good about, that you feel compatible with. It's like dating somebody. If you go on a first date and you're not comfortable, you're not going to go on a second date.

It's kind of the same thing with this. If you get on the phone talking to someone about what you're thinking about offering together and you get that vibe that you're just not comfortable, say "Next." Listen to your intuition. It's always right.

4. Determine Costs and Responsibilities.

Come to an agreement about who's responsible for each part of the process, as well as determining what the costs are, how you're going to split the costs, how you're going to split the money that you make, and how each of you can use the product after the product is complete.

I haven't actually done a contract. Some people require them. I've signed them for telesummits but not for a single call. It either works well with people and we continue to go on, or it doesn't, and we don't. But I'm not saying it's a bad idea. It's probably a good idea, but I just haven't done it.

5. Get an Affiliate Link.

Make sure that you get an affiliate link if you are doing a teleseminar promoting a JV partner's product to give out on your call. You want to make sure they don't give out another link and all of a sudden you're not getting the sales. It's easy to

get distracted and not get this done, don't let that happen. It's up to you to make sure that you get that link. And then make sure that all your links work. Always check your links! No links, no sales!

6. Double Check Links the Day of the Seminar.

Double check your links the day of the teleseminar, because sometimes what will happen is I'll check the links and then something happens and they break. Maybe someone worked on the page that we had thought was already done, or we add something, and then all off a sudden, that day, it's not working.

Or, your partner gave you a page that you checked out and now they went in and changed something and it affected the links. So, you always want to double check the day of the seminar, late in the day, just to make sure.

7. Check Your Email

After the teleseminar, you may have prospective clients who want more information, or are having trouble with their orders, so you want to go into your emails and check. But if you're doing it with somebody else, sometimes what will happen is, all of a sudden, somebody's emailing you because you invited him or her to the call instead of emailing your partner. Then, you have to be a go between and get it taken care of.

I had one situation where my partner wasn't there right after the teleseminar and this listener was having trouble getting the order in, so I just took the order myself over the phone. Luckily, we trusted each other; it was no big deal and we just divvied it up later; it all worked out.

If they have an information question for your partner and you don't know the answer because they're the expert and not you, then you can just forward that email to your partner and CC it to the person so they'll know that that email went

to the person who was the joint-venture partner. And then, follow up and make sure all inquiries and orders are handled as soon as possible.

So, that's it for Teleseminar Creation Hacks. Keep this report by your side when you're doing your teleseminar so that you can check them off and make sure that you've done every one. That's a great way to do it.

CASE STUDY

We're going to look at what I did right and what I did wrong. So, I marketed my first teleseminar completely offline by local networking and I had 8 people on my call. And it was called, "The Ultimate Instant Response Marketing Tool," which was really about how to use your opt-in box and make money online.

Then, I gave away free eBooks for Thanksgiving and Christmas 2004 with Matt Bacak, which was one mastermind group that I was in at the time, and then Mark Hendrick's "12 Days of Christmas" promotion. In Mark Hendrick's promotion, I gave the free 2-part teleseminar with the upsell to the audio and transcripts that I mentioned earlier. (BTW: I got 1600 people on my list in two weeks from that promotion!)

As I said, I charged \$9.97 for the audio and transcripts for both calls, not just one. I had 67 orders out of a 101 people. So that's 67% conversion rate, which is huge. So that tells you that your list is interested in that subject.

So on the first part, I had 46 people on the call. On the second part, I had 55 people on the call. Then I upsold those people – I tried to upsell those people – into my first 3 Days to eBook Cash Workshop. (It was called the Quick Start 3-Day eBook Authoring Workshop at the time). I made \$1681.80, or something like that. And I only had 2 people in that first writing workshop. I want you to really get

that. I had 2 people at my first workshop. I had 8 people on my first marketing workshop.

The point is, you've got to start somewhere, right? Now what I did wrong was after I gave that teleseminar, I should have had it transcribed, which I did, and then gotten it up with a sales letter and started selling it online. I did not do that. I should have gotten it on ClickBank. I should have gotten it on eBay. Today, it would be sites like Udemy and Amazon as well as ClickBank. I should have leveraged that call and started making money before I went on to the next thing.

But here's what happened; I had entrance tones and exit tones on that call, and people were beeping in and out through the call. And I tried to edit it out, or have someone edit it out, and there were just too many to do that. So I had to redo the whole call, and I kept putting it off. I had other things that I was doing. And pretty much a whole year went by before I re-recorded it and started selling it. I've redone it since then, but I should have done so much more with it! So that was a product that I had that I did not leverage and I was not making money on all that time.

What I did do was I started working on honing my workshop. Also, I got some private coaching clients, and went to some conferences. And then I decided that I needed to step it up and move faster. And so I decided that I was going to start doing interviews with other experts on other subjects, because it was just too hard to try to have to do everything myself, which is one of the things that's great about the Internet- joint venturing with other people.

But I was finding it difficult to get the people that I wanted who had big lists, because who was I? So I couldn't get them, so what happened for me was I thought, okay, I'm not going to focus on people with lists. I'm just going to focus on people who have good information for my list. So, that's what I did.

I started doing calls, and one of the things that I started doing was offering free gifts for staying on my call like I told you to do: tip sheets, like *eBook Theft Protection; Super Quick Ways To Write Additional eBooks*; special reports, such as *The Insider Secrets To Exploding Your Business By Authoring An eBook*; and whatever I could think of.

But, I started doing these calls; I did a call with Todd Reese on selling eBooks on eBay, and Todd didn't have much of a list because he'd actually had another website that was on travel. And we had 48 people on that call. I made \$162 dollars, but Todd gave me a link to his product and I continued to recommend that link. And over time, off that teleseminar, I made another \$639.27 and \$801.20 all together.

On the handout for that call, *Todd Reese Reveals How To Make A Fortune Selling Your eBooks On eBay*, it said when we were having that teleseminar and the date, the time, and what it cost and then how do you register. But, it didn't give the phone number until people opt in, and then they get the phone number.

So now once they've registered, people got an email that said, "Congratulations! You are now confirmed for *Todd Reese Reveals How To Make a Fortune Selling eBooks*, so now they had access.

And then, after the call, they got another email that said, *Todd Reese Reveals How To Make A Fortune*, and how to access the replay line.

I did some other calls and my numbers continued to go up. I didn't know what I was doing, to be perfectly honest. I created a preview call for my writing workshop around that time called, *The 7 Biggest Mistakes People Make Authoring An eBook And How To Avoid Them*. What happened just blew me away! I had 180 people register for that call. And 160 of them showed up which was unheard of. When I

told my mastermind partner that, he said, “Are you sure?” I went back and double checked, because that was huge to have that many people show up.

So we thought it was a typo, but we’d sent the announcement out to Article Announcer and I had two major joint-venture partners at that point for that call, and one had a big list and one had a small list. But the person with the small list – only had 12 people on her list – but they were getting ready to take a course with her on how to do their website and they needed a product, and she had 3 sign-ups out of 12 people. That’s a 25% conversion rate!

And then the sign-up rate for that call was 9%. I got 14 people signed up off of that call. So that’s huge. I mean, normal is 1%, 2% is really good, 5% is great, and I had 9%! So I emailed Alex and he wrote me back and he just said, “Wow,” because that was really great.

So I gave the workshop; it was very hands on, so I didn’t want a lot of people in it. And they both sold out, and that was at 20 people because that was all I thought I could handle. And then, I did it again and I had one major joint-venture partner because the other people, I’d already kind of gone through their lists at that point. I ended up with 15 people in that workshop.

I was disappointed that I didn’t have 20, but what happened was that I did 2 preview calls back to back for my 10-week marketing program. And so what happened was it didn’t really leave me enough time to market the way I wanted to. But my thinking was I was trying to get 3 workshops in before I did the 10-week marketing program, because I was trying to upsell people from the 3-day writing workshops into the 10-week marketing class.

But even with that, doing those two back to back, I still had 220 people sign up for that call, which was the highest number I had had, although I forgot to get the

final numbers on that particular call. But even if every single person had shown up, which never happens, I would've had a conversion rate of over 6%, again, which is excellent.

And then you have to realize I also had a little bit of spill over each time I did the workshop. So what happened was that there would be a couple people who couldn't make it to one workshop so they would sign up for the next one.

And then as I said, I used those three 3-Day Authoring Workshop teleseminars, as well as another free teleseminar that I created, and I thought well, if the *7 Biggest Mistakes People Make Authoring An eBook* did that well, I could do *5 Of The Biggest Mistakes People Make Marketing Their eBook And How to Avoid Them*. So that was the one that I created specifically for the 10-week marketing class.

I upsold people into that, and I ended up with 12 people in this class. I made, over \$25,000 dollars in 10 weeks. And most people only make \$1000 dollars their first year on the Internet.

But you can see it was basically all through teleseminars and bonus offers. (Today you can do the same thing with telesummits and webinars) So that was really how I got started.

When I first started, nobody was talking about blogging. I really didn't do much with articles. I'd put up some Google ads, but they hadn't been working for me; we kept putting them up, losing money, and then taking them down.

And then I took Perry Marshall's class and I made 3 sales from there into my workshop, and what I did was I sent them to the free teleseminar. I didn't try to sell them right on my workshop. I sent them to a free teleseminar, which was *The 7 Biggest Mistakes People Make And How To Avoid Them*. And I made four times what the ads cost me.

Next, I did a call with Jeff Herring, The Article Guy, and we had 250 lines available and 251 registered, which was really exciting. That was the first time that we had more register than we had lines. And we ended up having 201 people on that call, and I made \$1,100 dollars.

So my point is that I think that teleseminars are just a great way to introduce people to you, to give them content, and to sell them into your programs. Today, I would definitely consider using them for podcasting as well. They help you to be seen as the expert and get your name out and it's a platform that isn't saturated yet.

Plus, more people have smartphones than computers and they aren't sitting in front of a computer all day. They can take your content wherever they go.

Everything gives you more and more momentum. And the beauty of teleseminars is you don't have to get dressed up and get in front of the camera, which to me is a real plus!

I just love teleseminars. I'm just really comfortable doing them. I prefer giving them content and let them sell themselves, just share my enthusiasm and my passion. And I highly recommend it. It's been really good to me. It's a great way to create new products very quickly.

How to Create Products Quickly.

Each hour of content on a teleseminar is 30 pages. If you do an interview, it's 40 pages. In just two hours, you could have an 80-page eBook or product, bonus, or upsell. You can edit it and add music and you've got a product, or you can have it transcribed and turn it in to an eBook. Or, you can give it to a ghostwriter or copywriter and transform it into a "real" eBook- not a conversation - so that it actually reads like a book.

You can also use teleseminars to create special reports. When I wrote *Sell More eBooks Low & No Cost Tactics to Explode your eBook Sales and Downloads*, I was under a deadline and it was quite an experience; thousands of dollars would've been involved had I not gotten it done on time. So, I had to create a lot of pieces very quickly. And out of that, came a new teleseminar, *The 17 Insider Timesaving Tips To Writing A Hugely Profitable eBook To Skyrocket Your Business In Record Time*, which is a great bonus on time management and very valuable.

So to reiterate, I have found that teleseminars are a great way to grow your business, to make you an expert, and to create products and bonuses very quickly; it's endless what you can do with them. Once you get into this mode and you start thinking this way, there's a never-ending stream of ideas that you can use to create more products, bonuses, and upsells.

Today, I prefer to create a PowerPoint with my main points, put it in Instant Teleseminar (www.instantteleseminarsnow.com) and record it as a webinar. Instant Teleseminar will automatically create an mp3. And, then if I want to use it as a podcast or a bonus, I can. You can also use a free program like Audacity.

www.audacity.sourceforge.net

The key is to get started. You have to be willing to do something badly before you can do it well and I can tell you my early teleseminars sounded very stiff. I would write out an entire script and read it. I don't do that anymore. And at some point, I even had people start to comment about how much better I had gotten, but it takes time and practice. So, the sooner the start, the sooner, you will start creating amazing results.

And be sure to have fun along the way!

To learn more about how I can help you grow your business, I want to invite you to take advantage of a free Extraordinary Results Consultation.

<http://tinyurl.com/schedule-appt-now>

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