



Totally Teleseminars Teleseries

Class 3
August 24, 2010

with Sandra Martini
Strategic Marketing & Productivity Expert

Word-for-Word
Call Transcript

Sandra: Good afternoon everyone. This is Sandy Martini calling in for the Class 3 of Totally Teleseminars Teleseries. And today, we'll be talking about the actual hosting of your call. Before we jump in to that topic, which is going to take up our entire call today, there are a couple of little logistical things I wanted to mention. First to Sherry, we're sorry that you can't make the call. I would choose hiking in Vail over this call anytime so enjoy the recording. And Martha also couldn't make the call. And both Martha and Vicky took me up on something that I've been mentioning from day 1 of this program, which is the fact that you can type your questions into the webcast anytime before the call and if you do, then we'll get started by answering those questions. So before we jump in to Class 3's topic, I'm going to go over questions we've got already out on the webcast. The first is from Vicky Voisin.

Vicky Voisin: (www.paralegalmentor.com) Sandy, the first step in the launch system is to select the URL. Do I need a separate URL from paralegalmentor.com/nameofseminar that I usually use for my registration page? Obtaining a URL isn't a problem, but I'm wondering if it's necessary?

Sandra: And my answer, unfortunately which happens to be a common answer, is it depends. It depends on the nature of what your call is for. If your call is teaching a program and you're having people sign up for it and you're going to be promoting this particular information or a sales page such as on Facebook events or on a preview teleseminar for example, then yes I would absolutely get a separate URL, because you want something that's easy to say and easy for people to remember. For example, mytotallyteleseminars.com or howtohostateleseminar.com -- easy to say, easy to remember. Sandramartini.com/totallyteleseminarteleseries -- not so easy to remember. Not actually that easy to say now that I do it. So, it depends on the nature of your call and how you're going to be promoting it. But I would always go for the easy-to-remember URL and just redirect it over to your site.

Vicky Voisin: (www.paralegalmentor.com) When do you recommend sending the link to the handout to attendees?

Sandra: Once again, it depends. In this case, it depends on the type of call you're doing. For example, if you're doing a handout that is a summary of your call notes, you could send that out after the call and use that as inducement for people to listen to the call when they have the notes. If you want to ensure active engagement throughout your call whether you're building a list, you're establishing your credibility, you're going to be making an offer at the end of the call and you want to ensure that people stay with you throughout, then I would give it to them before. But I

would make it a fill in the blank, leaving keywords that they're not likely to guess and this comes in to the inciting their curiosity.

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So if it's a fill-in-the blank handout, I would give it to them before the call, probably when they sign up then in your reminder, maybe the day before and then again the day of if you're sending out that many reminders. And then at the end of the call when you send out the recording, I would not send them a completed version. I would make them listen to the call to get the answers. But when you send out the recording, I would send out the fill-in-the-blanks one again for anybody who missed it and couldn't be live on the call.

Martha Clouse: (www.organized4L.com) Sandy, I can't be on the call, but I wanted to ask which online system is most valuable to someone starting to use teleseminars? Autoresponder list, shopping cart product delivery, email marketing? Where to start?

Sandra: It depends -- again it depends. Every situation is unique. And if you haven't yet read my "Seven Reasons that Blueprints Don't Work" blog post, you want to go check that out of my blog. It kind of gives you the reason why I'm constantly saying it depends. Every situation is different.

In this case Martha, it depends on why you're doing the calls, what purpose is the call going to serve? Is it a teaching call? Is it a "selling call" where you're going to be making an offer for people to buy something? Is it a building your list credibility call? The types of systems that I recommend you have for doing calls are included out on our group forum. There's a PDF which includes a couple of different scenarios along with the cost for each. So I would check that out and then let me know if you have any questions after looking at that. But it really comes down to what you're offering and what you're doing.

Okay. Thank you very much for those questions and it looks like we've got a lot more people who have joined us in the last five minutes. A quick reminder, when talking about how you host your call, I am very diligent about respecting your time and so if our call is at 2 unless something technical is going on, I'm starting at 2. A lot of people will say, "Let's give people a few minutes to get on the call." I don't do that. It's up to you whether or not you want to do that, whether that works for your style or not. As with most things, there's no right or wrong. It simply depends on what your style is.

So the first thing you want to determine when you're hosting calls is, are you going to start on the dot. I like to do that. Again for me, it's a time

respect thing and I get very annoyed with people who don't. This is my own personal issue that I'm working on. And it's actually become something along the lines of if I joined certain people's calls and I know that they don't start on time, I don't even bother dialing in for the first 15 minutes because they're still blabbing about something that's not giving me whatever reason I was joining the call for. So, think about how you want to do your call. You know, if you want to begin with warm fuzzies, if you want to jump right in -- there's no right style. It depends what's going to work for you.

As with all of our calls, if you're on the phone, I've muted this out for the recording. So you can press *7 to unmute yourself. And of course if you're on the webcast, you can type at any point and I'll get to your question as soon as we can.

Today's topic is hosting your call. And we've already talked a little bit about how I get started when I do mine. Over time, you're going to develop a scenario which works well for you. When I first started doing calls, there were two other things that I did that I sometimes do now. They're not part of my regular routine depending on the call type. The first was I always scripted the very beginning and I would read it, so in my, "Hi. Welcome to the call. This is Sandy Martini blah, blah, blah." Because there would be times when I actually forgot my website even though it's my name as insane as that is.

Getting -- jumping into the call before I got into the flow of it. In the beginning I'd be a little bit more nervous so I would always script the beginning and then I would script the ending, particularly if I'm making an offer. If I want to send you to a page or if I want to give you an offer to purchase something, I still script that because I want to make sure that I get the language right based on whatever it is I was thinking about at the time I'm creating it. So that's a little recommendation regardless of where you are it's to script the beginning. More importantly, if you're making an offer script the end.

Okay. We've got a lot to cover today. We're going to start with back to your why. I'm going to give you a couple of examples of minute-by-minute stuff to doing your calls, but before we get there, you have to know why you're doing the call. Are you doing a free call to build your list? That's going to be different than if you do a free call that's a preview call where you're leading into an offer for something. And that's going to be even more different than if you're hosting a paid call to people who've already paid money to join in.

We're going to start with doing a free list-building call. Okay, if you have

questions again on the phone, I'm fine if you want to interrupt me and just press *7. If you're on the webcast, you can go ahead and type at any time. And actually, we have our first question on the webcast from live listeners.

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Lela Bryan: (nicotinesolutions.com) On Instant teleseminar, how do you keep the screens up to check the people that are on the phone and check the questions? How do you see both at the same time or do you always need to have two people run the teleseminar?

Sandra: Great question. First, I don't keep the phone screen up. And the reason I don't is because I let you control when you ask questions meaning I say press *7 to unmute yourself. If on the other hand, I was asking you to raise your hand then I would have to hop back and forth between the phone screen and the webcast screen -- I'm sorry, the phone screen and the Q&A screen. I'm not doing that. I let you manage yourself on the phone by pressing *7 to unmute. Then what I'll often do is hop over to the phone and I will mute you when you're done because people often forget to do that piece. And then I just jump back to the Q&A screen and hit refresh.

I don't find it to be too big of a deal if I have a lot of questions coming in. For example this Thursday I'll be doing the Get it Done Right open Q&A call, those calls tend to be a little tougher for me because there's a lot of questions constantly coming in. So what I'll often do is I'll ask Heidi, my assistant, if she can manage the call. So all the questions that come in on the webcast, Heidi will read for me and that gives me a break. It gives me a chance to catch my breath and get a drink of water.

And it's also you'll notice near the end of this call, I might start to go a little hoarse if there's a lot of content or I'm doing most of the talking. So one way to combat that is to have someone manage it for you, but you don't need to. It depends how comfortable you are and how many calls you've been on already that day. Today, I've only had one call before this one and I've got two calls after this, two private client calls. So it's something that I could easily do. Great question. Thank you.

And someone just asked, "How many people can unmute at the same time on InstantTeleseminar"?

Everybody who's on the line. So if we had every caller choose to press *7 at the same time, you would all be unmuted. And then what I could do is I could force mute you back here using the web control panel or I could just let it be a free for all, and it would really depend how much background noise people have. So for example if Karen and Carol who both happen to be on the telephone today, if they both unmuted with a question at the

same time, I would say, “Okay, Karen, go ahead.” And if Carol’s background was quiet then Carol would sit and wait her turn quietly. But if she had, you know, dogs barking, kids yelling in the background, then I would mute her. When Karen was done, I would unmute Carol. But everybody can. Just like on most free conference calls, you can have the whole line unmuted if you wish. I tend to mute it just because it keeps it a lot quieter both for the guy doing my transcription and also for the recording for you listening in.

Before I jump in actually, that reminds me. I want to say a quick word about the transcriptions for this program because you’re all getting them. They’ve come back from our transcriptionist and in one of my change of hearts, I’ve changed the way I want them formatted. So, one of my other assistants Gina is actually busy reformatting them all now and it’s a page-by-page reformat. So we have them. They’re almost ready. I just want to reformat them so they’ll be a little more useful to you and you’ll see what that looks like when you get them. And that’s something that if you choose to offer transcripts, you can consider doing as well.

Anonymous: Can the people that are on the webcast actually talk like they were on the phone or just type?

Sandra: If you’re on the telephone, you can speak, but you have to be dialed in to the phone. Otherwise, you type on the webcast -- yes otherwise, you just type on the webcast. But if you’re on the phone and the webcast, you want to make sure that you mute your computer speakers otherwise we get absolute, horrible feedback.

Okay. So let’s jump right in. We’re going to start with talking -- sorry the cat decided to lie across my notebook. We’re going to start by talking about a free list-building call. We’re going to make a couple of assumptions here. The first, let’s assume that it’s a 60-minute call. When I’m doing these calls, I usually say 60 to 75 minutes. That way, people plan up to 75 in case we have a lot of questions. For this type of a call, I usually recommend that we do some type of exercise for engagement. Meaning, you can have a fill-in-the-blanks notes or a call handout that people can fill in as they’re going along to keep them focused because think of all the things people are doing while they’re listening. I know personally when I’m listening to people’s teleseminars, I might be switching the laundry, doing the dishes, walking around the yard with that dogs, making dinner -- any number of different things in addition to participating. So if I’ve got a fill-in-the blank handout, you’re getting a lot more of my attention.

The other thing is list building type calls, this is where people are being introduced to you. You want to create credibility, you want to showcase

your expertise. Now, the best way to do that is to stick to three to five tips or three to five key points. More than that and you can overwhelm people. Now remember, we're talking about a free list building call here. A paid program call, as you know, I give a lot more than three to five tips and I'm just kind of like, "Blah here's all this content." But you're paying for this content and you have the recordings to listen to, you have the transcripts to make notes of over and over again. So, I want to give you as much as possible. If it was a free call, I wouldn't do this much, purely from the place of overwhelming and scaring you into inaction.

All right, let's pretend we've got a 60-minute teleseminar here. Minutes 0 to 2: If you dial in early -- when I'm hosting a free call, I like to dial in a couple of minutes early because I like to get started right on time and this is what I do when I dial in early. I do a quick check in, "Hi. Who else is on the line? If you've just joined us and you like just say your first name, where you're calling from, your website. We'll be getting started right at 2 o'clock." This builds a little camaraderie. The call is obviously unmuted at this point.

The downside here is when you're using InstantTeleseminar, which I what I use almost exclusively now, a lot of people show up on the webcast. So you're missing that personal interaction of, "Hi, it's Suzy from Michigan" and "It's Mary from Detroit." You're missing that piece of it. The people who show up on the phone usually do jump in and say who they are though. So just say -- ask them to introduce themselves. I'll usually do a little bit of chit-chat and I'll say you know, "I'm not going to ask everyone to check in. We've got several people who are on the webcast." For my calls I typically end up with lately it's been close to 80% of the call participants on the webcast, which is just amazing to me. So know that if you're asking people to speak, you want to make sure that if you're doing a webcast like I am that you've got people on the telephone who can actually speak.

The next thing, I'll say, "Welcome everyone. This is Sandy Martini and you're on the Build Your List in 3 Easy Steps Teleseminar. I'm so glad you've joined us. We're going to get underway in just a minute. But in the meantime, if you're on the phone and you'd like to share your name and your email -- your name and your website that'd be great. Otherwise, I've got a lot of things I'm going to go over with you today so why don't you grab a pen and paper and we'll get started in one more minute." Okay. I've set the expectation, "We're getting started in one minute. I'm going to share some information with you"-- I've already told them three tips -- "grab a pen and paper."

If I had a call handout, I would do this a little differently. And I would say we've shared -- you know, "I've sent out a link to a handout. Here's where

you can get it.” And Vicky listening to the recording, your handout should be a very easy to understand URL. Otherwise, you’re going to be saying it 50 times and nobody wants to hear that. So, it might literally be getyourhandoutfromsandy.com something as ridiculously simple as that. Grab a pen and paper and your fill-in-the-blank handout.

Then I would say, “Okay everyone. It’s time to get started. I’m going to hop off for a second, get the recording going, and we’re going to jump right in.” I would then do my welcome again, remind them to get their handouts if appropriate then say to everybody, “I want to make sure everyone knows that we’ll be recording this call for people who can’t listen in live and it may be available to the public at some later time. So if you don’t want your name and website to be on the call, please just type your question on the webcast anonymously or just remain anonymous.” Give people that out, but let them know you’re still very happy to take their questions.

Introduce yourself and give the call outline, the agenda. The bigger -- I like to give a bigger purpose to the call. For example, “My hope is that when we’re done with this call, you’re going to have three concrete action steps that you can walk away with to start building your list right away. That’s my goal for today’s call and I hope you’re going to help hold me to that.” I’m asking them for help. I’m getting them engaged with what I’m talking about.

That usually takes about 5 minutes, everything that we just said. So once the 2 o’clock bell chimes, we’re now about 5 minutes in.

Now, minutes 5 to 25 or so, you’re sharing strong content. So if we’ve got three tips for example in our fictitious list building class, this is where I’m sharing two of them. If we’re doing a fill-in-the-blank handout, then I’m going -- as I’m saying things I’ll say, “That’s number 1.” And I like to number my fill-in-the-blanks to make it very, very easy for people. The last thing you want is for someone who stepped out for a moment, you know, mentally or physically. You know if they answered a question from their child or whatever, the last thing you want is them coming back and saying, “What was that again? No. No, the other sentence. What was that?” You don’t want that. Make it very, very simple. “Fill in the blank number 1 put this word. Fill in the blank number 3 put this word.” So this is where you’re walking them through the topic.

An important thing to know if you’re managing the webcast or the call yourself, minutes 17 to 20, those are kind of like the witching hour. If people are not happy with the information you’re providing the way that you’re providing it, the way that you’re sharing -- if they’re not happy with

anything, typically this is where they're going to hang up. So if in between minutes 17 and 30, you notice a sharp decrease say in your webcast attendees or in the number of people on the telephone, something is not going right because you're losing people and that's where you're going to lose them. If you can get past that minute 20 then as long as you keep your momentum, you're good.

So if you start to see people going away, I would stop the call right there and just say, "We're almost halfway through the call. Time is going by really quickly. I want to take a moment to check in and touch base with you. Has this call been helpful so far? Do you have any questions? Is there anything that I haven't covered yet that you'd like me to? Are you ready to keep going?" And I'm just giving you a list of different questions that you can ask here. The reason you're doing this is to bring the call back on track. You might have to abandon your notes and get people reengaged with you. The best way to get people reengaged is to get them asking questions and then you're just answering their questions and then you take the call right back to topic.

For example, "Okay Martha that was a great question and that's really going to lead right into point number 3. So before I answer that, let me check. Does anybody else have anything else that they want me to cover now?" You might get one or two little questions there, but generally people want to hear about point number 3. So that's minutes 17 to 20.

If on the other hand, you don't see people leaving the call, your numbers are staying steady -- let me stop that for a second. If you don't think that you can do this juggling between looking at the call and maintaining the contact, have your assistant managing the call and have her shoot you an IM, "Holding steady. People are leaving." Something very quick, very short on instant message so it just pops up on your screen and you know.

Let's say things are going well, everybody is holding steady, keep going with your content. Now around minute 30, so about 10 minutes later, you can do those same questions. "Has the call been useful to you so far?" You'll normally get some yeses. You have to be careful though because if you have nobody on the telephone and everybody is on the webcast, you're not going to hear any noise. You're going to say, has this been helpful to everybody and there's going to be silence. Silence is your enemy here.

In this particular case I would say, "If you're on the webcast, just let me know are you getting what you're looking for out of this call? Do you have any questions?" With the webcast and you can hear how I do it, I will often say, "I'm going to be taking questions in just a few minutes. So if you're on

the webcast you can go ahead and start typing yours now.” And then I continue along my merry way. Because if you just say, “Okay. Does anyone have questions?” The webcast people don’t have a chance to type yet. They’re busy typing and you’re ready to move on. So I like to give the webcast peeps a little bit of warning and say, “Okay, you know I’ll be taking questions in a minute, go ahead and type yours now.”

This is a free call remember. Your goal here is just to establish credibility. Take as many questions as they want to throw at you. If you had five points that you wanted to cover, promote three of them. For example say, “In this list-building class, we’re going to be covering three points.” This way you’ve got plenty of time for questions, but if you don’t have the questions, have another two points in your back pocket that you can go and say, “You know what this has been such a great call. I’ve got two more points that I want to share with you now.” This ensures that you can fill your 60 minutes with content.

The next thing, you go through all of your questions. Let’s say that you say, “Okay, does anybody have any questions?” Silence. Nobody on the phone. Nobody on the webcast. Nobody is asking anything. A lot of people doing calls panic at this point -- “Oh my goodness am I failing? What’s wrong? Why won’t they ask any questions?” And it’s kind of like, “Ahh” and you can start to choke up a little bit. You’ve got two things you can do here. One, make a joke. For example, “Okay. Nobody here wants to go first. Who likes to go second?” Now that works best if you have people on the phone because they’ll laugh. People on the webcast, you can’t hear what they’re doing.

The other thing I’ll do here and I usually do this. People on this call if you’ve been listening for awhile and listened to my open Q&A calls, we often get into this place where for about 5 minutes, sometimes 2 minutes (for me it feels like an hour), people have no questions. They’re not sure what to ask or where to get started. They have plenty of questions they just don’t know how to form their first one. So what you’ll often hear me doing is saying, “Okay. Well since you guys don’t have any questions, let me just share some stuff with you.” And then I’ll just start babbling along. Or I might say, “Well, knowing the average group that typically makes up my Q&A calls, if I were you right now I’d probably be asking a question around this” or “Did you see my article on the e-zine this week? I’ve been getting a lot of email questions about this.” And then I’ll say a question then I’ll answer it. That usually sparks interest and gets people thinking about their own situation. So if you’ve got quiet people on the call, your job is to facilitate, moderate, and help them along.

Okay. Once you've checked in, once you've taken all of their questions, remember we're doing three points in this particular call. Then you can jump right back in and say, "Okay, you know, let's move on. Martha asked that great question earlier that leads us into point 3. Let me cover that now." And then blah, blah you go to point 3. Once that's done, once again you ask for questions. They're going to have questions.

Now that you've covered their questions -- if this is all -- I'm calling it a list building call, but if this is a call where you're establishing your credibility, you want to let people know how you work. In my case, I like to leave people with things to do. For example, near the end of the call I would say, "Okay. You know we've gone over these three tips." Give a quick remembrance of what we did, one, two and three. "And for those of you who like to know specifically what you should be doing next, here are your three concrete take-home action steps. Grab a pen 'cause I'm going to go through it." And then I'll say, "Okay, one, two, three." I might even say, "Let me know how you deal with those. I'd love to hear about it." It depends what we're doing. This is where you're creating camaraderie amongst everybody on the group. You want them all to feel, "Okay, you know, kind of we're in this together. We all have these three action steps."

At the end of the call, "Okay, does anyone want to talk about what they've got from the call? Does anybody see any challenges they have with those action steps? Are you all ready to take the next step and to move on?" These are all the types of things I would do on the free call.

At the very end -- and you'll hear me do it often on these calls, "Was this useful? Was this helpful to you? Do you have what you needed? Are you ready to go take action?" Then at the very end -- we're talking the last 5 minutes of the 60-minute call and it might be a little longer if you had a lot of questions. "Thank you so much everybody for giving me your time on this call. You'll be getting an email from me with the call recording, the handout (if you had one), and the action steps that I'm asking you to take. If you have any questions, please just hit reply to that email. I hope you enjoyed the call and I look forward to talking with you again soon." Unmute the line if you've got people on the phone and you're going to get a lot of, "Thank you, thank you, thank you, bye, thank you, thank you, bye." You'll get a lot of that type of thing.

Now, does that make sense to everybody on this call in terms of how you do a free call? And that call is designed specifically to build your list and establish your credibility, which is why you're giving them tips, tidbits, and you're doing a lot of checking in to make sure that they feel good.

The next call -- if you have any questions *7 on the phone or just go ahead and type on the webcast. The one that we're going to do and Carol I see you so just one second. The next one is going to be a free call that's actually a preview call so one leading into an offer that you want to make. We're going to run through the differences between what we just did what that looks like. Carol go ahead please.

Carol Hess: Hi Sandy. I actually didn't have a question. I unmuted myself so I could respond to your questions so you wouldn't have dead air. [Laughs]

Sandra: [Laughs] Thank you.

Carol Hess: So I'll go mute myself again now.

Sandy: Okay. It's always good to know people are listening. And--

Carol Hess: Yes, I was.

Sandra: Thank you.

Carol Hess: Sure.

Sonia Wagner:(www.allaglow.com) This is great Sandy. Very clear explaining and you rock.

Sandra: Thank you that's always nice to hear. Okay. This is one call where I don't want you scribbling away too much knowing that you're going to get the transcript. Because this is one call where there's a lot of that nitty-gritty actual language that you might want to take, use, adapt for yourself. Okay. I'm going to grab a quick gulp of water and then we're going to jump into the free call that is actually a preview call for something you're offering.

Okay. Same scenario here guys. This case we're going to be offering -- we're going to be talking about three list building tips leading into an offer that I'm going to make for my upcoming four-week list building class, okay? So, that's the goal here.

First, we have to know our why. Our why in this case of course is getting people to sign up for our four-week list building class. But what do you want people to do at the end of the call? At the end of every call, you have to have in your mind what their next step is. Your choices -- if you remember from our first call talking about getting ready. Your choices here are to send people directly to an information or a sales page and hope they sign up or send people to a page, an assistant, something where they can sign up for a mini mastermind with you where you get say four to five

people on the phone and you talk to those four to five and then you get them to sign up for your program from there.

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The second one is a little more work -- who are we kidding it's a lot more work depending how many people show up on your call. But it also has a much greater response because you're connected with people in -- first you're connecting twice and then the second contact is in a much smaller group. Now, if I'm offering a \$200 list building course, I'm probably not going to do that. That's a lot of work for a \$200 course. If I'm offering people a \$500 or a \$1000 program, I'm going to take the time to do that.

In this case, let's pretend that our four-week course is \$97. So, we're going to send people directly to our information or our sales page as opposed to a small group mastermind. So in the back of your head, you're remembering as you set this up what you want people to do. At the end of this call, we want people to buy, we want them to invest with us.

Okay, we begin everything the same exact way. So minutes 0 through 2 the same thing that was already discussed, nothing changes. We're still going to ask them to grab a pen and paper. It's still good to have a fill-in-the-blank handout because this ensures that they stay with you. You want to keep them engaged.

The other thing you can do is do an exercise with them. I personally kind of like the fill in the blanks better for one main reason. When you send it out before the call starts, you know, they get it when they sign up and they get it? A lot of people will print it, particularly if you tell them to. Tell them to print it and keep it on their desk for the call. And it sits there and it nags at them. And I mean that in a positive way. They look at it and they want to know what the blanks are. I mean, it's just human curiosity. They want to fill in those blanks and there's only one way they can do it; listening on the call. That's why I like fill in the blanks. It creates that demand the people want, that gratification that they are looking for. So give them their fill-in-the-blank handout.

At the same time, I would still tell them that, you know, "My goal is that you're going to leave this call with some great information that you can start using immediately in your business. And, I also have a special offer that I'd like to make to you for my upcoming four-week list building class." I've set the stage. I've told them that one, I want them to get great information that they can walk away with and I'm going to make an offer. The offer should not be a surprise. And at the same time, you want them to know that they're still going to get something.

When you get about halfway through the call, everything stays the same as the free call so far. Minutes 17 to 20, you want to make sure they're still hanging with you. You get around a half hour, this time, you're going to do a little bit different: "Okay, we're about halfway through the call. I want to check in, does anyone have any questions?" Okay, if everything's going great, then now you can say to them, "Okay, I made a mention earlier that I'm going to be making an offer on this call about current list building class. Is it okay if I do that with you now?" Again, this works if you have people on the phone. If you only have people on the webcast, then say, "I'd like to make a quick mention of that now and then we're going to jump right back into our action steps or to our list building tips."

Here, you're asking permission. It's less intrusive for the people listening on the call when you've asked permission than if you just assume that they're all chomping at the bit to hear your great offer. So what I would do is I would unmute the phone -- again assuming I've got people on it, I would unmute the call and say, "I've gone ahead and unmuted the call, and I wanted to check in with you. Is it okay if I mention my offer now or if I introduce you to it?" They're going to say yes. If they say no -- we'll they're not going to say no, they'll say nothing.

If they say nothing, then say, "Okay, before I go ahead and do that, I want to check in again, does anybody have any questions? Is there anything else that you want to make sure that I get covered right now?" You take care of them. You make them happy. Again, if it's dead silence, then you can do the same thing we did before. Okay, typically, what I find people wondering or asking about at this point of the call is blah, blah, blah. Is anyone here wondering that?" Get them just to say yes. You know, you could have a really quiet group and that's okay. Help them. And you can even say, if you've been with me for a while, you've heard me say it on more than one call, "Okay, it looks like we've got a really quiet group today. I'll be asking the questions then, but if you have any of your own, jump right in," just to get things going. And sometimes you end up with a call full of introverts. None of them want to speak. In which case, I try to say to them, you know, "Reminder you can always join the webcast and type your question anonymously if you feel more comfortable doing that. As a fellow introvert, I completely understand." Build the camaraderie.

Okay, let's pretend we've answered our questions, we've got people back on track, and now you can say, "Okay. You know, I think we've got all the questions answered so far so I'd like to take a moment here to talk about the offer that I mentioned earlier. Will that be okay with everybody?" People are going to be okay and you jump right in. For example, you're going to want a URL. This is where it's going to be easy to say, easy to write,

and easy to remember. You don't want to spend two minutes of your, you know, valuable call time spelling this thing out. You want to make your offer very, very clear. And here, you only want to do three to five sentences maximum about this.

For example, "I know that list building is one of the most critical things you can do in your business to ensure that you've got a really strong foundation for all of your offers and for all of the membership programs that you want to have. Nothing is more important than having a list of loyal readers and listeners as you build your business. As a result, I've created this four-week teleseries completely dedicated to list building. Not just building the numbers, but building the loyalty. So that when you send your emails, people will open them. So we'll be discussing not just how to get more people on, but how to increase your conversions and your open rates. The program starts September 1st and because you're on this call, I'm offering it to you for \$97 if you sign up in the next 72 hours. After that, the price will be jumping to \$147. I'm going to mention the URL one more time and then I'll mention it again at the end of the call, but I don't to take up too much time now, so let's jump right back in."

"Okay, we've just covered these two points. Now let me go right back into point three." And by now, you're at around minute 40 to 45. And now you say, "Okay, here's point 3." Then you talk about regardless of whether -- so you're going to mention the program again. "Regardless of whether you choose to invest in my new four-week list building teleseries, I want to make sure that you walk away with at least these three points, one, two and three, and that you have what you need to take action on them right away. Do we have any questions around how to do that? Is there anything that I haven't covered yet that would be valuable for you to know at this point?"

So make sure they understand here that you're being totally open. You know, you're saying if you have a question or if you want to know something, now is the time to ask, go right ahead. You're going to get some basic questions, which are going to be easy for you to answer, so you just go ahead and answer them. You want to give them -- in this case, you want to over deliver. You want to answer their questions.

If they try and go too deep -- some people will want your whole four-week teleclass in the next three minutes and they'll ask very, very detailed questions around something that you just honestly don't have the time to answer in this call. In that case, you can say something along the lines of, "There are some really great questions here and this is exactly the type of thing or how deep we're going to be going in our teleclass. So what I

suggest is that, although I'm more than happy to answer some more questions here, if you really have deeper questions, then I'd like you to go ahead and follow up with me via email, sign up for this new teleclass, which..." And this is where you can throw in your guarantee, "...which has, you know, a money-back guarantee if you're not happy after the first two classes, so that we can ensure to get all your questions answered and you can move on. Okay, does any have any final questions before I run down the offer one more time for you?"

You run down your offer again, reminding them of that 72-hour deadline and then you do your usual end-of-call questions: "Was this helpful for everybody? Did you learn something new? Do you have some action steps that you can take right away? Are there any final questions? Here's that URL one more time if you want to check into the page or check on the offer."

Now, we talked last week about promoting and how one of the things that I did for this particular class, the Totally Teleseminars, was I sent you to a video page where you had me chatting in my office and then I took you to a slide presentation. At which point, you could choose to sign up right there or you could click here to learn more information and it took you over to a more traditional sales/information page. That format worked beautifully for me. It's also, you know, it's not a ridiculously high-priced program. It was an easy investment to make. So for me, that worked well and it's something you might want to consider.

Then at the end of the call -- you know, so you offer them whatever that is. At the end of the call, you thank them for their time. You tell them you are looking forward to seeing them in the program because you are, and then you hung up.

Now, when it comes time to send out the recording -- in this case, a lot of times I say it's okay to send the recording out within 24 hours. This is the time you want to get the recording sent out the same day if at all possible because you've got a deadline attached to it. And what you do is, in the email -- and you'll be getting samples of this email when we do our How To Follow Up On Calls next week. But in the follow-up email, you want to tell everybody, you know, "We had a great call." What I like to do here is I like to again incite curiosity. So you've seen me do it in some of call -- I'm sorry - - some of my follow-up emails where I'll say, "Donna asked a great question about this, Karen mentioned this, and we talked about that." Never giving answers, never giving enough information for it to be complete because my only goal here is to get you to listen to the recording. Particularly in the paid program, I want to make sure that you're getting your value and the

only way you're going to get your value is if you consume the information that I'm sharing.

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It works just as well for a preview call. You want people to listen to the call so that they can hear the offer. I usually do not put the offer, like spell the offer out in my follow-up email because I want them to listen in. I want them to get the benefit of the call. I will, however, often say -- you know, at the end of the call, sometimes I'll even say, "At minute 53, you know, in this call, I made a special offer just for people who listened, either live or to the recording. If this is a topic which interests you, you want to check that out."

Okay, do we have any questions yet? Let me check the webcast. Okay. It looks like no questions so far. Alright, we've got a few minutes left to our call and we're going to do one more of these. So, deep breath.

This one is going to be a lot shorter. In this case, it's a paid program. Okay? So in this case, you can actually consider the types of calls that we've been doing for this particular program. Depending again on your why, your paid program needs to have some type of a goal aside from just bringing you revenue. One goal of your program could be to share content that when people use it, they get a certain result. That is my goal for this program; sharing a lot of information about teleseminars, webcasts, teleclasses, and webinars. So that when you use them in your business, you're going to achieve the results that you're looking for. And I can't tell you what those results are because they're different for each person. But giving you the tools to go out and make these a useful part of the marketing on your business -- the marketing and the fulfillment.

The other part -- the other thing that you could be considering say for a paid program call -- let's take my Success Mastermind Program. The members for that program -- we have private calls and those are separate, but on our group calls, everybody gets power seat for a certain amount of time. So, that is, somebody talks about whatever is going on for them and all the other members jump in and offer opinions, assistance, etc. The nature of that particular program? I provide topical content for typically 10 to 15 minutes or longer, depending on what it is. And then, we do a round robin of everybody getting assistance on whatever matters most for them right then. That's my goal for that particular group call. For this group call, it's sharing contents so that you can take action. So think about what is your goal for the paid program calls because that's going to determine how you structure your call.

Now, I mentioned earlier that one of the things I do is I start right on time. If people are paying you to show up at 2, you want to show up at 2. Do

whatever logistics you need to do. For example, logistics for this call is that I would remind you that next Tuesday, the 31st, at 2 o'clock Eastern, we will be having Class 4. We will be talking about following up on your calls. That's all the logistics I need to do. I might also say, "And a reminder, everyone in this program also has access to my Get It Done Right Program and we will be doing an open Q&A call this Thursday at 4 o'clock Eastern. So you can bring your questions about anything going on in your business to that call. Okay, logistics are done.

The next thing, if you have a longer term program, such as my Get It Done Right Program, which is an ongoing program, you might want to begin by asking for a couple of success stories. "Okay, could we hear from a couple of people on the call about what's going right in your business right now?" Okay, so you're not asking for anyone to be a spot coached, you're asking for celebrations. That's a nice way to set the tone.

What I personally noticed is that it works better again if you have more people on the phone than the webcast because on the webcast, they have to think about their success and then type it. By the time all of that happens, you're often already onto something else. One of the things you could do is mention in the reminder that "I'll be asking for a couple of success stories at the beginning. This is a great way to get exposure for your business. So if you're going to be on the webcast, you might want to jump in and type that ahead of time. Here's the link to do that." And then you just give them the link to the event.

Okay, depending on your program, the minutes 2 to 5, 5 to 30, etc., those are all out the window. What you're doing here is providing usable content or usable information, depending what your industry is. And I like to check in at least twice, usually three times for questions. I typically don't ask people to hold their questions until the end, unless I'm interviewing somebody and that's what she or he has requested. Because, you know, it's the instant gratification. If you have a question, I want you to be able to get it answered. We might not be able to interrupt the call, but I like to stop, you know, every 20 minutes at least to say, "Okay. I just want to check in. Does anyone have any questions? Yes, here they are. No? Okay great. Let's keep going."

That keeps people engaged. You don't want to be sitting here doing a monologue, blah, blah, blah, blah, blah. People are going to start checking their emails, pay attention to their children, or deal with whatever hubby wants for dinner. They're going to tune out to what you're saying. And it really depends what time of the day. The later in the day it is, the bigger of an issue this is for you. So you want to keep people as engaged as possible.

It's why for this call I started talking about minutes, minutes 0 to 2, you want to do this. And I've got you thinking 0 to 2, okay. So I'm trying to keep you engaged on what we're talking about because this type of information, while extremely valuable, is admittedly also pretty tedious. So I want to try and keep you engaged through it.

So think about what your ultimate outcome is for a particular program call, a paid call. You're delivering the content. You stop frequently for questions to ensure two things: One, that people are still listening, and two, that they get it. It does not do any good for you to continue on your merry way if you lost people on step 2 because that's just going to lead to confusion and frustration. At the end of the call, again, the same exact steps: "Was this helpful to you? Does anybody have any final questions?" If you have any questions that we couldn't get to today" -- we can say this -- "in this program, please go ahead and post them out on the forum. I'll be happy to answer them," or a quick a reminder, "We're doing our open Q&A call on Thursday. You can either show up or if you can't make it live"-- and this is the great part about webcast --"...if you can't make it live, you can go ahead and type your question in at anytime. You can find the link out our forum, blah, blah, blah."

So paid programs are similar to the other ones that we discussed, except here, you're delivering a lot more content, asking people to take action if that's appropriate, and ensuring that they're staying with you. So you might be taking more questions that you otherwise take. It all depends on the nature of the content. The more advanced the content, the more time you want to leave for questions.

There are some calls where I only get across two points because of the number of questions. That's totally okay. The next call I'll finish the other points. It's important in a paid program call that the majority of people stay with you. Now if you've got something where -- a program where, let's say, you've got 10 people in it, 8 of them are totally with you and 2 of them just aren't getting it. That's a tough position to be in because you're trying to make everybody happy. But you can't stop the call for someone who's at a much more beginner level than the rest of the program members. What I would typically say there is, "Why don't you make a list of your questions, post them on the forum, and we'll be sure to get them answered for you." And then what I would do is look at the questions. And for me, because this is easier for me, I would just record a quick audio answering them and post that on the forum. You know, "Okay, Joy. Here are the answers to your questions blah, blah, blah, blah." Or I might recommend, "You know, Joy, this class might be a little advanced for you. I have a beginner level also on

this date. Would it be easier for you if we transferred you over to that program?" Don't be afraid to offer that if that's, one, if you have that and two, if that's in the best interest of your client and the program overall. Shelley just asked one of my favorite questions.

Shelley Webb: (intentionalCaregiver.com) What do you do if someone asks a question and you don't know the answer?

Sandra: You tell them you don't know. I've done it plenty of times. I usually do this. I usually say, "That's a great question"-- and it depends on what the question is. I might say, "It's out of my expertise. Here's someone that I can recommend that might know the answer for you," or "It's a great question, but I am not aware of what the statistics are for that." You know, you might want to search in Google to find blah, blah, blah. If it's something that personally I think I should know, but I don't, I'll say, "You know, Shelley, I don't know the answer to that, but let me check on it and get back to you, and I'll post the answer out on the forum."

If that's the case, within 24 hours, I want to be posting something on the forum. Even if it's to say, "I looked into it and I can't find the answer," but at least I'm getting back. So if you don't know the answer, just be honest and upfront, and say you don't know. If it's appropriate that you would check into it, then tell them that. If not, do your best to refer them to some place even if the "some place" is simply doing a search in Google.

Great question, thank you.

Karen Rauch: I have a question, Sandy.

Sandra: Sure, Karen, go ahead.

Karen Rauch: I get questions that are just, as much as I say, does anybody have any questions about the content or anything like that, you know from a Feng Shui point of view -- sorry. This is Karen from karenrauchcarter.com, if I need to say that. And people always, no matter what, they're always like, "Okay now, in my house, you walk in the front door and there's a mirror on the left and as you go three steps, it's split level bay." And I'm like, "Ahh," you know. And everybody else, I can feel their eyes rolling because they're just, you know--

Sandra: Yup.

Karen Rauch: -- and I'm afraid to take up so much time because people will just eat up the whole hour with just going "and then the sort of a red and burgundy,

but I don't know if it's really red." And I lose the crowd, you know.

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Sandra: Absolutely.

Karen Rauch: And so I'm literally thinking in my preview call, do I open myself up for those kinds of questions, you know, in a preview call? Is that what makes -- do I need that connection with them or can I literally kind of give them content, give them the offer at that time and not run into that?

Sandra: I would not go there with people. For example, what I would do is -- and you raise a great question for two reasons. One, one of the things that a lot of people will tell you is when you're doing a preview call, don't take any questions. Get on, give your content, and get off because answering questions could lead down a path where people aren't going to take you up on the offer. Personally, I disagree with that approach because I want the connection. And if people have questions, I want them to have to opportunity to ask me. So that's my opinion there.

In terms of this situation, Karen, which I can see you getting into a lot, I would simply say, "Does anyone have any questions about A, B, or C? Please understand that I cannot take specific questions around your personal Feng Shui situation or what to do in your house at this time. However, I do offer an X, a 50-minute consultation, or I offer a something. And if that's something which interests you, we'll be including a link to that in the email with the recording. Now, does anyone have any questions about the contents I just shared around blah, blah, blah?"

I would head if off before it starts. You're still going to get the odd person who's going to say, "When you walk in front door, blah, blah, blah," I would say, "Sandy, that's a really great question and something I run into a lot. If interested, why don't you set up a consultation with me or I take questions in my e-zine, why don't you submit that as a question for the newsletter?" So give --you know, give them a way out and say, "Do you have any other questions around blah, blah, blah?" That will usually deter them and either encourage them to ask a question or make them go away.

Karen Rauch: Great. Very helpful. Thank you.

Sandra: You're very welcome. And Carol, it looks like you're unmuted.

Carol Hess: Yeah. Hi, Sandy. This is Carol Heff from tamethewritingmonster.com. You keep mentioning the forum. Is that really a necessity these days for paid programs, no matter how low end they may be?

Sandra: No. it depends on your ideal clients and when I say your ideal clients, your ideal clients for that particular program. My clients tend to like to chat. Although I've noticed for this particular program, there is a lot less of it than I expected. So I expected a lot more chatting for this program than we have, and that's okay.

Ning, the forum that we're using, is -- they used to be free. I think they are now \$25 a month. For a short-term program, and I consider a four-week program short term, it's absolutely not necessary. It depends on what you're offering and whether you want to build camaraderie. For example, if you were offering a writing program, I'd actually like to see a forum for that. If you want to encourage them to look at each other's work and build upon it, because it takes some of the pressure off of you in doing that.

For me, I also like to offer the forum because I attract a wide variety of different industries, people working in different industries. So I like to encourage collaboration and strategic partnerships between the different people in my programs. For example, Shelley Webb from intentionalcaregiver.com and Bonnie Hutchinson from soulpowerwisdom.com, they formed a joint partnership around providing material for one of Shelley's membership programs. And, I mean, it's a perfect partnership and I had absolutely nothing to do with it. But they met out on the forum, they saw what each other does and saw a really nice synergy and how they could work together there. So for me, that's kind of an added benefit. If it works for people, fabulous. If it does not, that's okay too.

So it depends on what you're asking people to do in the program and what you want their outcomes to be. And if you're asking them to do, like in your case, say, a lot writing, it might be good for them to have other people to share it with besides you.

Carol Hess: Right.

Sandra: But it's definitely not a requirement.

Carol Hess: Okay, thank you.

Sandra: Oh, you're very welcome.

Carol Hess: Very helpful, thanks.

Sandra: You're very welcome.

There is one other thing when it comes to forums. Forums are totally overdone. And what I mean when I say totally overdone is that so many people offer them and then they just kind of sit and languish out there. And some of them are just -- that's it, they just sit there quietly. So to the extent that if you offer a forum, you can pop out there occasionally or get others to pop out there. For example, one of the things that Heidi does for me is post all of our recordings out on the forum and post the resources out on the forum, which encourages you to come back and check there for new things. That's how we encourage people to use it. In addition, in the case of Get It Done Right Program, people are just naturally more active out there, so it works really well.

Karen, did you have another question?

Karen Rauch: Yes, I did. My question is, is there a number of people, like for example, you know, if I have 500 people on this preview call and I ask for questions, wouldn't it just be like a bunch of people jumbling on top of each other? Like, is there a maximum that you would even... How do you separate and say, "The one from Australia. You." You know, how do you get one person out of the crowd to hear their question?

Sandra: In your case, if you're doing that, if you have huge number of people -- this is where I ask people to raise their hands. So for InstantTeleseminar, the service that we're using here, there are several different modes you can put the call in. And it's just clicking a different button. I would click the lecture button and say at the beginning of the call and I would mention this a couple of times throughout, "We're going to go ahead and mute the call out for the recording. When it's time for questions, if you have a question, press *2 to raise your hand."

Karen Rauch: Hmmm.

Sandra: So what happens is on your little phone control panel, there's literally a little hand that comes up.

Karen Rauch: Uh-hum.

Sandra Martini: And it will say like, for you, I see "Karen J. Rauch from California" and a little hand would pop up next to your name. Nobody can talk until you click that hand. That hand tells -- I'm sorry. When they raise their hand, you then click to unmute them. Nobody can unmute themselves.

Karen Rauch: Oh, okay.

Sandra: So when they raise their hand, you unmute them and say, "Okay, Karen, you're now unmuted." Now, the only place you run into a little bit of trouble there is if you have people from Australia, for example. That will often come up as anonymous. So what I usually do is say, "Okay, I've unmuted anonymous who has these last four digits in the phone number."

Karen Rauch: Mm-hmm.

Sandra: If you've got a lot of people who are doing questions, I would even just skip the anonymous. I wouldn't even go there.

Karen Rauch: Okay.

Sandra: I would say, "If you're calling from outside the United States, I'm not going to be able to unmute you easily, so please go on the webcast and type your question in there." So you're still giving them the opportunity to ask questions. You're just sending them over to the webcast to do it.

Karen Rauch: Okay. Okay. And if it's just overwhelming I could say something like -- you know, you've maybe given me an idea to have a Q&A call at another time. I'll be sending you an email about that or something? Just...

Sandra: Absolutely. You could -- one of the things you could say is, "Wow, I am absolutely flooded with questions. Here's what we're going to do. I'm going to take the next three hands that I see, bam bam bam. Then for everybody who's posted onto the webcast, thank you so much. I'm going to go ahead and read through these questions and record an audio sharing the answers, and I'll send that recording out to you." So what you've done now -- one of the nice things about the webcast is you can literally copy all of this and paste it into a Word document. So, we copy all questions, paste them into Word, and just say, "Okay, Shelley from IntentionalCaregiver, your question was blah, blah, blah. Here's the answer." You, all by yourself, just recording this audio.

Karen Rauch: Got it.

Sandra: And then you can send that out as a bonus. And you could do it one of two ways. If it was a free list building call, you could just send it out as a bonus. If it was a product call, you know, one where you're offering something for sale, you could say, "We were so flushed with questions that I couldn't get to them all. But as an added bonus, I went through the webcast, answered all your questions, and that will be an added bonus to this program. You'll get an audio with all the questions and answers."

Karen Rauch: Hmm. Okay. And are there the same features of muting and all this stuff in a webinar format? Is that what GoToMeeting...

Sandra: GoToWebinar?

Karen Rauch: Yeah. Does it do all that same stuff?

Sandra: GoToWebinar -- I'm trying to think about the hand raising. Actually, I believe it does let you take people who raise their hands. It does let people type questions into chat. It does not let you copy and paste that, and their chat function is not the most user-friendly I've ever seen. Because it's written in such tiny type that it can actually be hard to read if you're getting a lot of questions. So personally, I prefer InstantTeleseminar when it comes to the webcast-type questions. But if you're showing your screen, you have two options. If it's something that's interactive where you need to be demonstrating and actively doing something on the screen, go to webinar. It's your choice. If you just want people to see a slide presentation, InstantTeleseminar has that feature, but it's a static presentation. You know, it is what it is.

Karen Rauch: Right.

Sandra: You can't make a decision mid presentation to say, "Ooh, let's go to that webpage." You couldn't do that.

Karen Rauch: Okay. But in--okay. So you could show a PowerPoint on InstantTeleseminar and go right through it?

Sandra: Yes, you could.

Karen Rauch: Great. Thank you.

Sandra: The important thing to remember if you choose to do that though is that the people on the telephone won't see it. So you just want to -- in your invitation, you want to say, "I will be showing a PowerPoint presentation. If that's something you want to make sure you see live during the call, make sure you're near your computer." They can still listen in on the telephone. They just mute their speakers and look at the presentation.

Karen Rauch: Hmm. Got it.

Sandra: So you just want to make you tell them.

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Karen Rauch: Great. That's just what I need. Thanks.

Sandra: Perfect. You're very welcome.

Sonia Wagner:(www.allaglow.ca) Thanks, Karen, for your question and Sandy for your answer. I was able to adapt it for my situation. Thanks so much.

Sandra: You're very welcome.

Shelley Webb: This is Shelley again, if you don't have anyone asking questions, is it fair to "plant" some friends to ask some?

Sandra: Absolutely. If you want to kick start some questions and nobody is asking them, and you're not comfortable asking and answering yourself, you can ask a friend or two. Give them some questions that you think your audience would want to hear and ask them to go ahead and ask them on the call. That's absolutely okay. Great question, thank you.

Okay, do we have any final questions before we wrap up for today? Again if you're on the phone, you can press *7 and if you're on the webcast, you can type away. Otherwise, we have our open Q&A call for Get It Done Right this Thursday at 4 o'clock Eastern. And our final class for Totally Teleseminars is next Tuesday at 2 o'clock Eastern and we'll be covering following up. And then of course, we'll be doing an open Q&A call in about a month so that you've got time to put all of this into practice and come with any final questions you might have.

Okay, it looks like we are good for questions. So I will hopefully see everybody on Thursday and have an absolute fabulous rest of the week otherwise.

Take care. Bye-bye.

Karen Rauch: Thanks, Sandy.