Totally Teleseminars Teleseries

Class 4
August 31, 2010

with Sandra Martini
Strategic Marketing & Productivity Expert

Word-for-Word
Call Transcript

Sandra: Good afternoon everyone. This is Sandy Martini from sandramartini.com, calling in for Class 4 of our Totally Teleseminars Teleseries.

Notes:

Today, we'll be talking about follow-up. So follow-up to the calls that you do both free and paid. Before we get started, we just have a couple of logistical items to go over. The first is our Always Reminder that if you're on the phone, you can press star seven at any point to un-mute yourself if you have any questions. If you're on the webcast, feel free to go ahead and type in at any time.

Also, today is our last official class until the open Q&A call on September 8th at two o'clock – I'm sorry, September 28, at two o'clock, Eastern. So it's our last Pure Content class. Know that between now and the 28th of September, you'll be getting several emails which will be reinforcing concepts, building on strategies ***[Inaudible]***, a bunch of different things that I've got planned so that you can really assimilate this information. And if you so desire, print out some stuff, save it in a folder so that you've got a guide going forward.

That's it. My question, have you scheduled your next call yet? If you haven't yet scheduled your next – or for some of you maybe your first teleseminar, I'd really like you to do it. You've got all the tools you need. So go ahead, jump in, even if it's one that you just do for some friends or colleagues or business buddies, hook up with some people out on the forum and get one scheduled. The first one is always the toughest, but after that, easy peasy.

The second thing, a question from this morning's reminder email and actually, I closed my email so I can't look at the one response we had, but I know that Carol has sent in a response to the question I had about what was the difference in my strategy, for a marketing standpoint, between today's reminder email and last Tuesday's reminder email. For those of you who don't remember last Tuesday's, last Tuesday I talked about being honored to have been bringing this information to you as well as being really excited and happy and pleased and humbled by the fact that over 90% of class members, so people who send it for the program, have showed up live to each and every call.

That is huge. Typically on free calls, it's usually around 20% live that show up. On paid calls, you might go into the 30 to 50% range. Around 90% is just amazing, so thank you very much to everyone who's been reserving your two o'clock, Eastern Time every Tuesday for the last month. I appreciate it and I know your business will as well.

Today's reminder email focused more on following-up. So it was less about me and my connection with you and was more about what the call was going to be about. So that fact that personally, I view follow-up as the most underutilized and misunderstood marketing strategy. Not just for teleseminars and webinars and webcasts, but for anything related to business, so just following-up in general.

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The difference is Carol correctly surmised between the two strategies is last week was all about our connection. It was me and you. I was reaffirming it. I was thank you. I was appreciating you for showing up. This week, it's the last class kind of makes me think of the last day of school despite the time of year where in, but the last day of school where, you know, you hope people are going to show up and the seniors particularly just don't appear always unless there's a reason.

So today was about insuring that we keep that great 90 percentage – 90 percentile in terms of live participation. And it was inciting your curiosity around the topic. So that's kind of the difference strategy I used behind the reminder email. And I did that as a way to show you that a reminder email doesn't have to be simply, "Hey, we're on at two o'clock. Hope to see you there. Bye." You can actually have a goal. We've talked about having a reason why for your teleseminars and for everything you do in your business. The reminder emails have a reason why themselves besides simply reminding someone to show up.

So what is the reason you want someone to come? What do you want them to feel if and when they open that email? They don't always open it.

So assuming that they're going to it, what is it that you want them to feel? Now, before we get started, we've got a couple of comments out on the webcast. So let me go over those really quick. The first is from Cherry in Riley, North Carolina, who has a question related to last week's call which she had to miss. She was hiking. When you walked through the example of a list-building call versus a preview call, there was no mention of opportunities to work with you if anyone was interested. Is there ever a situation where it's appropriate to include a brief mention at the end of the call or with the inclusion of that catch, meaning, the "Here's how to work with me."? Would that catch people off guard and potentially and do the goodwill created during the call?

It's a great question, Cherry, and it's yet another of those it depends situations. It depends on a couple of things. One, do the people on the call have any knowledge of you prior to this particular call or is this their

first experience hearing your voice and interacting with you aside obviously from signing up for the call? If it is, then I might say something very generically about something to do with my website. I would not make an offer to work with them. I would want to send them to my website, maybe to a free special report or something just for this call. Of an interview I did with somebody else that somehow ties into this, something to get them to my website so that they could see the menu bar and then decide to check things out on their own.

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Now, in that free – let's pretend we're doing the free report. In that free report, I would also include information about how I work with clients. So I would do it kind of one step per move from the call. I would try and get them to my website. If they – I have free report for them, I would include something in there about what they can do. The reason I would do that as opposed to just openly say something with an audience that's totally new to me is because I'm making the assumption right along, but I'm making the assumption that people overall feel that they've marketed too way too much and they're overwhelmed with why whether it's hype or not, what they perceive as hype.

I wouldn't want to be grouped in with that before they have a chance to know me. Again, this depends on who your audience is. From my audience, I feel that's a valid concern. For your ideal clients or for someone who's more corporate-y, that might not be as valid because they're not going to experience the exact same amount of marketing on slot and saying your average business or your average online related business. On the other hand, if it's a market that may know me a little bit more or it's a group of individuals that may know me, for example, maybe from the telesummit or from something else that I've done and now, they're signing up for a free call with me personally, I might introduce some to, again, a free report certainly or to do doing many Masterminds.

So what we talked about – I think it was in call two – what we talked about in the second call and possibly the end – the third call, about bringing people to many Masterminds and then taking it to the next step from there in terms of how they could work with me, if it was a program or something that I was offering. And we talked about that more from a preview call standpoint. It would really depend on a list-building call kind of what I got from the call, what I was feeling from it. I don't think I would go in with the intent to make an offer about working with me, but I would certainly have one ready in case I felt that it was really strong, you know, or something that we could jump right into that I think would be – that would work a lot better for me.

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And I mentioned on that call last week about scripting, how I make my offers at the end. So that is certainly something that I would have ready in case I needed it, but great question. Thank you. And Alyssa Joy from www.holisticmama.com said, "Hi, Sandy. Good to be here this raining morning." Okay. And Lela Bryan from www.nicotinesolutions.com says, "Is there a way to keep the teleseminar replies up and not take them down so quickly like so many of the telesummits are doing? It annoys me when I have to rush to listen to a reply."

Okay. I think Lela, that when you say a reply, you're talking recording. And we're going to be talking about that a little bit today. People do that intentionally because they want to create – pressure's the wrong word – but they want to create the pressure for you to listen.

That might be that they're selling something. It might be that they're offering something. So they want to create this time crunch so that basically, Listen or ***was [0:10:15] [Phonetic]*** out" is essentially what they're saying to you. They're doing that intentionally as a marketing strategy. For some, it works and the way you typically see it. And I've seen it so much that I now just kind of laugh and it's gotten really old for me. But you see someone host a call, for example, a preview call talking about whatever is coming up and then they say, "Okay. You have 24 hours to listen to it. And then the recording has to come down." They tape the recording down. Then often, if they didn't get the numbers they were looking for and sometimes regardless of that, one or two weeks later, their assistant will suddenly say, "Ooh. So and so is out of the office. So and so is busy. So and so is whatever. I'm going to let you listen to the recording but only on this day and time." So they're creating a second set of scarcity related to the call. They do that intentionally to get you to listen or to feel that you're losing out. One of those other little human traits that we have is we hate the thought that we might be missing out on something, you know, a great sale, a great call. It's why they do it.

I think it has a time and a place. I think it's so overdone that everybody knows what the strategy is and so it's – I'm actually setting to put an end to the hype category just because it's so overly done. But that's why they're doing it. The one thing you could do is ask them, you know, for the recording. Some of them will give it. Some of them won't because they want to create that time pressure. But it's a conscious decision that they're making when they do that. So just a heads up to let you know that they're intentionally doing that. And they're doing it because they want you to listen and listen quickly so that you can take action on

whatever it is whether it's signup for something, purchase something, et cetera – a great question, thank you.

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All right, we are going to jump in with today's topic which is following-up. The things that I'm talking about today will be around teleseminars, webcasts, calls. Really and truly they apply to everything—products, services, programs. So as I'm referring to the calls, kind of keep that in mind that we are talking on a much bigger scale. Excuse me.

Okay. First, I mentioned this at the beginning of the call, following-up is the most underutilized and misunderstood marketing strategy of them all. It's underutilized for several reasons. First, many business owners tend to be ad-hoc. They're very in the moment. It's all about now. What am I working on today? What am I doing now? What's next? No thought to next week, the week after, the week after that. Even when planning is done – and a lot of business owners do plan – even when planning is done, it's usually done at the macro place. Okay. I want to earn a $150,000 this year. I want to roll out three products. And it's never brought all the way down to the micro.

Okay. So if I'm going to offer this particular program on October 1st, what should I be doing on September 1st? What should happen on September 8th? And all the follow-up that goes with that. Another thing – it's probably politically incorrect to say it, but it's laziness. The phrase, "Good is good enough" of which I am a strong proponent is often taken too far. Good is good enough helps you get stuff out there. You know, here, it's out, update, revise as you go along. It is not meant, in my opinion, to be about, "Okay. I've done the bare minimum. Now, that the bare minimum is done, I'm done." You want to ensure that your clients have a great experience no matter what you're offering and no matter what the cost. Following-up is a great way to do that.

So under the underutilized category, I chunk laziness in here because it's laziness/boredom. I guess it would be a better way to put it because it's either "I don't have the time. I'm too busy. I'm on to the next thing" or "I'm done with that program."

"Okay. I've offered it. Now, let me deliver the minimum, but let me deliver just the content and then I'm off to the next thing." The last one, unsure of how to follow-up – some people really want to follow-up, they know that it's in their best interest. Their clients will get their best experience. It's total extreme client care to follow-up. But what do they say? "What should I do? What would I write?" And this is where it comes into being misunderstood. Many business owners often feel that the

follow-up is pushy or salesy or they feel like they need to sell something on these follow-ups. You know, "I need to make an offer. There needs to be a strong call to action." There doesn't.

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Sometimes, it's okay just to connect. That' it, not asking for money, not telling you to go to a website. "I'm just connecting. I'm just checking in." It's kind of like that, you know, a business colleague or somebody you haven't heard from in a long time will call you. And they're just calling you to check on how you are. And it's almost like, "Why are you really calling? What's the ***[0:16:13] [Inaudible]*** motive here?" We've almost been trained to think that way. It's great to follow-up just for the sake of following-up.

Okay. We're going to jump into some ways to follow-up. If you have any questions, just type on the webcast or feel free to press star, seven at any time to un-mute yourself. I'm going to take a quick water break. I don't know about where you are today, but here it's in the 90s and humid and just horrible. So I am guzzling water with cucumber slices in it by the gallon for just to cool down.

Okay, different ways to follow-up. Let's start with free calls. And this is what Cherry mentioned earlier about list-building. These could be list-building. They could be preview about – I'm going to put preview under its own category. So let's just start with totally free list-building benefits to your existing list. The first is to include snippets, little curiosity-inspiring phrases to encourage people to listen to the recording after it took place. You often see me do this on the Get It Done Right open Q&A calls. I will say something like, "Karen asked the question about A, B or C and Susie brought up X and I talked about this." And what I said probably isn't what you think it was. You know, little kind of – I call them snippets – little snippets, little bullet points if you will without giving you any real completion. There's no answer there. Think of them actually as marketing promotional bullets. And these go in the follow-up email with the recording because they want people to listen to the recording.

That – get it done right of course is a paid program. In that case, I want people to listen to the recording because they see the value in the program. On a free call, you want people to listen to the recording so that they build further connection with you. Remember, it's all about the reason why. Why are you doing the free call, to build your list? You want to encourage people to get to know you. Hopefully, they'll like you, if they like you, to trust you. And one of the quickest, easiest ways to do that is to build this connection. They've got to hear your voice to build that connection. On the free call, if you made an offer, whether the offer

was to go get a free report, whether the offer was – you know, just for people who are listening to this today, a hundred dollars offer strategy session, you know, if you felt the strong connection with them.

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You want to give them incentive to listen to the recording. And, Lela, this is where people do that. You have 24 hours to listen to the call and they don't give you a download link. That doesn't have to be the incentive. That's kind of a – it's a negative incentive. Do this or you lose out. I much prefer a positive incentive. Do this and you get something. So if you listen within the next 24 hours, you get this free report. The free report will be taken down after that time. You can still listen to the recording, but you don't get access to this special bonus recording or this bonus report. Yes, they're going to lose out, but those who listen in get the reward and the reward is much more than just the audio. If you made an offer that involves money, you can take that away.

For the next 24 or 48 hours only, you'll get X, hundred dollars off. You'll get this extra bonus. You'll get whatever it is. After that, that incentive is gone. However, the recording will of course still be available to you. I'm not a fan of taking the recordings away because the recording is where you're building that connection. So if you're doing a free call and you take the recording away 24 or 48 hours, whatever it happens to be, you're denying people the connection. That was the whole reason you did the call on the first place. So my recommendation is to find something else that you can add or find something else that you can take away.

The next one – oh, let me go back to that for a second. Whether you're adding or taking away, when you send out that recording email, make sure you include the deadline in there. For example, one of the things I might say is, "Okay. I've done the first part. So I've got all my curiosity snippets." Now, I say, "I made a special offer, at minute 55 of the call, and that offer is only good through midnight on Friday." I don't like to say up until midnight. So I might say, you know, "It's only good through Friday." And then when I wake up Saturday morning, I take it down. That type of thing.

Another way to follow-up with free calls is to send five to seven follow-ups over a two-week period and then another three to five follow-ups over the following two weeks. All of this will be offering more information. You can think of it as a free e-course, something designed to showcase your credibility and your expertise. So it would work where they sign up, you host the free call. We're pretending this is top build your list. So you do a free call to build your list. That call is going to be

about something. Everyone should have created their – oh, my goodness, I forgot – the speaker sheet. Everybody should have completed your speaker sheet by now. You should have a free e-course if you will for everyone of those talks so that when you do the talk, your follow-up is then to drift this e-course to them afterwards. All of the information that you're sharing ties back to the subjects of the talk. So they're getting valuable content on a subject that they signed up to learn more about it. You can include things like interviews that you might have done which are relevant, you know, previous interviews that you have the right to give to people—a free template that you think is important, free special reports.

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One of the things that I've offered in the past is my How to Find, Hire, and Maintain a Successful Virtual Team e-book that I've sent out a couple of follow-ups around, you know, "Here's a 101 ways to use a virtual assistant." And that could very easily tie into a time management call or a profit's management call. So what can you do to drift information – notice I'm not selling here. This is just information. Free special report – now, in the free report, back to what we're talking about earlier. I absolutely would include ways that you can work with me—absolutely. But in this follow-up, all I'm doing is sharing information. There's something – for those of you who have been in online marketing for a while, there's something known as "free line". That is, how much do you give away for free before you charge?

I'm a proponent of giving away a ton of stuff for me. It establishes your credibility. It creates the connection. You get to know like trust factor. At the same time, people understand that when they signup for something with you that costs money, they're going to get a great experience, a great product, a great service, a great whatever because you've given them so much for free. So part of your follow-up to this list-building course is to set that precedence straight up by giving them this free e-course.

And if you look at the numbers, minimum, I'm saying eight; maximum, I'm saying 12 touches over the course of a month. And these touches are in addition of course to any touches that you normally send out to your list at large—your newsletter, any special tips that you might do, your regular blog posts. That's why, to make it easy, because if I had to come up with this every single time I did a call, I just – I'd freak. You know, it would never happen. As a result, this makes it very, very easy. You do the work ones. It's evergreen. It's there. And you can use that e-course for other things, not always just talks. You can use it to follow-up with the

product.

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Before I go on, we have one question so far from anonymous, "Many people charge for a replay after 24 hours. Doesn't that defeat the free call connection?" In my opinion, absolutely – if I hosted a free call, I would never charge for it after 24 hours. What I might do, I might offer the free call and take it down after two or three weeks, maybe a month. And I might bundle it later as a product. I've done that before. When I say bundle it, add a checklist, add some templates, add a transcript in the audio and then sell all of that together. That I can absolutely see and would certainly do and have done, but I wouldn't kill the free call itself. I would leave that for people. The way I see it, if you signed up for it, you're entitled to it.

I have free calls on my website that go back two years. What I typically and I'm just going to digress a second to share this because I think it's a good side lesson and you saw this in the templates that I sent out last week. When I first do a call with someone, there's a signup page, "Hi, welcome, sign up for Sandy's Call with Susie." Once the call is done, that same signup page is changed. "Hey, thanks so much for signing up. You missed the live call. But, if you sign up here, you can still go access to the recording." And then it takes them to the thank you page with the recording. They also get pointed to the email streams so that they get the recording via email.

I have people who have signed up in the last month or so for something I did six months to a year ago because especially with social media right now, it's still out there. Those tweets, those Facebook posts, they're still somewhere in the Google world. People can still find them. I want them to be able to still access the call because I want their experience of me to be a positive one. So absolutely, I would not charge for the replay because I do think it would defeat the – building that connection. That said, you don't know, I don't know, the person who's offering that call, what if they're a lie. Why did they offer the call? It might not have been for a connection or to build their list. It might have been to sell something. That's totally something that people would do, so they're forcing you, "Okay. Listen within 24 hours to get my bonus, my this, my that. And then if you don't, I'm going to make you pay for the information." It gives that information a higher perceived value if you think you're going to have to pay for it.

Anita, did you have a question?

Anita: I do. This is Anita with visioninpurpose.com. I am a little confused when

you talked about free e-course. And I know if I have speaker sheet. I wasn't been able to make it last week because I was doing a presentation and a showcase, but could you just elude to that for a minute. Will you talk about the free e-course? I'm trying to figure out how fit in to the picture.

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Sandra: The free e-course I'm just mentioning today is part of your follow-up. This is yet another way if you want to follow-up with people after your call. So you do a free call. One of the things you can do, you want to get them to listen to the recording. And that's the snippets we talked about.

Anita: Right.

Sandra; You want to offer them an incentive to listen either through snippets or if you make an offer like "Listen and you get this report" type of thing. The third way to follow-up for free calls is to add an e-course to the end of it.

Anita: Oh, okay. Okay.

Sandra: So they sign up for the course and then you send them out – you put them basically in a drift email stream, an autoresponder so that they'll receive this over the next two weeks to a month. All it is, is more information. We're not selling.

It's more information about things that will help them and that tie in to the topic of the call. So you're building that, you know, like trust factor really fast, by doing this.

Anita: Oh, okay. Okay. Because when I first heard this, it rather sounds like, "My works?" But – all right, I get it. And you try to maybe do something that would be relevant to more than just one topic, I would assume is what you're saying, right?

Sandra: There are – for me, there are three signature talks that I give. I have an e-course for each one of them.

Anita: Okay.

Sandra: Some of the information crosses between them and some it is unique for them.

Anita: Okay.

Sandra: So I would tie the information to the talk that you're giving. And if you do more than one talk, the same or similar information may apply. And it's – the e-course isn't – it isn't massive. It's not a ton of work. It's very simple, "Oh, hey, Anita. You know, I hope you appreciated that call. I don't know if you remember, but I mentioned about this particular strategy. Here's another way that you can use that. I hope this helps your business, talk to you later – Sandy."

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Anita: Oh, okay.

Sandra: That's one message. Another one might be, "Hey, Anita, I was just looking through my hard drive and I noticed that I have this free report that ties in pretty closely with the call that I did a couple of weeks ago that you signed up for. Here's that report in case you're interested" and then a link to the report. So it's very non-threatening, if you will. It's very non-salesy. It's just, "Hey, I'm here to help."

Anita: And you gave an example early, would you repeat that as the – your signature talk and then the e-course that goes along with it.

Sandra: One of my talks is around productivity and getting things done.

Anita: Okay.

Sandra: So my e-course around that, then highlight some of the things that I do everyday around getting things done and productivity in my business and different time management strategies and tips. So I'll say to somebody, "Have you tried – you know, it's been two weeks since we had our call. Have you tried this yet? If so, what impacts does it had for you?" Then I might start a conversation or I talked about ***[0:32:28] [Inaudible]*** list of seven. "Have you tried that yet? Let me just give you a quick refresher on how that works." And then we'll sit down and send that message out.

Anita: Okay. So that sounds more like follow-up kind of autoresponder messages versus an actual e-course.

Sandra: That's what this is. The e-course is the autoresponder follow-up. And e-course and follow-up are the same things when you're talking from the standpoint we're looking at the follow-up. An e-course could also stand on its own. It could be something that you charge for.

Anita: Yeah.

Sandra: This is not that. This is just a follow-up to a free call.

Anita: I see. So you're not necessarily naming it something separate then?

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Sandra: No. I would not give it a separate name to the public.

Anita: Okay. Because that was confusing to me when you – because when I think of e-course, I think of it as standalone, something that's teaching something through a series of messages.

Sandra: This is doing the same. It's just not standalone. It's subsequent to the teleseminar, to the talk that you gave.

Anita: Got it. And how many messages do you normally include in something like that.

Sandra: I would typically do, for a free a call, five to seven follow-ups over the first two weeks and then another three to five over the following two weeks. So anywhere between eight to 12 over the course of a full month, slowing down as we got further out.

Anita: Got it. Okay.

Sandra: All right. Great questions, thank you.

Anita: Thank you.

Sandra: Okay. Let me just check the webcast really quick. Okay. We're good. We're going to jump over to paid calls now. These are the ones like this program like the Get It Done Right program. You want to do a lot of the same thing as for the free calls. For example, you want to include the snippets like we talked about earlier like I do with the most of the Get It Done Right Q&A calls. You want to make offers if you have one for special things. For example, Get It Done Right members received a separate email – oh, excuse me. I did a quick mute as I sneezed. Get It Done Right members received a quick follow-up email to this particular program reminding them that they have a coupon they can use as preferred client discounts.

The other thing you can do is say to them – okay, now, this is where you're teaching them to use your material. And I wouldn't call any of that because this is just the strategy behind the scenes. So let's pretend that you sold them a program of a product. Did you see X on page 21? Don't tell them what X is. Now, did you see the strategy I talked about that's

really becoming a trendsetter? It's on page 21 of the e-books that I sent you. Or have you tried what I mentioned on page 38 or at minute 27 of our call? You know, I talked about the top three things that you got to want to do to ensure that your revenue constantly increases. Did you catch that between minutes 27 and 33?

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So what we're doing here is, once again, we're encouraging them to use – use the information, in this case, that they paid for to further deepen that connection. You want them to use the information because the more they use it, the better results they're going to have. And they're going to associate those results with you because you're the one who was working with them. You're the one who shared the information. So you want to ensure that they get it. They use the information and they get the results. Encourage interaction is another thing you can do as part of your follow-up. Today's very simple, little courtesy reminder, nothing fancy about that. But what we did, is we encouraged interaction. We asked you, "Okay. What did you see last week compared to this week and what was the difference?"

Now, some people responded and said, you know, somewhat really simple, "I don't have last week's email." I'm not sure I can tell that you did something different, but I'm not sure the strategy behind it. And Carol has of course – was exactly right on with the difference. Whether people would right on or not actually isn't the important piece. What was important was that they were interacting with me outside of our live call and it got them more interested, excited to join the live call. So how can you build interaction? How can you make it interactive and get them ready?

These are all the types of things that are follow-up. If I was going to be offering an upsell or a what's next after this program, most programs as you come to the end of your paid program, you might start seeding or talking about what you're doing next. Your follow-up emails can help you do that. You can start to mention, "Oh, you know, if you're enjoying this class, you're going to love what I'm working on next. I just got done working on it and I wanted – I remembered I had to remind you about today's call. Okay. Reminder sent, I'm going to jump back over to the next program. I'll be telling you about it in a couple of weeks."

What you're doing there is you're preparing them for the offer or for the information that's going to come. That's only appropriate if that's part of the reason why you're doing the program. For me, doing this program, my reason why was to help me create a product that I've been thinking about but just never getting to. It's part of the reason why the program

was extremely inexpensive and it's part of the reason why there's not a natural upsell or a natural continuation on. Because my reason why wasn't to fill another program, my reason why was to create a product.

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So when you're talking about or thinking about what you're going to be doing for follow-ups, make sure in all cases that they tied back to your reason why. Why were you doing this call, this teleseries, this X in the first place? Does anybody have any question so far? Quick reminder, if you're on the phone, star, seven; if you're on the webcast, of course, type in anytime.

When it comes to follow-ups, it's critical to remember two things. One, to do them because so many people don't, it's kind of like goal setting. I'm probably going to screw up the exact percentages, but it's something like 97% of people do not have goals, okay, 3% do. Of that 3%, 1% has written them down.

And that one percent is the one that most often achieves them.

Follow up is the same exact thing. It's the going the extra mile. And that extra mile is a very lonely place. You don't see many people out there.

I directly credit my following up with people – not salesy, just connecting – to why I have 91% client retention rate for more than a year. That's unheard of. It's the little things.

Another to way to follow up for your teleseminars particularly of free calls. If you did a Facebook event invite – and we talked about those a couple weeks ago – if you did a Facebook event invite and people said yes, we talked about sending the recording out as part of the follow up. What you can do – in addition to sending the emails of course to everybody who registered with the link to the recording – for your Facebook friends, a reminder that many of them will say yes they want to go the call and they will never click over to your registration page. Nobody knows why. They just don't do that.

Because they don't, they don't get the call-in information. Two ways you can follow up here: the day before the call or the day of the call – I probably want to do both. I'd pick one. The day before or the day of the call, send – to the Facebook people who said yes and who said maybe – both a quick reminder. "Hey, we're getting ready to do that call. Here's the call in information." Okay. This comes back to your reason why.

If I'm building my list, it is more important for me to get somebody on the telephone than to have them opt-in for the call-in information. And we'll go over that in a sec.

Notes:

So, simply say to them, "Hey. Here's the call-in information. Can't wait to see you on the call." Give them the registration link again. Hopefully, they'll click over. Most often they won't.

After the call, when you send the recording out through your list, send them the recording as well. In this case, again, the Facebook yeses and the Facebook maybe. To separate messages. To the yeses: "Hey, Susie. I wasn't sure if you were able to make the call live so I wanted to include a link to the recording here." I would actually send it just a slightly altered message from the one you sent out to everybody who formally registered.

Slightly altered because I would say, "You know if you also registered live for the call you maybe getting this email twice and I apologize. I just wanted to make sure I got everybody." So, let them know that you realize there might be some duplicates in there.

To the maybes: "Hey, Susie. I know you said that you might show for my call. Wasn't sure if you were able to make it…" – same snippets. Share some really great information about blah, blah, blah – "I wanted to make sure that you saw it so that you can download and listen at your convenience." And, (Leila), this strategy only works for what you and I was talking about in the sense of not forcing people to rush and listen to the recording.

I'm someone who downloads recordings, puts them on my iPod and listens to them while walking on the canal. That may not happen in the next 24 hours. And in my attitude is if I don't get to it in the next 24 hours, it's your loss, not mine. I live quite well before this information. I'm sure I will do just fine without it.

So in your follow up, in addition to everything you do in your email, think about your Facebook people. Twitter is a different story because it's too public. But think about your Facebook. Think about your linked in event invites. What can you do to make sure that they get the information?

And we have a question from (Alyssa Joy): "I'm still a bit perplexed about the follow up email course. Can you describe that a little bit more for me? Would you do this for follow up for the free and paid courses?"

Okay. I would do this – first of all, it's – think of it as an email e-course or you can think about simply as more follow ups. Essentially, over a course of a month after a free call, I would follow up eight to 12 times. And I would follow up by providing additional information and not selling anything. So I might say, "Hey, (Alyssa Joy). Here's a link to a free report I did that relates to the call we had. I hope you enjoy it." Short sweet, non-intrusive is I think the word I want. Just offering information.

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I might ask did you catch – you know we're you able to listen to the recording? Have you implemented any of the strategies? Its' similar to a paid in the sense that I'm trying to get people to consume the information that I shared. I want them to consume the information I shared meaning implement it. Use it somehow. I want them to recognize me as the expert/authority in this particular area whatever my call was on. And I want them to build a connection with me and do so knowing that every email I send is not a sales pitch. Because so many other people do that, I don't want to be lumped in with them. So, that's some of the different ways that you can use the e-course for a free call.

For a paid call, its' very similar and that you want people to consume the information because they've paid for it. You want them to use it so that they see results and they attribute those results impart to working with you. So, I would less think of it as an e-course as part of the paid program and more simply as part of the program.

For example, the emails that you've got that is part of this program and that you'll be getting over the next month. Those are – they're emails. They're follow ups. They're templates. They are things to help you and hopefully help ensure that you've used the information or will continue to use it in your business. Think of them more as a supplement to the program, to the content of the actual live calls or if it was a product of the actual live product. Great question.

Anita, go ahead. Well, maybe Anita doesn't have a question.

Anita: Yes, I do.

Sandra: Oh, there you are. Go ahead.

Anita: I have muted myself. I apologize. I was crunching on something. Okay. So, I get the follow up and not really (struggling) anything. However, at what point do you convert them from prospect or suspect to an actual client?

Sandra: in this case, I would in my free reports – you know if I'm including a link

to my free report as part of the Auto responder series – I would include part of my reports have a About Sandy and things that I offer so that would be in there for people who inspired.

Notes:

I would make an offer within the free report or within one of the templates, modules; simply saying something along the lines of "You know as a recipient or as a member of this particular call, you are entitled to X." X could be a coupon. X could be a percent off. I tend more to like add things. So, X could be "you know if you choose to invest in this particular product or program, you'll also get a 15 or 30 minute strategy session call with me free." So, I would offer them something like that as a means to convert them over.

I'm very, very soft sales if you will. For me, it's – if I take care of the relationship, the sales will take care of themselves. That's my approach.

Anita: Okay. So…

Sandra: So, I'm not really forthright about it, if that makes sense.

Anita: Okay. So, a free call for list building, you don't put any kind of anything in there whatsoever as far as a "gift". So as you will or just to way to work with you – am I understanding that correctly? (Inaudible)

Sandra: That would depend – it would depend on the reason – what my reason was for the call. Everything comes back to your reason why.

Anita: Right. Right.

Sandra: If my call was purely list building, then, I would not usually make an offer to sell something on the call unless there is some reason why I have to. For example, in telesummits, you are often required to sell something even I'm only doing it for list building. If I'm not required to sell, I don't. I send them instead to a free report in my site. And in that free report, I include and mention of how we could work together.

Anita: Okay. So, even on the free call for list building, then, the upside will be contained in the additional information you send them in the Auto responder follow up. Is that correct?

Sandra: Correct. Yup.

Anita: Okay.

Sandra: Yup. That's how I like to do it.

Notes:

Anita: Okay. Now, a preview call that you're doing to promote a product for instance then how do you do that?

Sandra: If it was a preview call to promote something, then, I would make an offer right on the call.

Anita: Okay.

Sandra: And as part of the follow up, I would include a reminder of what that offer was and I would usually include an incentive for fast action.

Anita: Okay.

Sandra: The incentive would not be that I would take away the recording might be again either a percentage off or you'll get this extra special something – an extra bonus report, strategy session with me, of free month and get it done right – you'll get something.

Anita: Okay. So, how do you get them to consume? And I'm going back to the list building whatever, because you've already done something. Now, you've got the follow up e-course that you're giving them. How do you get them t consume the report that will lead into working with you?

Sandra: More follow up and siding with curiosity.

Anita: Ah, okay.

Sandra: Let say they get the report on day five after the call. On day seven or day eight, I'll send them another email that said, "Hey, Anita. I sent this report a few days ago. I'm not sure if you had the chance to check this out but on page 27 I talk about the top three things that you've got to do every morning when you first get in the office to ensure that you're going to be as productive as possible.

Anita: I see.

Sandra: Saying something like that makes you want to go that page.

Anita: Okay. Got you.

Sandra: So, everything – I'm really all about inspiring curiosity, because that – to me that's the karat. You know when (Leila) mentioned earlier about

people taking recordings down after 24 hours, that's a stick. I don't – to me, that's a negative approach. I'd rather do the positive. And the positive is if I can help you do better in your business, you're going to be happier and you're going to like me more. As opposed to, "Anita, if you don't listen to that in 24 hours, slapped your hand and you don't get to do it again. No recording for you."

Notes:

Anita: That's wrong. Yeah. I got you.

Sandra: You know the playoffs of Seinfeld of the recording Nazi, you know. And a lot of people do that. I'd rather be positive and say, "Okay. If you listen, you get more stuff."

Anita: Got you. Okay.

Sandra: Okay? Great question. Thank you.

Anita: (Inaudible) Thank you.

Sandra: Okay. And (Sherry) you had a question?

(Sherry): Yeah. I have a quick question. This is (Sherry) – www.flow-dynamics.com – it's flow-dynamics.com. On the preview call, do you also the same type of follow up that you include in the list building call in terms of you know we talked about such and such? Did you hear this between minute 12 and 14? Do you do that same sort of follow up in addition to the follow up of the incentives to act on the sale buffer?

Sandra: I would combine them together.

(Sherry): Okay.

Sandra: And I would do less. With the preview call, unless I'm doing a preview call now for a program I'm starting at the end of September, I wouldn't have time to do a month worth of follow up unless I'm offering a product. If it's a product, then, absolutely, I could still do a month worth of follow up. If it's a preview call for a program or service that I'm offering with very specific start date, then, I'm going to scrunch my follow up a little closer together and I'm going to minimize and make them longer. So rather than the really short ones, you might find two things in an email.

For example, the special incentive of X: just a quick reminder that ends on Wednesday. Then, "Oh, if you haven't heard this yet, minutes blank to blank, I talked about three strategies that's the quickest way to build

your list and I guarantee these are things that you are not doing right now. So, that might be one of my follow up emails as supposed to the old way or the product way, the free call way or separating that out over two separate follow ups if that makes sense.

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(Sherry): Okay. That makes sense. Thank you.

Sandra: You're very welcome. Great question. Thank you. And Alyssa Joy on the webcast says. "Thanks. That was really clear and easy to understand. I really appreciate the idea of reinforcing with the follow up, with people via email and via Facebook, and being consistent." And I got to tell you guys, consistency is one of the biggest things. Because right behind follow up which almost nobody does is consistency which slightly a greater of percentage of people do.

So, create your system. All you have the teleseminar launch system for this program. Take that. Tweak it so that it resonates your personal style. And then, follow it every single call that you do – bam, bam, bam – go through it. So that everything you do is consistent.

It's just like when you answer the phone. You want that to be consistent. When you get a new client who comes into your business, you want every new client to have the same experience whether you're having the best day of your life or the worst. It shouldn't matter. They should all have the same experience.

Consistency. Consistency born of systems. Create those for your calls, for your follow up so that people they come to know what to expect. There is great comfort in familiarity, of not being surprised. Or for those who are new to you, of being surprised in a very, very positive way as supposed to the sales hype – you have three hours; you have two hours, the last call type of follow ups which are very hypy, very salesy. There's no need for that. You can be very, very authentic, very in integrity and provide people with information. That's not giving away the store. You're sharing tidbits. You're sharing bits of information. You're teaching them to consume the information and you're building a connection. And they resonate with you, great. You've got a new client. If you don't, you're certainly going to get positive word of mouth because they refer others to you.

Okay. Do we have any questions for today aside from the ones who've had? Let me take another quick gulp at my cucumber water. Okay. It looks like we are all set for this afternoon. So, I will talk to everybody well beyond September 28 when we have our next and final call for this

particular program. As we do the get it done right program and we have the open Q&A coming up for the – I'm sorry – we have the content call coming up for that on September 9th so a little over a week from today. I will talk to you all soon. If you have any questions or anything that we didn't cover, please remember we have our forum. Feel free to go and post something out there. I check it regularly. I want to thank everybody. I will talk to you soon and I hope you have a fabulous rest of your day. Bye-bye.

Notes:

Female: The moderator has left the conference.

[0:57:54] End of Audio