



Sandra Martini
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Totally Teleseminars Teleseries

Class 1
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with Sandra Martini
Strategic Marketing & Productivity Expert

Word-for-Word
Call Transcript

Good afternoon, everyone. This is Sandy Martini of SandraMartini.com. Today, we have the first class of Totally Teleseminars Teleseries. The name of that just always makes my tongue go "Aah." I want to welcome you all to the program and start with a few little logistical items. First, this program is going to be made into a product and as a result we will be recording every call. So I just want to let you know we'll be recording. If you wish to ask any questions and you don't want to be on the recording, just remain anonymous. Of course, if you're on the webcast, you can type your questions at anytime into the Q&A and that also includes any time meaning before our calls. Once you have the link to the call, you can go into that pre-event page and submit questions at any time. So if you can't make the call live for any reason, just know that you can do that, and that's one of the fabulous benefits of using a webcast service.

Notes:

Today's call, we're going to be talking about the planning that needs to go into the teleseminar before it ever happens. I'm using the word "teleseminar" interchangeably for teleseminar, teleseries, telesummit, webcast, and webinar, but as we get to the differences about those, I'll be sure to point them out.

Today's call is on planning. Next Tuesday, the 17th, our second call will be on promoting and between now and then you'll be getting what I call my plug-and-play promotion template and it's really cool. Some of you have seen it. You simply plug the date in and it tells you what to do when to make Excel spreadsheet. The 24th, we'll be talking about hosting your call, so what is it that you do and don't do when hosting, guidelines for where you should be at different points during different minutes of your call, as well as for the different types of calls.

Then on the 31st, we'll be talking about follow-up. Follow-up is kind of the one thing that never really happens. Those who follow up really benefit from it and those who don't never know what they missed. So we'll be talking about all the different ways to follow up and imprinting exactly how important it is.

Now, for some of you some of the stuff that we're going to be talking about today is going to sound a little familiar or stuff that you know. I'd like to ask you to hang in with me. It will get more innovative as we go along. Some of the stuff is just to ensure that we're all on the same page and that everybody understands all the different options that you have.

So once again, I want to welcome you and let you know that we are recording. Right now we have -- the majority of the people joining us are on webcast. The reason I tell you that is so you know that even though a

webcast service like InstantTeleseminar which, I believe, you've all received the resource sheet that I sent out yesterday, a service such as InstantTeleseminar is not cheap at \$97 a month but it is very, very beneficial in terms of that's how a lot of people like to listen in, and depending who your ideal clients particularly if you have international clients, this makes it much easier for them to join you live. There are other services such as InstantTeleseminar. This is the one I found to be the most reliable. I believe Adobe Connect is one that probably rates second. It's less expensive although I've never used it so I can't truly recommend it as a resource.

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Okay, to jump in on the planning. What I see so many times is that people say, "I want to host a teleseminar," and then they put up a quick "Sign up here to join my call" and away they go and it fails. Utterly miserably they don't get anywhere near what they were hoping to get. The primary reason that happens is because they never took the time to ask what their goal was for the call outcome. I'm going to stop for a quick second to one more quick logistical item that I forgot to mention. For people who are on the telephone, we'll be stopping about halfway through for questions. If you're on the phone, just press *7 to unmute yourself, and of course, if you are on the webcast, you can type questions at anytime and then we'll go over them during the Q&A part.

Okay. So the number one immediate problem with the teleseminars is that people don't ask why. Why am I doing it? There are several reasons to do a teleseminar. You could be doing it because you want to build -- and let's start with the free calls. For free call, you could be doing it because you want to build your list. You could be doing it because you want to get exposure or further your credibility in a particular topic. Your teleseminar could be your version of an audio sales page. You might want to be doing a preview call and we'll be talking about those in a minute, some important things to keep in mind with preview calls.

If it's a paid call, it could be a teleseries such as this one. It could be a program where your goal is to share content, and then my question will be, what's after that? If your goal is to share content, what's the next thing? A call, a program should never be the end but should always be something else. A lot of people call it a feeder. What does it feed? Do you want to move people into a program? What is your ultimate goal? Do you want to teach or demonstrate? In which case, a webinar would be more appropriate. So what is it specifically that your goal is for each call? It's important to know because without it, you're not going to succeed.

When we're talking about building a list, and we're going to go back and go

over this a little bit. When we're talking about building a list, what I often see is that someone will host the call, they might mention it on Facebook, mention it on social media, and then off they go. Okay, why isn't my list growing? A few reasons. One, you're telling everybody that you already know and that if they resonate with you they're already on your list. So if you're doing a teleseminar to build a list, you've got to go outside your sphere of influence. You've got to promote it places, and we'll be talking about those places are next week. You've got to promote it to places outside of your current environment or, and this is what I recommend, you want to hook up with others and have them **[Audio gap]** so that if they interview you for their list you're getting exposure to people who aren't yours if you pardon the phrase. Some of them, well, beyond your list as well, but you're going to get exposure to a much bigger group.

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If you're doing a telesummit and one of the biggest reasons people host telesummits is to build their list. They do that because everyone coming in to the program, into the telesummit, gets signed up for their list. Is it a good idea? Yes and no. First, my opinion at this point in time is that telesummits are totally overdone that said, "I'll be a guest on two of them this fall." They're totally overdone because of the way they are done. For example, "Oh, I'm going to host a telesummit on women entrepreneurs," just to kind of pick a very general topic, and then the host or hostess finds some people that she thinks are successful women entrepreneurs, and then we get on the call individually and off we go.

A lot of the people who are guests on telesummits then sell something on the call and they sell something with the goal of, of course, earning revenue but also building their list because if you purchase something you then go on their list. So the hostess is getting people on the list by virtue of having everyone who signs up for the telesummit which is why she's looking for names that have appeal, names that are going to draw people to sign up because then she gets them all on the list. The problem, of course, is that a lot of these people end up with a list to message mismatch. Meaning they now have people on their list who aren't their target clients.

Unless you're hosting a telesummit on exactly the type of industry that you're in, a very targeted one, and a guest that you invite share your target audience, you're going to end up with -- your list may jump by 1,000, 2,000, even 3,000 people but they're not going to be qualified for you. I would much rather have a much smaller list who's loyal and who reads my stuff. To me that's much bigger than a number with a little open rate. So with telesummits you have to really put the time in in advance to say, "Okay, who am I going to invite to speak? Do they match my style? Do we share the same target audience? Are we complementary in what we offer?" It's a

lot more than "I want to build my list. I'm hosting a telesummit." That will backfire.

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A colleague of mine recently shared she did a telesummit. It was in the last 12 months. She did a telesummit in the cost of running the telesummit because these aren't free. The total cost of running the telesummit came out around \$5,000, I think she said. I don't remember the exact number. What I do remember is that she had a total loss of \$2,500. So while she increased her list a bit, she lost money so it was not a profitable venture, and she ended up having a lot of people off tail once she started doing her regular newsletter because they weren't her ideal clients. It's even more important to be careful about this when you're doing a telesummit with somebody else because now it's not just your market but there's two markets that you've got to try and match. So you want to make sure that person is someone that relates with you.

So if you're thinking about a telesummit, those are some of the things to consider. If you want to do something to build your list, I recommend you have others interview you so that it can be promoted to their list and as those people resonate with you they'll sign up for yours. You won't end up with as big of numbers, but they will be more qualified and more targeted. If your goal is to get exposure, pretty much ditto everything we just said for telesummits if it's to build credibility.

I had a client. Recently, we were coaching and she was telling me about her monthly expert series that she does, and she does it for free. It's for her list, and it's to build her credibility. I said to her on the phone, I said, "Wait a minute, you're interviewing experts. How does that increase your credibility except as an interviewer?" I think it's a wonderful thing, but what she was doing was helping those experts further their credibility and build their list. It wasn't doing anything to build her credibility. Now, if she had said to me, "Well, I love to do this because I love to bring valuable content to my readers, to my Ezine list." Great. That makes sense. Then a monthly teleseminar expert series works, but if you're doing it to build your credibility, it's the wrong approach. Can you see how important it is to really know your why here? What it is that you're doing it for?

For a preview call, these things have become so insanely popular that the show up rate is minuscule, it's horrible. You can get people to sign up because they might think, "Oh, maybe I'll get call notes. I'll get the recording. Maybe I'll listen to it." To get them to show up is a whole another matter. Preview calls are the most overdone in a typical fashion thing out there right now. A preview call, of course, is you hold a call and your intent is to announce or to launch a product or program or service or

an event. If you're hosting a preview call and your goal is to sell something at the end, you're going to make a few sales. You're not going to do as well as if you do something different.

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For example, host a preview call and encourage people to sign up for a free one-hour small mastermind kind of open Q&A with you and have your assistant, whoever it is that manages your schedule, group these people in maybe five of them, no more than six, five to six people. So you've now taken a preview call with however many people showed up and you've brought it down to a smaller intimate group, and this group can ask their questions and you can make an offer for your event, for your program, your service, et cetera. At the end, throughout it it's a lot more intimate, it's not one-on-one but it's more of that people can ask questions in kind of this little fireplace chat format. That is going to get you a lot further than hosting the preview call and saying at the end, "Okay. So I have this fabulous offer for everybody and it's only \$9.97 today" or whatever your cost happens to be. Cost is actually irrelevant here.

What's more important is the way you do it. You want to establish intimacy, connection, relationship. If you're doing the same preview call and you have less people show up, maybe less than you were hoping for, small group, rather than do a five to six group mastermind open Q&A, you can do one-on-one calls. Say something to the effect of, "I have 10 spots for 10 mini consultations, 15, 20 minutes and you can sign up here." You can send them to a page. Then you can speak to them and determine if they're right for the program and then enroll them if that's appropriate. It's a lot more personal. It's a lot more friendly than the typical, "Hi, I'm preaching to the masses to this preview call. I want you to all sign up then buy my thing." Yes, it's more work. Absolutely. You're also going to get a lot better results.

Selling from the preview call just from "Hi, yadadadada, buy this from me," people aren't responding to it as well. The new economy which is -- I've been saying new economy for probably a year now so I should probably stop. It's not going anywhere anytime soon. Where we are right now economically as well as all the burnout with people selling things online people really are looking for people who understand them. You have to let them know you do that for your ideal clients. You're not there to be a sales mail just Ka-ching! Ka-ching! Ka-ching! Ka-ching! It's not going to happen.

People understand that when they see that they feel like a number, not a person. It's all about connection. Even though a teleseminar in all of its various components is very impersonal by the nature of I'm sitting in my office and you're sitting whenever you happen to be, you want to make it

as personal as you can. You want to bring it back to the intimate, to the one-on-one, to the let's go get a cup of tea. So with a preview call you do that by doing your presentation in the call and then depending on the number of people who show up taking it down to small Q&As, you can call them small coaching sessions, you can call them mini masterminds, you can call them anything you like, and/or down to one-on-one calls.

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Sandra: Does anybody have any questions about free calls before we move over to paid calls and knowing what your goals are? Again, if you're on the phone, press *7 and if you're on the webcast, you can type in any time. Sherry, go ahead.

Sherry Essig: Hi. This is Sherry Essig. My website is www.Flow-Dynamix.com.

Sandra: Hi, Sherry.

Sherry Essig: Hi, how are you?

Sandra: Good. How are you? What's your question?

Sherry Essig: I'm good. Thank you. My question is on the preview call, the way you have described taking the people who show up and breaking them into smaller groups and doing them in groups of five to six. Do you have a price range on the program that you are selling, that you recommend doing this for? So I guess my question is since that -- I could see that becomes somewhat labor intensive although I completely understand the rationale in it. It's very consistent with how I like to work. But I would imagine that you want to be doing that for a program that the economics of that are going to work for.

Sandra: It depends on the nature of the program. People do preview calls for different things. They do them for programs such as this, for example. They also do them for products. If it was a product I was offering, it would be \$297 and up, and I'm giving you these numbers kind of off the top of my head in terms of what I would think would be worth it. I would say \$297 and up. If it's a program, I would go down to \$197 and up. Here's why I would do that. A product is more stand-alone. They take it, hopefully they use it, and we'll be talking about that in the follow-up call about how to help them consume your product so they get more value from it. Then they usually come back when they're ready.

With a program, you know that you're going to have connection with them. It might be group connection, it might one-on-one

connection and chances are that the program particularly the lower-end programs are going to feed into something else that you have. It could be private work. It could be a bigger group program. It could be any number of things. So I want to establish right from the start a connection with them, a connection even before they've spent the money because I want them to know that: 1) for me it's not about the money; 2) if I'm willing to give you this time now before you've even invested, it creates a certain comfort and trust level that once they've invested and they joined the program they're going to get even more.

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So for me it's a way to build trust, and trust right now in this marketing environment -- and I'm speaking less about the economy and more about all the hype and BS and just plain ugh that's out there, trust is extremely important to create particularly with people who don't know you. With people who do know you who are on the call, for them it's almost like they get a little free mini-coaching session and that makes them really good, and it depends on the size of your program. If I'm doing a program, say, that I only want maybe a maximum of 20 people in and I tend to run smaller programs because I like intimacy more, so let's say I'm shooting for 20 people in this particular program, 20 people I would do -- probably I would be willing to have seven to eight of those mini masterminds with five to six people in them, and I would walk out, I would tell them it's going to be half hour and I would block 45 minutes out of my calendar in case we go over.

That would be worth the few hours to me to build those types of connections with those people knowing that even if they choose not to invest in this particular program, they're going to remember the experience and they might invest in something down the road. When I've done that, and I'm not a huge preview call person, it's not one of my major marketing strategies, but when I've done that I've had much better success than trying to sell from the preview call or than just hosting the call and then just sending out kind of an information page, my phrase for sales page sending out a sales page link later on.

So for me it's about establishing that connection and it's worth the time to do it. You've got to access for your clients whether that makes sense for you. I will tell that almost every industry I've seen and the clients that I have shared the strategy with, they've gotten much better results by doing this. Does that help?

Sherry Essig: Yeah, that was hugely helpful. Thank you.

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Sandra: You're very welcome. Okay, do we have any other questions before we move on to paid calls?

Lela Bryan: This is -- oh, excuse me. Can I ask a question?

Sandra: Absolutely. Please.

Lela Bryan: Okay. This is Lela Bryan and I have -- my website is NicotineSolutions.com, teach the people how to quit smoking, and I've been doing preview calls right along and like you said they used to clamor to them and now I'm having a much harder time. I never take more than nine people on any one of my calls, but one of the things that I'm having a hard time with is I always do the same preview call. I don't know how to make it -- how to build in scarcity and I also -- I don't know how to do -- I'm sure some of these will be coming down the road, how to build in kind of like a bonus or something like that, and I've tried to do the one-on-one but part of my preview call is to get people to experience the group on the call.

Sandra: The group dynamics.

Lela Bryan: The group dynamics, yes, and I just can't do that with a one-on-one, so I'm wondering how I get people to actually show up. Do I have something that they really want? I'm just not sure how to do that anymore and I --

Sandra: Okay. Oh, go ahead. And you...

Lela Bryan: And I -- also I don't tape them like most people do because they're all so interactive and so much about the person that I almost think it kind of violates what they're doing so... Maybe I should record it but I'm just not sure what to do in that case.

Sandra: Okay. We'll be covering more of this next week when we get into promotion, but let me give you a few little things now. First of all, doing the same preview call repeatedly is a mistake. You absolutely have to shake it up because people will know it's the same call. So naturally, over time they're just going to stop coming even if they are interested but they've heard a call once or twice. Particularly, if they've heard it twice and they've heard the same information, in their mind the third is going to be just like the first and second. So I would change that up and we'll be talking more about how to do

that in next week and the week after and through the e-course.

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Second, and this speaks to the privacy issue, in your case, stories are going to be very important about people quitting smoking. I understand not wanting to violate the confines of the group call so one of the things that I would do is I would have a bunch of client success stories on audio, ones that you record. Get some of your friends -- basically, ask some people to help you do this. Give them the story that you want them to tell, kind of like an actor portrayal, make up the names, that type of thing. Well, just use first names and share some stories so that people can see what can happen. It's not something I would include on a preview call. It is an audio that I would send out though. So I would send it out so that your -- I'm going to call them your readers -- so that your readers can listen to it in the privacy of their home and on their schedule.

Lela Bryan: Okay. I was actually thinking of doing that with some of my students that are graduates so...

Sandra: Absolutely.

Lela Bryan: Interview them.

Sandra: Okay. We'll be talking more about promotion next week, but go ahead on your next questions.

Lela Bryan: So that would be good so I can just send them out -- and it can be on my website or I send them out or both?

Sandra: It can be on your website but the first time you do it, I would send it out to make sure that everybody sees it, and then it could be on your website for people who learn about you and come to your website for future visitors who may not be on your list yet.

Lela Bryan: All right. I also heard that if you do like little short videos and talk about different things, I could make the interview into a video that I could send out as well?

Sandra: Absolutely and you can post it on YouTube.

Lela Bryan: Yeah, right. Okay. Okay. Very good. Thank you.

Sandra: You're very welcome.

Lela Bryan: How do I mute myself? *7 again?

Notes:

Sandra: *6 to mute yourself.

Lela Bryan: Okay. Thanks.

Sandra: Thank you.

Karen Rauch Carter: I have a question, Sandy.

Sandra: Hi, Sherry. Go ahead.

Karen Rauch Carter: Oh, I'm sorry. This is Karen.

Sandra: Oh, I'm sorry, Karen.

Karen Rauch Carter: Sorry. I got in late so this is Karen from KarenRauchCarter.com. Oh, my gosh! I'm a little frazzled.

Sandra: One of those days.

Karen Rauch Carter: I'm logging in 20 minutes late because I'm having a nuclear meltdown. I went with the good as good enough and aim, fire, ready, whatever. Now, I'm having a free teleseminar tonight at 5:00 and 400 people have signed up.

Sandra: Excellent.

Karen Rauch Carter: It's a webinar, and just found out -- because we've never had this many people before, we called our web company and they said only 250 max can listen or can see the webinar; up to 1,000 can do the teleseminar. My question is do I quickly try to GoToWebinar and find some other company that can host this thing and resend a blast and say, "Here's the new information," whatever, whatever, or let it ride, have people get kicked out, send them a thing later, saying, "We blew the lid off and here's the recording 'cause whoopsy doodle"?

Sandra: You do have the two options. With the webinar, I think it would be okay to go to GoToWebinar, for example, because your people are going to have -- their intention is to be at the computer so it's not like a teleseminar where they might not see the e-mail because for whatever reason it's on their calendar and they're not going back to their computer; they're going to dial in. With the webinar, think

about your content, think about why you're doing the call, and ask yourself which would be best to send out a blast changing the venue so moving it to GoToWebinar, for example, or the service that you're using, do they allow you to videotape? Do they allow you to video the Webinar?

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Karen Rauch Carter: The Webinar is actually recorded with the sound along with it.

Sandra: Okay. So the audio and the screen is recorded.

Karen Rauch Carter: Right, which is why we like them back in our -- when we had 20 people days.

Sandra: You can absolutely then send out a broadcast to people and say, "We've learned that we can only have 250 people live on the webinar. Everyone will fit on the teleseminar piece but in terms of seeing the webinar only the first 250 will get in." This creates scarcity, not one of my favorite tactics but it does work. "But if you can't make the webinar, if you don't get in, if you get kicked, out don't worry about it. We will be sending out the video." So you have the two options. You can offer to send out the video afterwards or move to GoToWebinar. For me I would make the decision based on what your goal for the call is. So what's your goal for the call?

Karen Rauch Carter: My goal for the call was to educate people on actually my group of peeps is pretty computer not savvy so they're literally like, "Huh, Webinar? What?" So it's literally to get them used to a webinar so I can promote my online course which is all on the computer and mention along the way that I have other upcoming webinars as well. But I just wanted them to actually get to the computer, listen on the phone and actually experience, "Oh, look, it's really cool. I'm watching her do her thing and..."

Sandra: I apologize for saying this, but that's the worst of the situations you could have. I say that because if they try to go on the webinar and they get bounced out, they're going to be all upset and confused because they're making an attempt and it's not playing nice.

Karen Rauch Carter: Exactly.

Sandra: If you send something out new to them, they may have everything set for the previous one, so something new is going to confuse them and they may show up on the old site. So it's almost for the coin

here. I think I would lead towards going to GoToWebinar. I would rather take that risk and at the same time you have an assistant?

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Karen Rauch Carter: Uh-hmm.

Sandra: I would have your assistant be on the other line for the other service telling people that basically you blew that service out so they have to go over to this one so that any who calls in saying, "You know, I'm trying to see the webinar but I can't see anything. It says it's cancelled, blah, blah, blah," and I wouldn't cancel it. I would let it stay as is.

Karen Rauch Carter: Oh, with Fiona on that call.

Sandra: Exactly, so that she can direct them over to the right place so they're not feeling alone and confused and generally unhappy. So I would have her on the other call. I would have her actually running other webinar from the standpoint of just having on her screen because they'll be able to see her screen. "The call has been moved. Here is where you go." So if they dial in, they see that on the screen. If they call in, she's there to soothe their feathers and send them to the right place.

Karen Rauch Carter: Ah, that's an excellent idea. Thank you.

Sandra: You're very welcome.

Karen Rauch Carter: And question B, can I learn GoToWebinar between now and 5:00? Is it easy?

Sandra: If you're used to doing a webinar service, yes, it's easy. It's not difficult at all.

Karen Rauch Carter: All right. I'll give it a go.

Sandra: Okay. Yeah, It's not tough.

Karen Rauch Carter: All right. One other question, should I hang up now and start learning and listen to this recording later? **[Laughter]**

Sandra: I would have Teanna **[0:35:13] [Phonetic]** get you set up on GoToWebinar and by the time she does that we'll be done with the call.

Karen Rauch Carter: Okay. Thanks.

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Sandra: Okay?

Karen Rauch Carter: Alrigthy. Thanks.

Sandra: All right. I'll talk to you soon.

Karen Rauch Carter: Okay.

Okay. I've got a couple of questions on the webcast. I'm going to run through those and then we're going to jump right back in.

Elissa Joy - WholisticMama.com

Thanks for the great tips on making it more intimate. Great suggestions. Do you do that (meaning create a small mastermind) within a certain time like in the next couple of days, you can book a call with me, et cetera?

Yes, Elissa Joy. I like to do those as close to the preview call as possible because their excitement is still there, the content is still fresh in their mind so I would do it. Worst case a week out ideally within the next three days so I would clear my schedule for the next three days and have my assistant booking those calls. If you have something like TimeDriver which is a system where people can go in and book the calls themselves, even better. But yes, absolutely -- I would try to do it within the next three days.

Julie Cusmariu - www.UsingYourIntuition.com

Hi, Sandy. Do you have suggestions as how to have a successful preview call content wise? Perhaps it's a separate call in itself. Thanks, Sandy. Great to be on the call.

Before I answer Julie I just want to make a quick comment for everybody. You can notice how people are asking -- I'm sorry, they're saying their websites, and most of the people doing that are people who have been with me in other calls. It's for a couple of reasons. One, as you heard at the beginning of this call, I mentioned that we're recording it so their websites will now forever be on these recordings and anyone who purchases the products are going to hear their websites and there's a potential that they will get traffic as a result of it. So whenever you're on a teleseminar as a guest, I highly recommend that you say your website. You don't need to do it every time you jump up and ask a question but the first time you should absolutely do it because it's free promotion for you.

Okay, now in terms of Julie's question. Yes, we'll be talking about the content for preview calls a little bit next week and then a lot more the week after in the actual hosting your call. So it will be a bit in the promotion because we're talking about creating your registration page and what to put on that and then also on the call after that on the actual hosting. Thanks for asking Julie.

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Okay. I'm going to jump back in to your why. In this case you're talking about for paid calls now. If you're doing a paid call such as this one or any type of a program, for example, I have my Get It Done Right community which everyone on here is a member of, and I do two calls a month for that so I'm sharing information. There needs to be a reason or a strategy behind what you're doing. In my case for the Get It Done Right program, that program is priced at \$47 a month. It's almost ridiculously inexpensive and it's that way for a reason. It's not because I don't value myself and I underprice which a lot of mindset people may say, "Ah, that's what it's for?" No, it's priced that way for a strategic reason and that is, again, we're in an environment of hype, BS, distrust.

So many people have been burned by lots of promises, lots of underdelivering. That is almost a no-brainer in terms of trying it out for a month. So my goal for those content calls is to pack them full of value. So once again, if you're thinking about hiring a mentor, I'm someone that you'll consider because you see that I back up what I'm going to say, I give you lots of information, and I price it well enough to make it a very easy investment knowing that when you are ready to work more with somebody, if I resonate with you, I'll be one of the people you consider. So that's my why behind that program.

My why behind this particular program, this program -- if you read my information page on it, you know that I've been toying around with having a teleseminar product for a while, a long while for me, and the teleseminar product was going to be somewhere in the size of something that should be charged in the \$400 to \$500 range. I know that you're not going to pay that right now. I wouldn't feel comfortable charging that right now, and that's what's been holding me back from writing it. So I made decision to do a teleseries so that I would get paid for producing the product. So the product is more often different than what I originally planned, but now I'm actually earning revenue while creating it. So if you have a product that you really want to do but, this is our favorite excuse, there's not enough time, I'm too busy, I've got too much else to do, blah, blah, blah, turn it into a paid class like this one and suddenly you find the time because you have to deliver whatever it is you promised.

So another why could simply be to create a product and get paid while doing it. I'm assuming that makes sense. You still really want to make sure that your content is topnotch, all of that, it all works but you get paid for producing a product that you can then sell and become as passive revenue for you. Not enough people do this. It is one of the smartest and one of the quickest ways to get yourself to get a product done and to earn a revenue while doing it. That can be done through anything. It can be done through a teleseminar, a webinar like Karen is going to be doing later today, a webcast like we happen to be doing here. I mentioned earlier on the call that most of my people sign up via webcast, you really want to make sure that you take a look at your ideal clients, where they are because the international people could be doing or going to be, "Well, could you do a webcast?" So where they are, what time of day you're hosting it, and see what your people would like. If it's a webcast and if it's something you haven't used before, I know instant teleseminars offer 21 days for \$1 so it's a good way to try it out.

Notes:

The other thing webcasts do, and this is really important if you're creating a product, webcast questions like Elissa Joy and Julie posted earlier on the webcast, I can copy and paste that text into a Word document so that when I'm now ready to create my product, I can either use that information or I can build their questions and the answers into the content I'm delivering on the product without going back, listen to recordings, having to remember things, jot them down, et cetera. You can't do that with a plain teleseminar. You can't do that with a lot of other things. The other thing that the webcast does for you around letting them -- they can ask their questions in advance, anyone can even if you're going to end up being on the phone, I can take those questions put them in the Word document. When I have these calls transcribed which these are will be, I've now saved myself however much money because I will just take these questions and give them to the transcriptionist so that he doesn't have to go through and transcribe all of these as well. That makes it a lot easier.

I have one other thought on the webcast which currently is escaping me so we'll have to come back to it. Got it. Whenever I do -- and this is to jump back to the free calls for a second although it relates to paid as well. Whenever I do an open Q&A call or any type of call where I take questions and people post them on the webcast, it's very easy for me to take those questions afterwards, read them over, and see trends for two things: 1) for topics I can offer for my Get It Done Right content program, and 2) for other programs. So if I see a big enough thing going on between all my different questions and answers on the different calls that I do, I go, "Ooh, need for a program or a product," and we create one. The webcast makes it

easy because you can just highlight the questions and swerve them into Word. A teleseminar, if you get it transcribed allows you to do the same exact thing. So when you're doing calls regardless of whether they're free or paid, pay really close attention to the questions because through those your clients are telling you what they want you to do, what they like to get more of from you.

Notes:

Okay. Once you know your goal, then you have to determine what format you want your teleseminar to take; that's the phone, the webinar, the webcast, and we've kind of discussed that. The webinar piece of it is very important in the sense that if you're demonstrating something, for example, I mentioned my plug-and-play teleseminar launch system, that system -- for people who aren't in love with Excel can sound a little intimidating even though it's really simple. But when I throw it on a webinar so that you can see my screen as I'm going along and see exactly what I'm doing and how to use it, all of a sudden it becomes really, really easy.

Karen mentioned, and Karen, I hope you're still on the call to hear this but Karen mentioned a little bit ago that the call she's going tonight, the webinar she's doing tonight, she's doing because she wants people who aren't overly computer savvy to see how easy her online course is going to be. A webinar is really the only option for her because she can take them to a part of the online course and show them that it's -- and I'm going to make a guess here -- it's simply read this, answer that question, click this button. It's very, very simple. So webinars are hugely important when you're selling something that your ideal clients may feel is complex and you want them to physically see how easy it is or how simple it is.

The other thing it's great for, for those of you who saw the video that I did for this program it's great for that type of thing, what I call an audio sales page. In this case it was a video sales page. So you had a video of me, blah, blah, blah, and then I took you through a slide presentation which had pretty much the identical information as the info page, the sales page I did for the program but got far higher conversions for a couple of reasons. You saw my pretty smiling face, you connected with me because there I am talking to you, and then rather than relying on you to read the information page and pick up on what I think of the important points, I created a slide presentation and I told you the points. So again, my voice constantly reaffirming what I thought was the most important pieces of the program as I take you to the slide presentation. You can do that as a video just like I did for this program. You can also do that as a webinar. Of course, they won't have your smiling face. They'll have your voice for the whole thing in this slide presentation.

A webcast like the one we're on will also allow you to do a slide presentation, two differences. One, on a webinar, your listeners expect you to be doing something on the computer so they're more likely to show up in front of their computer screen because they're expecting it. A webcast, they know that they have the choice of phone or computer so they may just go on a phone not knowing that you're planning to do a slide presentation. A webinar, of course, they can only be on the phone as well but the expectation is that you'll be showing your screen. So that's one difference. The other is that on a webinar, you can highlight circle, draw arrows, color things. You can actively do things on your screen. On a webcast, it's just like a PowerPoint slide presentation at the front of the room. It's static. All you can do is move forward or move backwards so you can't do anything live, if you will, aside from chat and move the screen back and forth.

Notes:

So it's important to know what experience you want your clients to have from it. What I intend to do in my programs is a mix completely dependent on the topic. For example, in my Create Your Best Fall Ever program, we had a virtual day. That was a webcast. Then we had the plug-and-play teleseminar launch spreadsheet. That was a webinar so that people could see how easy it is and not be intimidated. Whenever you do a webinar, you should record it just like you record the audio for a teleseminar. Record the webinar so that people who couldn't make it live can see the "video" as well.

Okay. The next part is around who's going to host. If you're planning it, I'm going to make the assumption that you're hosting your call. We're going to take just a minute to say, "Okay, what if somebody else is hosting the call?" For example, what if I called you and said, "Would you be on my call please? I'd like to interview you from my list." Now, let's pretend I called Sherry and I made that request. Sherry's got a couple of things to consider. One, is it a good match for her content to my list? So do we share at least complementary ideal clients? Because she's not going to waste her time saying yes, if my market is completely different.

The second thing, because Sherry is a smart businesswoman, let's pretend that the ideal client is a good match, Sherry now is going to say to me something along the lines of "You know, what do I have to do? How about if I host the registration page? How about if I handle the backend?" And you're going to do that, Sherry is going to do that in this case, because by doing so all the people who sign up automatically go on Sherry's list. If I, Sandy, host the page, they're going to go on my list. My list is already on my list. There's no real benefit there for me. The benefit is that I'm bringing

good content to my people. So Sherry wants to do the backend. That way she gets them automatically on her list especially if you're using a service that requires a double opt-in. It's critical that you do the hosting. It's going to be the easiest.

Notes:

We'll be talking next week about what do if the host says, in this case, me, if I say, "No, Sherry, that's great. I've already got a system set up for that. We'll handle the backend." We have a system for what to do and that happens to ensure you still get the people on your list ethically, of course. So it's important to know that when someone asks you always offer to do the work. It will cost you in one of two ways: 1) either money if you have an assistant who will do it for you, 2) your time if you don't and you're doing it yourself. But it's well worth it in terms of what you're going to pick up for your list.

The next question that you have to consider when hosting a call is day and time. The most popular days and times: Tuesdays through Thursday, 2:00 Eastern through 9:00 Eastern. Those are standard teleseminar times. When you're considering your time it can get a little help sometimes because you want to make sure that you're hosting it the time that works for the people you want to show up, so we'll call them your ideal clients. You want to ensure it works to the time that they can show up but at the same time it needs to work for your productivity cycles. If you are an early bird up at the crack of dawn by 7:00 at night, you're wanting to go sit in a chair and veg and relax, an 8:00 p.m. start time is not going to work for you even though it might for your clients.

So you're going to have to find that place to balance what's good for you and what's good for them. I'll tell you today's call if I sounded a little "Aah" at the very beginning of the call, I walked in the door 10 minutes before the call. I've been in Detroit for the last four days and my plane was late. Coming home today I should have been home hours ago, you know, flight delay and all that fun stuff. So it was, okay, raising the driveway, let the dogs out, grab a glass of water, run in the office, get the computer all hooked up again, sit down, "Hi, this is Sandy." Not the ideal way to begin a call. It's going to happen, well with it but pick when is the best time for your clients and you.

I used to always do my calls at 7:00 or 8:00 Eastern and I just stopped. I made the decision that I couldn't. By 7:00, 8:00 -- 7:00 my husband is coming home. We have a dog. They're freaking out they're excited daddy's home. Not a good environment for me to be doing calls in. So I do them between 2:00 and 4:00 now, typically. I've lost clients as a result of that, clients who couldn't make that time zone and who didn't want to listen to

recordings, and I made the decision that that's okay. It all comes down to your why. If you're hosting a call because you really want to build your list and you want to get a lot of people on it, then think about when is best for them and sometimes you might just have to suck it up.

Notes:

I'll be doing a call, a telesummit at 7:00 p.m. Eastern the night before I go on vacation next month. Not the best timing in the world, but the teleseminar is important to me so I do it. So think about the day and time. If it's a program, this can be the toughest of all. When you're hosting a paid program, I'm someone who likes to build a consensus so one of my first instincts is to send out a survey and say, "Okay, what works best for you?" And I don't leave that open-ended. What I do is say, "We'll just pick some time, Tuesday at 2:00, Thursday at 4:00, or a mix of times so that you can make some of them if you can't make either of those. I've done that three times for three different programs and three times I've had a 50/50 split. It's like you're just shaking and "I can't win." By doing it that way, by asking and then unfortunately having to still pick one and say to the people on the other 50% sorry, it makes it really, really tough because now people you try to build consensus and people aren't happy.

Sometimes it's best just to pick like for this program I said, "You know what, I want to get this done in August." I want to make sure that before fall starts calls are really getting popular, et cetera, people have what they need. All right well that leaves us either Mondays or Tuesdays because those are the only two days of the week that happened five times this month. I don't do calls on Monday aside for another program I'm committed to. Okay, Tuesday it is. All right what time works on Tuesday? Well, I see my father-in-law every night at 5:00. That's out. Now, the 4:00 doesn't work for me in case we go late. 2:00 it is. There's just something wrong with 3:00 to me. I don't know why. So you have to really consider this and this is all in your planning. It's not just, "Oh, I'll do it at blah, blah, blah." 8:00 Eastern is 5:00 Pacific. 5:00 Pacific Time could be dinner for a lot of people. You have to think about who your ideal clients are and what their situation is.

The next part of planning, and we're only going to touch on this today, is your registration page. Your registration page needs to do the job of informing them what your call is about and doing it in enough detail. It's enough detail and enough generic that gets them curious. You want to give them the details so they get enough of a picture about what you're going to be talking about but you want to keep it generic enough so that they have to know what else. They have to know the answer. For example, when I said the one thing I did which increased my call participation, my call show ups, if you will, by 60%, okay, that's specific. It tells people we're talking

about getting people live on the phone but it's generic, and that I didn't tell you the answer. The answer, of course, is I moved to webcast.

Notes:

So what is it that you can do on your registration page and your planning to help you accomplish your goal? If it's building your list, it's getting the most people possible, the most of the right people possible to sign up. If it's to sell something, it's getting people to sign up who have a particular problem and are ready, willing, and able to solve it. These are the things you want to consider when creating your registration page. They're not promotional bullets for the sake of being promotional bullets. Every one of them serves a purpose.

Sandra: Do we have any questions around anything we've discussed today or anything regarding planning your teleseminars, teleclasses, webinars, webcasts, et cetera. Again, if you're on the telephone, I remind you to press *7 to unmute and if you're on the webcast, of course, please go ahead and type at any point. Hey, Sherry.

Sherry Essig: I have a quick question on the day and times that you mentioned that seem to be most popular. I'm curious. Do you have a sense on why doing something over lunch time is not effective? I'm a little surprised that the ideal time didn't start at noon Eastern.

Sandra: A couple of things. It depends on your ideal clients. If your ideal clients are in Eastern Time Zone and have a structured lunch time then that could work very well for you, and I'm thinking corporate clients. Corporate clients on the East coast, lunch time would be great. If, however, like my client base is international, noon Eastern is 9:00 a.m. Pacific, a lot of people are just sitting down at their desks 9:00 and they haven't yet gotten their full work mode in, if you will. So for them that might not be as good. It really comes down to who your clients are. So if you're working with people on the East Coast who have that structured lunch, it's good. I worked with entrepreneurs and small business owners, for me that wouldn't be as good. Does that make sense?

Sherry Essig: It does. Thank you.

Sandra: Oh, you're welcome.

The important thing here for everybody is to remember it's really about your ideal clients. They're the ones that drive this. If your ideal clients are in Australia then midnight, 3:00 a.m., 4:00 a.m., that may be the ideal time for you to be doing a teleseminar and that's okay if that's where your ideal

clients are. If they're in Hawaii, consider the Hawaiian time zone. So think about where they are and what they're doing. If it's early morning and they're moms, probably not such a great idea. They're getting the kids off to school. Again, if they're moms around 6:00, 7:00 may not be such a great idea. They're may be dealing with dinner issues. So the middle, it's kind of the before dinner and the after dinner tend to work best if you're dealing with small business owners. If you're dealing with corporate employees, a lot of them have a completely different mindset. Their mindset is between these hours I am "at work" and after a certain time I'm off work, I'm home. So if you're doing a call that's related to business, they may want it to happen between their 9:00 to 5:00, 9:00 to 6:00, 8:00 to 6:00 work time frame.

Notes:

So you have to really consider -- you have to know who your ideal clients are and what they're doing. A lot of people say ideal clients aren't -- it's not all about them. It is all about them because they're the ones you want to show up. It's all about them in a way which also supports you and your lifestyle. I have my father-in-law that I have to go see every night. It wouldn't work for me to do a call at 5:00. You know, my ideal clients would say, "Oh, that's the perfect time for us." I'm sorry this particular family issue trumps my ideal clients. So think about what your ideal clients want. If you don't know, ask them.

Your ideal clients could be an -- we didn't cover this in the planning but it's another thing that plays into the day and time. Your "day and time" could be never because your clients are all over the place in terms of what they're doing and when they can sit down and listen. It's becoming more and more common. I think I saw a hotmail, they call it the new busy or the hyper busy or some such things where people believe themselves to be incredibly busy, busier than ever. We're certainly being hit with more information than ever.

One of the promotional items I did for this particular program and I segment my list. We'll be talking about that next week. So some of you may have seen it and some of you may not have seen it. I did a no teleseminar teleseminar. And what that was was I recorded a three-and-a-half minute audio and I sent out the audio to a particular segment of my list, and I told them this is a no teleseminar teleseminar. I had stuff I wanted to share with them. I didn't want to ask them to sign up and register and be at a certain place at a certain time to get the information. It didn't work. That wasn't going to work. So instead I did it this way, and we got a great response from it.

Another thing which I didn't mention earlier when it came to creating

products and programs and paid teleseminars, there's something known as a Fixed Term Membership program. That is, for example, a program that is - - it can be live or not, usually it's not. So consider this, a program where your clients sign up whenever they want take themselves through the program. It's usually delivered via a combination of audios, videos, e-courses. It would almost be as if you were taking this program only instead of hearing my voice live, you're hearing a recording. Those are really, really, really increasing in popularity because people can do them completely on their time so when they want and how quickly they want. Through this program, through the e-courses you're going to be getting different assignments and things to do and, of course, you choose whether to do them or not but you'll be getting them every week. With a Fixed Term Membership, you can stop the program, let the messages build up until you're ready to go to the next one.

Notes:

With this program I will be talking next Tuesday. Nothing's going to change between now and next Tuesday. You can't "put me on hold" because it's a live program. So fixed term memberships are very popular and can be delivered via teleseminar replays, audios, videos, et cetera. It's a great thing to do. Thank you, Sherry. That was a great question.

Elissa Joy, from Wholistic Mama, and I didn't mention this earlier but Wholistic Mama is spelled Wholistic with a "W" in front, so W-H-O-L-I-S-T-I-CMama.com.

Elissa Joy - WholisticMama.com

Oh wow!!! The Australian Market!! That's who I need to do Teleseminars with!! AHA!! Timing is really important. When we lived on the East Coast, it was easier to do it later in the eve because there was the West coast people who were awake later

So she's reassessing who her market might be at this moment, but it's important to know that -- yeah, depending where you are and what you do, for example, Elissa Joy is who I happen to know is up late often so the Australian market would be very good for her if they have an interest in what she's offering. From a teleseminar standpoint they'd be a fabulous match because she's at her peak in the middle of the night. So you can also create your content and your concert from that standpoint. What are you at your absolute best? And then find a market to match it. So it's another way to do it. Great point, Elissa Joy.

Okay. Do we have any other questions? If not, I'll give you one more little

logistical piece. We'll be doing the e-course roughly every other day, not quite because I don't want to overwhelm you because there's too much information for me to just share on these calls without you going "Aah." That's why we're doing it in the small team media format with the e-courses, and only roughly every other day, every couple of days so you have enough information but not too much. If you have not yet listened to last week's quick start call, one of my requests was that you create a speaker sheet and if you're comfortable to post it on the group forum.

Notes:

Carol was one of the first persons to post one and you can see me going back and forth with Carol where she posted it it's so amazingly fast. After the call, I reviewed hers and I've made some suggestions and some tweaks. Carol had some great questions and then I responded. So you can see both her questions and my rationale for the suggestions that I made, and then of course, she can do what she wishes with the suggestions but it gives you some context and some ideas around it.

You'll be getting your next assignment. Hopefully, everyone's on your speaker sheet. If you haven't yet, please do it. That is the number one thing you need to get invited to speak on other people's calls. The worst thing that can happen if someone says, "Hi, are you interested in being on a call?" "Yes, yes, yes." "Can you send me your speaker sheet?" Oh, my God. Now I have to create that. What am I going to do? And three days later they're going, "I really need that:" And you're like, "What do I include? I got to go find one." It's just a nightmare. Trust me. I've been there. Have it ready and waiting. If you're really interested in doing calls, have it up on your website so that people can see it automatically without coming to you. Include a link to it in your newsletter. Let people know that you're available to talk and here are the topics you do it on, and you can see those examples. Both mine and Carol's are out on the group form. If you're not yet a member of the forum, please e-mail Heidi at SandaMartini.com and Heidi will make sure she gets you call set up. Okay, one last check for questions.

Bonnie Hutchinson - SoulPowerWisdom.com

This isn't a question but a comment. In a teleseminar series I hosted last spring, I lucked out. Our times in North America were late afternoon / early evening and that turned out to be perfect for Australian people, for whom it was mid-morning the next day. I loved having two continents!

So she did it late afternoon or early evening and Bonnie is in Mountain

Time Zone and then they were in Australia and it was mid-morning for them so that worked perfectly. So think about where they are, who they are. Pick your ideal time and then kind of get a feel knowing, of course, that if you're going to be doing a recording. We'll be talking on our follow-up call about how to get people to listen to your recording quickly because so many of us -- I know I do and I'm willing to bet that everyone else on the call as well has a folder full of -- "Here's a recording. Wow! Were you on the recording? Were you on the call? We had such a great time. Here's the link to download your recording." Things that you possibly intend to listen to and still happened, so how to make yourself stand out from that and not go into that pile. Maybe I'll listen to it someday. So we'll be talking about that in our follow-up call.

Notes:

Okay. I want to thank everybody for joining. Heidi will be posting this recording up on our group forum and sending a note out within the next 24 hours and transcripts will also go up in a group forum as soon as they're ready. Thank you everyone. I look forward to talking to you next week. And if you have any questions, please post them on the forum because I'm going out there and checking it regularly. I'll talk to you soon. Thanks again. Bye-bye.