Totally Teleseminars Teleseries

Class 2
August 17, 2010

with Sandra Martini
Strategic Marketing & Productivity Expert

Word-for-Word
Call Transcript

Sandra: Good afternoon, everyone. This is Sandy Martini calling in for Totally Teleseminars Teleseries Call 2 on promoting your teleseminars. It looks like we have quite a mixture today of people between the phone and the webcast.

Notes:

A reminder, if you're on the telephone, you can press *7 to ask questions. I'll be opening it up for questions a couple of times during the call. If you're on the webcast, you can of course type your questions in at any time. Also a quick reminder that these calls are being recorded for a product, so the information will be going out worldwide if you will once we get the product all ready.

As another reminder, the first time you have a question, it's always helpful if you give your name and then your website if you have one. That way you'll get exposure for your business if you wish. That's certainly not required.

Okay. Let's jump right in on promoting. Unfortunately, I had a slide presentation that I was going to show you through the webcast today. Not required if you're on the telephone. It just makes it a little easier to go along. Unfortunately, Instant Teleseminar is not playing nice with me. So the slide presentation is not something you'll be able to see, but I will have Heidi post it up on the resources page of the group so that you can see afterwards examples of what I'm talking about. So just know that any URLs I give out during the call, they're included in the slide presentation and you'll be able to see them afterwards.

Okay. It looks like people are doing fabulous with both their speaker sheets and asking different types of questions. Most of the questions are centering around, "Oh, how do I know what my why is?" And that kind of rolls into this conversation.

When you want to promote a teleseminar, and of course I'm using that interchangeably with teleseminar, teleclass, program, webcast, webinar for purposes of these calls, you have to know what your end result is. Is your end result to build your list? Is your end result to fill the program and get paid for it? What is your end result? Once you know that, then you're ready to get started, and by get started I mean create copy for your landing page.

Now, if you are able to see the pretty little slide presentation that I did, the first landing page I wanted to show you is one for a free call. If you're at your computer, you can go see it at

www.sandramartini.com/bestyearevernancy. This is an example of a free landing page, meaning the call was free. It was a promotional call that I did with Nancy Marmolejo. And the format of this particular page converted extremely well, which is why I'm showing it to you.

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And here's what I mean by conversion in this particular case -- the number of people who visited the page as compared to the number of people who signed up for the call. Conversion between the number of people who were on the call and then purchased the program that I was offering is a different number and we'll be talking about that more next week in hosting.

But your landing page has one job. It's to get people to actually sign up. This format works very, very well and the format is very simple. I'll give you a quick description, but know that you'll have the slide presentation as well as the URLs. Sandra and Nancy Marmolejo are holding an important call on the date and the time. You've got a picture of Nancy, a picture of myself, and a headline, and then we start off with "Dear friend" and then we go into some promotional copy about the call. In this case it was a preview call from my Turning Your Vision Board into Reality: A Foolproof Plan from my Create Your Best Year Ever program.

You'll notice when you look at the page that rather than require it's simply name and email address. I gave you the option to put your full mailing address then. I highly recommend doing this but making that optional because you're going to find that you're going to get a lot of people who give you that information. In my case, it tends to be on my website around 40%, on a teleseminar signup page around 30 to 35% of the people who signed up versus those who gave me their full mailing address.

And I think it's because we're used to filling out a form when we see it. None of the information there is privileged or private I guess you could say, so it's very easy for them to just give their address particularly if they know that I'm someone who typically sends out snail mail gifts, little things for free. So it makes it a much easier decision for them to go ahead and give that information. Then of course for me, I immediately reciprocate by sending them out my first snail mail gift, and then they're on my list for any direct mail that I want to do around any type of program later.

So once you know your why, it's time to complete these, the

promotional bullets, the copies. For those of you who have done your speaker sheet, that is a great start. So if you're planning to speak on a particular topic that is also on your speaker sheet, you can use those first few bullets, and Carol has had several great ones around writing. You can use those first few bullets as part of the copy for your actual landing page. It does not need to be different. There's no reason to do double work.

Notes:

You want to make sure it's -- I usually do five to seven bullets on my landing pages for teleseminars with a little bit of copy, you know, not even a full paragraph usually. Because the only goal here is it's not to give everything away. It's just to get people to sign up toward more, which means the goal of course is to incite curiosity, which is a phrase you hear me say all the time. You want people curious enough to take the next step. In this case, the next step is signing up.

The difference between that landing page and the one that I did for a paid program, and for example, we're going to use the program we're all in now, the Totally Teleseminars, I did a couple of things. First, Totally Teleseminars has two separate landing pages. The first one is a video where you see my smiling face. I talk to you for a couple of minutes and then I take you over to a slide presentation where I describe the program to you. What I'm doing there is making the info page, the sales page very, very personal. You see me talking and then it's almost as if I was standing with the flip chart in the room with you saying, "Okay, Sherry, these are the things that are included in the program," and I'm walking you through it. And I'm making it sound as if I'm speaking to you and I'm showing you this presentation.

Right at the bottom of that, you have two choices. One, you can sign up and there were two payment options for this program and they were both there. You could pick one. Two, you could say, "I want to know a little bit more." You could click and you go to the second landing page, which is at howtohostateleseminar.com, and that's where you get the traditional-looking info or sales page. There's a short video for me at the top and then we go into the traditional page. It's got testimonials. It's what you're quote unquote used to seeing. This kind of one-two worked very, very well.

I led with the traditional sales page. We got maybe 30% of the program signups from that. Then, I did the video and it whooshed. It was amazing. Everybody else came in for a couple of reasons. One, you don't see this all the time. Two, it showed that I took the extra

time to really walk you through the program because we all know that people don't read a sales page word for word. There's something called -- the word double is in it and I'm blanking on the name but I call it the two -- kind of the two column approach. Our eyes tend to skim down info pages looking for particular information, which is why you always see people bolding words within sentences. It's so that the bold will trip you up and catch your eyesight, and you'll read just those bolded benefits.

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Rather than rely on you catching the important pieces of this particular landing page, I did the video where I walked you through them. This slide presentation only had a couple of things on each page, a couple of bullets, so I was pretty much guaranteed that if you were watching it, you are going to hang with me through the end. So I made sure that I cover the important pieces, what I consider to be important in helping you make a decision about whether this program is right for you or not. So if you're hosting paid programs, this is one really, really nice way to do them in terms of your landing page to get people interested in them.

Then there's the thank you page. I was on a call with a client the other day who asked me, "What do I put on the thank you page? Do I just say thank you? Is that enough?" No, it's not. Whenever I'm doing a thank you page for someone who signed up for a call, because we're all as humans we like that instant gratification, one of the things that I always do is I put all the information about the call on the thank you page. That does two things for me. One, it makes you happy. You can see all that information right there. So you signed up and you're given the information. Instant gratification.

The second thing is that thank you page copy becomes my first autoresponder. Again, I'm not into double work so how can we make this easy? So aside from the hygiene part of that autoresponder, the thank you copy is the same, the thank you page copy. So you create this copy once and mine would be something like "Congratulations! Thank you for signing up for our call." Again the title, here is the information that you're looking for about the call signup, the call date, the call time, et cetera.

I might give them another call to action there. For example, if I'm hosting a call as a preview call, I may say, "If you really want to learn more about my upcoming program before the call, you can click here." But it's after they've been given all the information that they asked for. The autoresponder, message for day zero, exact same

copy. Again, this is for a free call. Make it easy. Give them what they want.

Notes:

In order to do this, one of the things that you really need to have worked out in your planning stage, in your why, is what format are you going to use to deliver the content. If for example this was a webinar, while you could have your own thank you page, GoToWebinar does a nice job for you. So GoToWebinar is a great service in that it will do the thank you page. It will automatically send out the reminders so you don't have to worry about it. You just check off a box that that's what you wanted to happen when setting them up. That's if a webinar is appropriate for what is it that you're teaching on your call. If you're doing Instant Teleseminar or any type of regular bridge line such as freeconferencecall.com, those you need to set up a thank you page yourself. So the thank you page for the free call, you can see at sandramartini.com/bestyearevernancyty for thank you.

Okay. I'm going to take a quick break to see if we have any questions in setting up the -- oh, actually, we're almost going to take a quick break. First, I want to talk about the thank you page for paid programs. So if you have any questions and you're on the webcast, feel free to go ahead and start typing.

The thank you page for my paid programs, and depending when you signed up for this program, you will have seen it. I had set it up roughly about the same time. Yet another video, a very simple page -- again, this is only for paid programs -- saying, "Thank you so much for your investment. Please watch this quick video. It will only take a minute of your time." And what I'm doing here is once again building a connection with you, reassuring you that I think you've made a good decision in choosing to invest with me, and saying, "And if you happened to have any questions, concerns, issues, et cetera, here's the website address where we can get that taken care of for you." So it takes the -- I'm not sure if it's a word but it takes the impersonality out of it and it makes it, you know, you're looking at a video with me staring quote unquote into your eyes, telling you, "Thank you so much. I appreciate you investing with my business and here is how we're going to move forward."

And I also mentioned in that video that you'll be getting an email with all the details. So I'm telling you upfront that you're going to be getting something else which will include all the information that you're looking for about this particular program. And what that

particular piece does is for people who are new to purchasing this way, they may not realize that an email is coming so they may be looking for it, or they may not be looking for it in the event that it goes in their spam, and then they're sitting out there wondering why there's no communication. So by telling them an email is coming, they know to be on the lookout for it.

Notes:

This part, it's not brain surgery; it's not rocket science. Honestly, I haven't seen anyone else doing it, but it's really helping in terms of we're getting so many thank yous just from my thank you page. They haven't even experienced whatever it is they were purchasing yet, but they're like "Thank you so much for setting that video up. You know, made me feel good and reaffirmed the trust factor." These are all things that you can think about when you're doing your teleseminars.

The reason we're covering this piece of it in the promoting is because you need to have this ready before you actually announce your call, either for free or for paid, because once people sign up, they need to go some place. So this is all part of the pre-work that has to be done before you can go out to the world and say, "I'm here. Let's get going."

Okay. I'm going to pop over and check questions now. Okay. The first question here is can I have the links to the sample pages repeated? Okay. We've got a few pages that we talked about, and just a quick reminder, these will be in the slide presentation that we're posting. For the free calls, sandramartini.com/bestyearevernancy. That's the landing page, the signup page. The thank you page for that is the exact same URL sandramartini.com/bestyearevernancyty for thank you.

For the paid calls, we have three different ones here. The first is www.totallyteleseminars, that's plural, .com. The second one, which takes you over to the full sales page, www.howtohostateleseminar.com. Then the third page, which is the thank you page for paid calls, there we go, sandramartini.com/investmentty for thank you again, so sandramartini.com/investmentty.

Julie Cusmariu: (www.usingyourintuition.com) Why are sales pages so unnecessarily long, so it seems, and if I want to make it shorter and sweeter, is that something you think works effectively? How many testimonials does one need? What do the testimonials need to say? Do they

need to be in a box? In other words, does the sales page have to be this cookie cutter way, which everyone seems to be doing effectively? Thanks, Sandy for helping me wrap my mind around this.

Notes:

Sandra: Okay, great questions. First, no, they do not need to be unnecessarily long, and honestly, the Totally Teleseminars one is very short compared to others. I've looked at other sales pages that are 45 pages long for the same level of investment, which in my mind is absolutely ludicrous. However, it does end up being longer when you include things like testimonials, a video, a brief introduction, the bullet points of what they're getting and you answer any objections that you think they might have.

The other thing I did at the bottom of this particular info page was some people had asked questions, so I actually wrote the questions and the answers right on the info page as they were coming in just in case other people had the same question and missed that I had answered it in an email.

In terms of how many testimonials do you need, there's no number. It's kind of however many you think would get the job done. I forgot what I used. I think I used three or four on this particular page. For me, I like to put one near the top to help people know that I do get results. I usually put one just before or after the first time I've mentioned the price. I might put one more before I sign off. And then in this case, I think that was all I had until I added the questions, and then I put one or two more, like one above the questions and one below the questions.

Again, just to show examples of other people getting great results, and that way you can see, "Oh, wait a minute. Okay. You know, this works." The more you know your list, know in quotes here meaning that either you've worked with them or you have a very strong relationship with them, the less you need testimonials. This particular program was being launched to my list of course but also to people outside my list who may not have ever known me. So I wanted to make sure that they saw that other people had a good experience. That was the reason I did the testimonials the way I did.

In terms of what they need to say, there's new FTC rulings around what testimonials can say, FTC being the Federal Trade Commission in the US. I look at testimonials this way. What was their problem? How did I help them solve it? Where are they now? Those are the

three questions that ideally people who give me testimonials will answer. "I didn't know how to do this. Sandy showed me how to do it. Now I'm getting great results" is essentially the basic format if you will. That said, I don't ask people to give me something specific. You know, I'm happy for whatever format they give it to me in as long as it makes sense, you know. "I talked to Sandy. I implemented one thing she said and then I made $200,000 20 minutes later." Not going to work.

Notes:

Testimonials are important for a couple of reasons. One, they help to build trust between a potential client and me, the person selling something, and then two, they also help the person giving the testimonial because I'm going to be sending thousands of people to this page and they're getting exposure every single time for every single person. So a well-written testimonial really serves all parties because of the exposure that you get from it.

In terms of whether they need to be in a box, technically no, not at all. Putting them in a box just helps set them aside from the other text within the info page so it makes them kind of standalone and draws your attention to them. That's also why they're in a different color.

So no, the sales page does not have to be this cookie cutter way. There's a reason it's this way. It gets great results. But it gets great results from my type of clients which are business owners, online savvy. So they see a lot of this. They know what they're used to seeing. So even though I did that video sales page that's at totallyteleseminars.com, that info page is something new. They might not have seen like that before. So I gave them what was also familiar by saying, "If you want to know more, click here," and it took them over to this one, which is in a format they're used to.

You have to think about who your ideal clients are. If your ideal clients are corporate, this is not the sales page to use. If your ideal clients are in your case, Julie, say more intuitive is not the right word but more spiritual perhaps, this could be a bit hard-hitting for them even though it's very soft as sales pages go. So you have to think about how are they mostly receptive, and at the same time, how can you get across all the information you've got to get across. You know, what's included, the pricing, answering their objectives, building their trust, all of that needs to happen in that sales page.

Okay. And we have a question from Lela in Alameda.

Lela Bryans: (www.nicotinesolutions.com) I think you said you're going to send a plug and play to help us promote, and if you sent it, I didn't get it.

Notes:

Sandra: It has not yet gone out, Lela. It will be going out actually with the recording for this call and we'll be talking about that particular plug and play system, which I really wish I could show you on the slides. But we'll be talking about that a little later in today's call, so I'll be explaining to you how to use it and what it does, and then you'll be getting that with the recording. Heidi will be posting it up on the resources page this afternoon.

Vicki Voisin: (www.paralegalmentor.com) Will you provide information for setting up the video sales page? I'm unsure how to do it.

Sandra: Okay. Yes, I can. I'm actually making a note to do an e-course message just on that, really short on video sales page. Okay.

Anita Kirkman: Sandy?

Sandra: Yeah?

Anita Kirkman: Along that line. This is Anita of visioninpurpose.com. That's I-N purpose. I was just wondering what you use to make your videos. What equipment do you use?

Sandra: Okay, great. Let me answer both of those questions. In this particular information page, the one on Totally Teleseminars, I used a webcam. So I was actually sitting at my desk and that's why you can see like bits of my office behind me. I was sitting at my computer and I used my webcam to do that particular video. Usually, I use my -- I don't even know what it is -- Sony I guess. I think I have a Sony digital camera. This is how I record most of my videos. I have the Sony digital and a little tripod. Or if my assistant's in town, we'll get together every so often and we'll just shoot five or six videos and knock them out really quickly. So I use one of those two things -- either the webcam or my camera.

In terms of setting up this page, it's a basic page, so you're creating a regular page for your website. I use sandraaudio.com, which is my affiliate link for Audio Acrobat, and record the video say with the camera or the webcam, upload it to Audio Acrobat. They render the video. They do what they do. I don't pretend to know the technical parts of that. And then it gives me the HTML code. So we just take

that code. We just publish the video. It's one of the options in Audio Acrobat. We publish the video, take the code, and plug it in wherever I want it to be on the sales page, and then the rest of the page is purely just regular text like any other web page that you would put up. So whenever I'm doing info pages, I use Audio Acrobat for the video code.

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If I'm posting something on my blog, which is a completely different question but I'll mention it here, I have a -- I use my YouTube account. So I do the same video, I upload it to YouTube, and then I post it. Because usually when it goes to my blog, I also want it on YouTube, so this saves me doing the double work.

Great question. Anita, did that answer your question?

Anita Kirkman: I'm sorry. I muted myself. It did. It did.

Sandra: Okay, great.

Anita Kirkman: So when you do YouTube, you're doing it so that anyone can see it because that becomes public, or is there a way to make it private so that only certain people can see your video?

Sandra: There is a way to make it private on YouTube.

Anita Kirkman: Okay.

Sandra: But I'm usually doing them to be public. And I'm not usually doing those for my sales page. Those are normally for my blog posts.

Anita Kirkman: Okay.

Sandra: And Sherry, did you have a question?

Sherry Essig: I do. This is Sherry Essig, www.flow-dynamix, F like Frank L-O-W hyphen D David Y-N Nancy A-M-I-X. I have three really quick questions.

Sandra: Okay, go ahead.

Sherry Essig: On your landing page where you have the form asking for information beyond email address and name, you commented you then send a snail mail gift out to everyone. I just wanted to clarify. Do you send that out to everyone who signs up for a free call or do

you send that out to everyone who registers for one of your programs?

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Sandra: Great clarification. In the snail mail gift, it's the free call. People who sign up for one of my programs typically gets something different. It depends on the program what they get. If they signed up for the free version of the call, then they'll get my little post-it notes talking about -- it's a post-it note that's actually a stack of 25 of them branded with my information, and it asks people what their three high-impact activities are for today, high impact, high payoff. And it comes with a letter explaining what the post-it notes are for. So that's completely free and goes out to them.

Sherry Essig: Okay, great. Thanks.

Sandra: Yeah. That goes to everyone who's free. If they signed up for a paid program, it depends on what the program is. For example, people in my Success Mastermind, they get a gift every month. People who are in my Create Your Best Year Ever last year got all the tools they needed to create their own vision board and they got a big desk calendar. So those things vary by program.

Sherry Essig: Okay. Okay. Great. Thank you. The other two questions very quickly. Has the transcript gone out for last week's call?

Sandra: You know, I haven't seen it but I will check with Heidi when she gets back this afternoon.

Sherry Essig: Okay. And then the other quick question is you mentioned at the very beginning of this call that there has been a lot of discussion around the why of your call, and if this is a long question, if this is a long answer, I can take it offline. I haven't seen any of that discussion so I don't know if I'm looking in the wrong place or if that was included in a different thread of the discussion.

Sandra: No. What's happening is I've been getting some emails direct through the forum…

Sherry Essig: Okay, got you.

Sandra: From people who are asking for help with their particular why issues.

Sherry Essig: Got you. Okay. Those were my questions. Thank you.

Sandra: Oh, you're very welcome. Okay, let me check the webcast again and then we will continue.

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Lela Bryan: I have a question.

Sandra: Hi! Who is this, please?

Lela Bryan: This is Lela from nicotinesolutions.com.

Sandra: Hi, Lela.

Lela Bryan: Hi. And I have -- I made a series of videos and I have them as they're going to sign up for like a free five series of the videos. And so I put them on private, but is that okay? Can you put them for public viewing if they signed up for a series or should you have it private so only they get it if they sign up? Does that make sense?

Sandra: I think it does. It depends on -- this is back to the why. It depends on what your outcome is. If you want them to sign up in order to see the information, then I would keep it private. But if it's information that you're happy sharing with the general public, knowing that they may never sign up for your list, then you can go public. It all comes back to what your purpose is or was in recording those videos and what outcome if any you're expecting from them.

Lela Bryan: Okay. Mainly it's to get exposure and to get them to sign up for my list so they can go to my free meeting.

Sandra: Okay, that is -- and I'm going to be a little tough with you here.

Lela Bryan: Okay.

Sandra: That's two different goals. Getting exposure is one. Getting them to sign up, even for a free thing, is a second one. So you have to think which one takes precedent in your case because if it's to get exposure, then you would make them public, but if it's to ensure that they sign up and you capture their contact information, then it would be to keep them private and quote unquote reward them with the gift of the videos once they sign up. That would be their incentive.

Lela Bryan: Okay.

Sandra: So you're going to have to pick which one of those is your number

one goal.

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Lela Bryan: Okay. All right, that answers my question.

Sandra: All right. Thanks, Lela.

Lela Bryan: Thanks.

Sandra: Okay.

Valery Satterwhite: (www.moxietherapy.com) Do you plan on offering a do it for you teleseminar package for those of us who want to do a free teleseminar followed by a series of paid calls?

Sandra: Actually, Valery, we currently offer a teleseminar done for you package. So I believe you're on my e-zine list. You'll see that on the left side under Quick Links, there will be a link to that information page. So yes and we do it now.

Shelley Webb: (intentionalcaregiver.com) What length would you recommend the promotional videos to be?

Sandra: No more than four minutes. Two to four minutes is ideal unless you're teaching. So if you were teaching them through the promotional video, then it can be longer. I've seen them go as long as 90 minutes. I would not do that. I wouldn't do more than 20. Studies show that if people are -- and we'll talk about this a little more next week, but studies show that you have to keep people's attention. Minutes 17 to 20 are kind of do or die time where they're going to make this decision that they're going to hang with you or they're going to hang up. So I would not go beyond 20 unless you're really teaching strong, strong content, but then that wouldn't be a promotional video.

Julie Cusmariu: (www.usingyourintuition.com) Can you talk about the sales page "speak to their pain" part? How to develop copy around that? When should it appear? Is there a method or system to know about? Thanks, Sandy.

Sandra: Okay. That's getting us a little off track for the teleseminars in terms of the promotion, but I'll give you this tidbit around it. When I'm writing my pages for anything paid, free, it doesn't really matter, I write them. You know, I sit at my desk and I do my work. Then I get up and I've created a little office area, a little desk in my office for

Mary. Mary is my ideal client. When I go sit at that desk, I get into the mindset of my client and I read through it.

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And you can do this anyway. Go sit at the kitchen table. Go sit outside, whatever. But leave your desk. Leave wherever you regularly work. When I go sit there, I put myself into the mindset of Mary with all of her challenges or opportunities or happiness or sadness, all of it. You know, I for all intents and purposes become Mary.

Once I've cleared my head of all the Sandy stuff, I then read through my page. I print it out. I'm holding it. It's a full experience and I read it. And then I say -- you know, I look at it and I write down all the questions that Mary has. You know, is Mary -- does she get excited about this? This is where knowing your ideal client and knowing who your audience is and knowing that each call your audience might be different, even they might be a subset of your overall list, that's all okay but you really want to know who you're targeting here. Know who it is that you want to attract with this.

And this I say, "Okay. Does this hit on Mary's pain points?" You have to really know your clients to know what their pains are. My clients for this particular program, they see other people doing teleseminars, they see them doing really well, and they're going, "Why not me?" So the goal of this program is to give the information so that they're no longer saying, "Why not me?" and they have that behind the scenes info. So that was the pain point if you will, you know, or people who were doing okay with the teleseminars but they know that they could be doing better and they know they're missing stuff but they're not sure what they're missing. So that's the goal of this program. So it's important to know who you're targeting and then you can identify it from there.

Okay. We're going to jump back to my little slide presentation that none of you can see. It's quite a nice one too. Okay. Actually, before we jump into that, I wanted to talk about the autoresponders because this is part of setting up and promoting. If you do these well, you'll get more people who show up, not just sign up for your calls.

You have your landing page. You have your copy which either speaks to their pain or speaks to their dreams. I recommend doing both. You have people that are towards people and people who are away from, and what that means it's an NLP phrase, neuro-linguistic programming. What it means is some people are totally motivated

by going for their dreams. They want their dreams. They move closer and closer and they're happy about that. Other people are motivated by moving away from their pain.

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Now, all these technically could be considered the same thing. The language that you use for towards and away people is different. The towards people, you talk about achieving your goals, realizing your dreams. The away people, you talk about -- I'm a towards person so it's always hard for me to go into the away mode. It's avoid having a pile of bills sitting on your desk unpaid. It's avoid that pit in your stomach every time the mortgage is due. And I have a new coming up with money ones, but it's more than just financials. Avoid the feeling that when you put a new launch or a new promotion out there and nobody signs up. Those are away. They don't want that feeling. They want to move away from it. As opposed to a towards person would be sell out your next program, you know, with no problems. Those are things that you want to incorporate into your copy.

Now, once you've got the landing page done, you've got your thank you page done, it's time for the autoresponders. Your first one -- we're going to talk free first. Your first autoresponder can mimic your thank you page. It's just the details. "Thank you so much for signing up. Here's your call-in details. I can't wait to see you on the call." Done.

Now, depending how much time you're giving people between when they sign up and when you host your call, you can do either a series of more autoresponders or their broadcasts. The difference of course, autoresponders are scheduled in advance and go out a certain day. Broadcasts, everybody gets it as the same time rather than on their individual schedule. If you're sending it and it doesn't really matter which, except to know that a broadcast, they all get at the same time, and autoresponder, each person gets on his or her own schedule.

Now, you can start sending out broadcasts. They encourage people to show up for the call because we all know that about 20% of people who sign up actually show up. This is particularly true for free calls. Because we want as many people as possible to show up, you have to incent them. You have to give them a reason.

For example, a message that goes out that says, "Hey, Vicki. I'm so excited that you signed up for my blah, blah, blah call. I just finished

working on my call notes for the first section of the call and we're going to be talking about A, B, and C. I can't wait to share this with you." No details. A, B, C are generic subjects. We're going to be talking about promoting your teleseminar. We're going to be talking about the one thing you can do to ensure a 60% increase in the number of show-ups. These are things that get Vicki going, "Hmm, I really want to know that."

Notes:

These are in addition to the "Oh, reminder. Our call is tomorrow. Reminder, our call is later today." That kind of bombarding of emails that you get, I tend not to do them because I get really annoyed by all of them. I have a calendar. I'm capable of writing it on there. So what I do is I send out less reminders but my reminders also include information again to incite curiosity. These are things that you should be doing before any of your free calls.

Paid calls is a little different. I like people to send out reminders for paid calls. For example, if you're in my Get it Done Right program and everyone in this program is, every Monday you get an email telling you what's going on for that program that week, and that makes it very easy for you to say, "Oh, yeah." Now, we could do a better job about inciting curiosity to show up for the topic calls, but honestly, it hasn't been a problem with having people show up. So knowing in my case that many people that are in Get it Done Right are also in another program and getting emails for that program, I've chosen not to try and convince them if you will to show up because they're doing it on their own and I figure why give them yet another reminder email. But for free calls, it's very important to do it in a way which incites their curiosity, not which just says, "Hey, Jane. By the way, we're going to be doing this call again on Thursday. Reminder."

Okay. Promotion. You've got your sales page. You've got your -- I'm sorry. You've got your landing page. You've got your copy. You've got your broadcasts ready and you can schedule broadcasts in advance knowing that everybody will get them at the same time, which is what I recommend whenever possible.

Now, we're going to talk about where to promote these things, where to promote these free calls. Facebook through an event invite. If you have marketing dollars to burn, you can also do Facebook advertising, but an event invite. A LinkedIn event invite. Twitter, a minimum of two posts per day phrased differently. Your blog, your blog could almost be one of the broadcast messages to

incite curiosity. Planetteleclass.com. The next few sites, planetteleclass.com and Eventbrite which is the word Eventbrite.com, they're both free sites. There's a paid version for Planet Teleclass, but generally they are free sites and you want to submit at least two weeks in advance. The earlier you submit, the higher up you are on their list. It's kind of a first in, first listed basis. Planet Teleclass, you can pay if you want your call to be even higher or featured. I believe it's $20 a call.

Notes:

Depending on what type of call you're doing and who your ideal market is for it, local newspaper calendars and cable stations. If it's a free call, they'll generally list it. Again, only if it works for your target market. Sometimes it's going to. A lot of times it won't.

Facebook event invites, I recommend doing one to two depending how long in advance you're giving yourself to market this. Definitely one and then follow up with the maybes. So for any of you who were on Facebook and you're getting these invites, most people ignore them. You're going to have people say yes. You're going to have people who say maybe, no, and ignore, with ignore generally being the highest percentage.

Facebook allows you to send a message just to the people that responded in a certain way. So you can send a message to all of the maybes and say, "Hey, Kim. I know that you were thinking about attending this call. I just wanted to let you know I've added the following material and I'm really hoping you can join us. Click here to learn more or sign up." And of course, mention that it's a free call. Then, we'll be talking more about how to follow up later.

For the people who say yes, two things to remember. One, no matter how many times you tell them they have to click the link and sign up, a certain percentage of them just won't do it. They'll click the yes and they'll think they're done. If your call is a free call and you want to get exposure or you want to announce a program where it's more important to you to get people to show up than it is to get their name on a specific list. I would send those people the call-in details.

So the day before the call, your Facebook yeses, I would email them through Facebook. You can do this as a group to everyone who said yes and say, "I just want to make sure that you saw the call-in information. Here it is." Some of them will be on your list because they will have done quote unquote what they should have done and

signed up. Some of them won't be on your list because they will have only clicked the yes button on Facebook, but at least you're still going to get them the call-in information so that you can get them live on the call, 'cause at the end of the day, that may be what you're looking for. Again, this comes back to your why.

Notes:

For paid calls, none of these applies unless you're driving them to a sales page. Then you can do it for Facebook, you can do it for LinkedIn, certainly for Twitter. Planet Teleclass and Eventbrite, they usually don't take paid calls but they will, but the people who are seeing those listings are used to free. Any forms that you're on that allow you to mention it such as New Coach Connection which is a Yahoo Group, they allow every Monday for people to announce what they're doing. So you can drive people that way. If you're a member of my Get It Done Right program for example, in my newsletter, I allow you to promote something.

You know, I know Sherry took advantage of that today so she'll begin this afternoon's newsletter which should have already gone out, and hopefully, she'll get some clicks from that. And you can promote a teleseminar but also a free giveaway, whatever you have. These places are all in addition of course to your list so you want to announce it in your e-zine, at least two solo email spread out with the intention that in addition to just announcing it, you're educating on something.

Okay. I'm going to take a quick break for questions and then we're going to jump into the teleseminar launch system. Okay. Someone asked is there a way for videos that are posted on YouTube to not show how many views there have been?

I honestly don't know. I always have my views show and I don't know YouTube enough to know if that's a way. So I will try their support. Or ask the question out and they get it done right for them. We have some people out there who are really heavy YouTube users.

Kim Turcotte: (www.growyourdivinebusiness.com) Hi, Sandy. On average, how long do you usually spend on creating your sales pages? I tend to take hours and hours which frustrates me. Do you have any tips to help the process flow more easily?

Sandra: Okay. Yes. First of all, I usually -- I procrastinate them. I totally admit that because I don't enjoy writing them, which is why mine intend to

be shorter than the average person's. The first thing is I acknowledge that I have to deal with it which is an important step for me. While I tend to schedule most of my things out, I almost never schedule out my sales pages, the writing of these pages. One, I also call them information pages because for me, that's a lot more palatable. I'm providing information for you to make a decision. I don't feel like I'm selling when I say that and I come at it from that approach.

Notes:

My team knows me well enough now to know how I work with this. It will be floating around in my head. I know I have to do it, you know. I know it's got to get done. We're getting to my clench time on the calendar when it's got to be done by. And then one day, I will just wake up and be ready to write it. I'll grab a pen and paper and I go sit in a really comfy chair and I just write until I'm done. That's how I typically knock them out.

I let them float around. Sometimes it's for two days. Sometimes it's for two weeks. Basically, I'm not ready till I'm ready, and then I just sit down and do it. Sometimes I might start out with an outline and I'll use that as a base to start thinking about it. But if I say I've got to get this done today, it almost never happens. Or if it does, I don't know. Maybe the negative energy that I go into it with came across because those pages don't do well. So I have to wait until I'm ready, and then I sit down and write it. I realized that's not that helpful but that's the process that I go through.

Julie asks a technical question.

Julie Cusmariu: (www.usingyourintuition.com) Do you happen to know where on the Facebook event section you can send messages to those who have said yes or maybe as a group?

Sandra: Yes. You go into the actual event page that is just for the admin people so where you can see everybody who said yes and no in the event wall. And there is a phrase, I believe it's called "Send Message," and then you can indicate who you want to send it to for the yeses, nos. I think it's yes, no, or maybe. It might just be yes and maybe, but it's not individually. You just send it as a group for how they responded. And I don't believe you can send it to people who ignored it. I could be wrong but I don't believe so.

Okay, Sherry. Do you have a question?

Sherry Essig: I do. I have a question on the information page. You made a comment earlier that the format of the landing page that you had for Totally Teleseminars is not the right format if your ideal client is corporate. Do you have examples of good landing pages for corporate audience?

Notes:

Sandra: I will post some and include those in the e-course that I send out.

Sherry Essig: That would be great.

Sandra: For corporate, they tend to be more slick in terms of more professional looking. What I've noticed with people who have online businesses, their information pages are more, you know, you'll see cartoons. You'll see the big funky text as opposed to being -- it doesn't help but more corporate-looking, something that is to the average corporate person more professional-looking as opposed to the quote unquote ugly sales page that a lot of online people use. But I will find a couple and include those in the resources. Thank you.

Sherry Essig: That would be great. Thank you.

Sandra: You're very welcome. And Carol, did you have a question?

Carol Hess: Yeah. Hi, Sandy. This is Carol Hess from tamethewritingmonster.com. I missed one really important piece of what you said. When you switched over to the paid calls, you said everything that you had said about the free calls were to promote. Does it apply to paid calls or does it not apply to paid calls?

Sandra: Usually, it does not.

Carol Hess: Okay.

Sandra: It applies to if you're doing a free preview call for a paid program, yes, it applies to that free preview call. It usually does not apply to the actual paid program with the exception of Twitter. And whenever I say Twitter, I have my Twitter link to Facebook, so when I send a tweet, a post on Twitter, it often goes over to Facebook as well as a posting. So I will send people to an info page that way. I usually will not do a Facebook event for something that's paid. I've seen people do it. Clients of mine who have tried it have done it without much success. You can certainly try it and see how your friends, you know, your Facebook friends react, but it's not

something that I've had any luck with so I don't do it for paid calls. I only do it for the free ones.

Notes:

Carol Hess: Got you.

Sandra: It can't hurt to try it once though, you know, depending on your market.

Carol Hess: Right. Exactly. Okay. Thank you very much. That clarified it.

Sandra: Oh, you're very welcome. All right. We are going to jump into the teleseminar launch system and this is something that you'll be getting. Heidi will be posting it up on the resources part of our group later today.

This is an Excel spreadsheet. That's as simple as it is. There are two tabs on the spreadsheet. One of them is for calls that you're hosting and one of them is for calls that somebody else is hosting that you're a guest on. For example, if Sherry was to interview me for her list.

Let's talk about the first tab. First, let's talk about what's the same about both. There is a bright green highlighted cell that has a date in it. This is the date of your teleseminar, so the date you actually want to get on the phone and do your call. That is the only field that you need to play with. So you just type your date in and you type it in. You can see the format when you see the spreadsheet, but just like 9/26 for example for September 26th.

Once you do that, all of the other dates will calculate automatically, and what the spreadsheet does is it lists out all the things to consider when hosting your own teleseminar. Now, I used the word consider because these are the things that I do and that I have had amazing success with. It doesn't mean that you are going to resonate with everything that I do. So you only want to do those that you resonate with and those that are appropriate for your target market, and I think most of them are appropriate for any target market, for any industry, but you want to be sure to do the ones that you resonate with.

What you'll notice, and this is what tends to be the big shocker to people the first time they see this, you want to be planning your teleseminar for roughly a month out because that's how much stuff there is to do to do it well. And let me give you a couple of examples of the types of things that are included in this. The first of course,

and if we had our little slide presentation, you would be able to enjoy this with me. So let me just get this packet open.

Notes:

The first of course is knowing your why or what is it you want to talk about. So what's your call topic, the title, the date? What URL? And you don't have to write any of these down because you'll be getting the spreadsheet. So what's your call, the URL that you want it to go under? For example, I had Totally Teleseminars for this particular program so I had to go out and buy that and then redirected it to a page on my site. So what do you want to do there?

Oh, one of the things the spreadsheet includes that I didn't mention, there are three columns. There's the who, the what, and the no later than. The who says one of two things: Sandy or Team. Real simple. The what is what it is such as determine call topic, write call description for the landing page, create the landing registration page, draft an autoresponder, set up the bridge line or instant teleseminar. And then the no later than, this is the most important column for you not to touch unless you know Excel and then you can play away. This is where the formulas are that calculate the dates so that when you change that date in the date of call, all of these automatically adjust.

And as an example, let's say that I plugged in September 26th as the date that I want to hold my call, whatever the call is on. August 22nd is when I should be determining the call topic, title, date, and URL, and those are all things that I do. The reason I put the who in here is if you have a team, this shows you what's very easy for you to delegate to them. If you don't yet have a team, this gives you something to aspire to for when you're ready for a team. These are all the things that my team, wherever the word team appears, that's all the things that they handle.

It starts with the determining call topic and it goes all the way down to sending out the follow-up broadcasts with recording the call participants. And we mentioned, we've been talking about Facebook a little bit, part of the other things in addition to sending out the recording, like you're all used to getting the recording from these calls, we also send out the recording to Facebook yeses and sometimes the Facebook maybes. Does that mean you do it every time? No. It again depends on your why. What was the purpose of doing the call? If the purpose was exposure where you want people to sign up for your list and they didn't sign up for the list, there's no benefit. If, however, the purpose was to promote an upcoming

program that you're offering and the more people that listen to the call, you have a good conversion or you hope you have a good conversion who are going to click over to the info page to sign up, then yes, you want to get that call out wide and far. So you would send it to your Facebook yeses and maybes.

Notes:

So these are all the types of things that are included -- writing your pre-call broadcasts, writing your tweets, sending out the Facebook invite, deciding if you want your team to manage call logistics. For example, on the Get It Done Right calls, many of you have heard Heidi ask the questions that people type into the webcast. That's to give my voice a break. That's Heidi managing the call logistics for me. So I don't have to jump back and forth between managing the call in terms of providing the content, seeing how many people are on the webcast and checking their questions. So all of these things are things you want to consider in terms of what you're doing and they're all on the spreadsheet which will be posted up in the group later today.

I'm going to hop over. I know we're out of time, but I'm going to go a few minutes over if that's okay. The other tab of this particular spreadsheet is for another person's list. So this is the example where Sherry is going to interview me. Almost everything is the same except you're going to notice this kind of light green color highlighted throughout. And it's because for free calls, I want you to ask the host if you could handle the backend. For example, if Sherry said, "Would you like to do a call with me?" or if I said to Sherry, "You know, Sherry, I've got this great topic. You know, would you be willing to do a call for me?" But we make it easy for you to say yes. I'll do everything so you only have to show up. People like that.

That call that you'll see that I did with Nancy, the draft landing page, the sample landing page, that's what I did with Nancy. I said, "I'd like you to interview me. Here is the topic. My team will handle everything. All you have to do is show up." When that happens, the sections that you'll see in here that are in green, those are the things that you have to do that originally the host would have done. But because you're offering to take on the backend of handling the call, you do them. And of course, the reason to do the backend is so that everybody who signs up goes on your list. If the host promotes and if the host does the landing page, they all go on her list.

So I've broken this out because if you're doing it, you want to make sure that you get these things done. If the host is handling it, there's

still a bunch of other things that you need to do. For example, if you're having a handout, you need to create it and send it to the team to load on your website. So a bunch of things that you'll want to make sure get done regardless of who is handling the call. So you've got both of those included in the spreadsheet.

Notes:

Okay. We're going to take a couple of questions. I want you to look over the spreadsheet. More importantly, play with it when it comes out. And remember a couple of things. One, you do not need to do everything on there. That's just what I do. So do the things which resonate with you. And two, you want to make sure that you always allow yourself enough time to do a good job in promoting because otherwise, you're hosting a call to an empty line.

Kim Turcotte: (www.growyourdivinebusiness.com) Your answer is actually really helpful. Just knowing I'm not the only one who procrastinates and doesn't love doing these helps.

Sandra: You are in good company there, Kim.

Sonia Wagner: (www.allaglow.ca) Which social media if any would you use for paid calls and events?

Sandra: I would use Twitter, which of course links to my Facebook status. I would use Facebook and LinkedIn event invites to promote the free call on which I announce the paid call. So if I'm doing a free call to announce a paid program, then I would go ahead and use Facebook links and event invites. If I was just doing paid, no free preview call in advance, I would not do that. So I would focus on Twitter and Facebook if I was just sending people to a sales page to purchase something. Great question, Sonia. Thank you.

Julie Cusmariu: (www.usingyourintuition.com) Thanks for a great call and great info, Sandy.

Sandra: You are very welcome. And Julie, I'm looking forward to talking to you this week. I think we're talking on Thursday. Okay. Do we have any other questions before we end today's call?

Sherry Essig: This is Sherry. I have one quick question.

Sandra: Okay, Sherry.

Sherry Essig: How far in advance do you typically do a preview call from the start

of a paid program?

Notes:

Sandra: Oh, great question. It depends how many preview calls I'm going to do. For example, when I did my Create Your Best Year Ever, I did like nine of them. I did one personally and then I had eight different people interview me for their particular list, so some days I was doing two calls a day. I would say about no more than two weeks because you want people to be excited after the call so that they sign up and you don't want there to be a lot of time between when they signed up and when you start hosting unless you can give them something in between to keep them busy.

For example, we started promoting my Create Your Best Fall Ever about three and a half to four weeks before the actual program began, but one of the things that we did was send out homework. So once you signed up, you immediately got homework to do, and you had to send it in to us so that we could create your templates. So it was something that even though they might have signed up and there were still three weeks left to go, we were in regular communication with them. They got a gift so that was a surprise they didn't know about that came in the mail, plus they got that immediate homework delivered through the autoresponder series. So it's got to be close enough that you keep their excitement up to avoid buyer's remorse before you even had the chance to deliver. Or if you've got a little longer time, then give them something to keep them busy and engaged with you.

Sherry Essig: What is the longest you would do?

Sandra: I would never do more than a month.

Sherry Essig: Never more than a month. Okay.

Sandra: No. And that would be -- for me personally, that would be pushing it.

Sherry Essig: Okay.

Sandra: If I was doing a month, I would make sure they were getting at least two things a week even if they were just little bits of info inciting their curiosity. A month is a long time for them to wait, so I would make sure I'm giving them homework of some type. "Here's a workbook for you to do. Here's a free e-book for you to read so that you're up to speed on this particular topic." Yeah, I would say one to

two times a week, I would be sending them something, one to two depending on the size. If it's a workbook, once. If it's an e-book, maybe once unless it's a very small one. I would be doing whatever I could to keep them engaged.

Notes:

I would add to that what I did for this program actually. I wanted this program to start in August but I had started promoting it about three weeks before it was to happen, and I was afraid that was too long, so I started with the Quick Start call so that people could get engaged and we could do this Quick Start before the actual program began and that quote unquote bought me if you will a week. So I'd be really sure to keep them engaged somehow.

If you offer say a quick strategy session, a 15-minute session, offer it in that period before the program starts so you can find out what their goals are for the program and then you can be sure to incorporate them. That would be another thing you could do to keep them engaged. Does that help?

Sherry Essig: That does help. Yup.

Sandra: All right.

Sherry Essig: I'm a little surprised of the shortness of time only because of the concern of people having the time available on their calendar, but this is really helpful.

Sandra: And remember, it depends on who your ideal clients are. Mine like the instant gratification. So what you could do is test it. You can test different timeframes and see what's ideal for your people.

Sherry Essig: Yup.

Sandra: One of the things that I did with one of my previous paid programs was I didn't set the call dates before the program started. I waited until I had a close date, you know. As of this date, we're not accepting any more registrations. Then the very next day, they got a survey asking them, "Okay. Out of these three days and times, which works best for you?" We'll go with majority rules to ensure that the most number of people could participate live. So depending on your clients, that's something you might want to consider.

My clients typically are booking themselves for paid programs out more than a month unless they're going to a conference or

something, and they're also usually willing to take the recording if they have to miss a day. So you have to really consider who your clients are and what they'll tolerate if you will.

Notes:

Sherry Essig: Thank you. That's great.

Sandra: Oh, you're very welcome. And Anita, did you have a question?

Anita Kirkman: How did you know it was me?

Sandra: Because I have a little control panel.

Anita Kirkman: Yes, I do. You might have mentioned this before. I don't know but I noticed on the info page, it talks about templates and copy and autoresponder, nurturing sequences. Has that been posted yet or did I miss it?

Sandra: Nope. Those things are all being distributed with -- after the call in which we talked about them.

Anita Kirkman: Okay.

Sandra: So the e-course, it's continuing, you know. It's kind of a slow drip if you will. After today, you'll be getting the sample thank you page, sample initial autoresponders, sample inciting curiosity broadcasts to keep people engaged before the call and to get them to show up. So rather than give people everything in overwhelm, we're doing it after we announce them on the call.

Anita Kirkman: Okay. So it will come by email, is that correct?

Sandra: That's correct. There will be links to places to go.

Anita Kirkman: Okay. All right. Excellent. Excellent.

Sandra: Okay?

Anita Kirkman: Okay.

Sandra: All right. One final check on the webcast here and it looks like we are all set for today. So I want to thank you, everyone. Fabulous questions as always. I really appreciate those. Next week, we'll be talking about actual hosting your call and minute-by-minute breakdown of the types of things to be covering when you're

actually posting the call as well as keeping people engaged throughout the call, so lots of more fun stuff that we'll be covering next week.

Notes:

And then on the 31st, we'll be talking about following up and how to ensure that you get the highest conversion for whatever it is you're doing, whatever your call to action was on the call itself.

If you have questions, if you want to chat, please post things on the forum on the group. I'm going out there. I'm looking. I'm not responding to everybody's speaker sheets. Carol got the review for being the first one to do it as her thank you from me for that. I will go out this week and pick a couple of others. It's kind of at random or maybe I'll have my team just give them to me for kind of those miniature speaker sheet reviews.

Other than that, I will talk you all next week. Have a great week and I hope to see you then. Talk to you later. Bye-bye.