



Totally Teleseminars Teleseries

Bonus Q&A Call

October 6, 2010

with Sandra Martini

Strategic Marketing & Productivity Expert

Word-for-Word

Call Transcript

Sandra: Good afternoon everyone. This is Sandy Martini calling in with the Totally Teleseminars Teleseries Open Bonus Q&A call. Wow, what a mouthful. We have a couple of questions on the webcast and I'm going to go ahead and get started with those. Then if anyone on telephone has a question, you can of course press 'star 7' at any time to unmute yourself and ask your question. We'll stay on the phone today for as long as we have questions or 3:30, whichever comes sooner. And let's just jump right in. This call is, of course, being recorded so if you ask a question, I recommend a couple of things:

One, that you say your name and your website. That way, it will be on the recording forever more, which gives you promotion which you don't have to pay for. So, it's a nice way to get some visibility and of course just keep in mind that we are recording. So, only ask questions that you want to ask or come in as anonymous, whichever you feel best about.

Okay, jumping over to the webcast, let's see, our first question is from Karen. And Karen asks --

Karen Rauch: Do we always have to plan our calls out 4 weeks in advance?

Sandra: Okay, which tells me that Karen's been taking a look at the teleseminar launch system excel spreadsheet that we did as part of this program. And the answer is, no, you don't. But before we can get into the answer, it all starts -- everything always comes back to 'why'. Why, Karen, are you doing this call? -- This teleseminar, teleseries, whatever it happens to be, what is your one ultimate goal for it? Is it to build your list? Is it to offer information to your existing clients? Is it to serve as a preview call so that you can then sell them into a different program? What is the purpose of this call? Once you can determine your ultimate goal then you come up with a calendar and say, "Okay, what makes sense?" If you're doing a preview call or if you're building your list, you want to have as much time as possible to promote the calls so you get as many people signed up and then using the other things that we've learned to show up to the call itself. So, that's important.

If, on the other hand, it's a client retention call, that maybe you just throw in open Q & A call for clients once a month, regardless of how they happen to be a client. In that case, you need to give less notice because these people are already on your list, already investing with you. So, think about what the ultimate purpose of your call is and that will help you decide how long, in advance, you should start to promote it. Great question.

Our next question is from Martha Clouse from Organize for Life in Columbus.

Martha Clouse: What's the best way to edit teleconference replays? Do I need to

subscribe to Audio Acrobat?

Notes:

Sandra: Okay, great question, Martha and I will redo the reference form to include this on there. No, you do not need to subscribe to Audio Acrobat to edit teleconference calls. Actually, Audio Acrobat does not do editing of audios. The two places that I know of; one I use regularly and the other one, I've heard about but never use personally. The first one is Sound Forge by Sony. So, Sony Sound Forge. It's an actual software that you can purchase. I believe it cost me around \$70. It was definitely less than a hundred and very, very easy to use. You know, take it out of the box, install it and you're using it 15 minutes later. So easy that my husband uses it for his band stuff all the time and he's not a computer techie guy.

In my case, my team does the editing for me but again, very easy, they figured it out, no problem. So, that's Sony Sound Forge, that I highly recommend because I've used it and I love it.

The other one is free. It's called Audacity and you could probably Google Audacity software. It's free and I've heard a lot of good things about it but I've never used it so I can't give you any personal experience. Either one of those will allow you to edit the audios. Another one actually that I'm thinking of – this was made for audio but it does do audio editing is Camtasia. Camtasia does screen recording. So, if you go to the www.totallyteleseminars.com page and look at that video, that video was done with Camtasia. So, I was able to take a video of me talking from my webcam, add it to a video of a slide presentation on my computer and then I could edit it. I could also edit the audio. All of that was in Camtasia which is – it's fairly expensive. It's about \$300 for that software. There are other versions, not of Camtasia but free software that does similar things but I've heard more problems with a lot of them than good stuff. So, it depends what you want to be doing longer term. If it's just the audios, I would check out Sony Sound Forge or I would check out Audacity.

Okay, we have one more question, so far, on the webcast. So, if anybody is on the webcast, I actually have several of you, and you have a question, go ahead and you can type it in anytime and then also phone calls after this question will just be '*7' to unmute yourself.

Okay, the next question on the webcast is from Joan.

Joan: What's the best way to sell people into programs from the preview call?

Sandra: Okay. We could do a whole program on that question. So, great question and again, my typical consultant answer, it depends. What type of program are you trying to offer them from that preview call? For example, if it's a reasonably expensive or higher-priced program, one of the best ways that sometimes, you

know, a lot of people doing and works very well is to go from a preview call to smaller calls. And those smaller calls can either be mini-mastermind such as 4 or 6 people on a call so that you can get more personalized questions and give more personal information or others are going to single one-on-one strategy sessions in the sense of, “Is this right for me?” type of calls.

Both of them work very, very well. If, however, it’s either programs that’s coming up soon, because you need time to be able to implement the promotion of the preview call itself and then getting people scheduled either in strategy sessions or into the mini-masterminds. So, if you’re looking at something that’s going to take place reasonably soon or this approach doesn’t feel congruent with you, the other thing that you can do is just send them to the sales page. And the way I would do that is I would host my preview call. When I was done with the preview call, I would send them to an information page which includes a video, blah, blah, blah – just outlining really quickly the program and then the information page underneath it.

Also, one of the things that I like to do --- I like people to show up for my preview calls. It means a lot to me when they do that. Whether they purchase or not, is separate. In my mind they kind of do them separately but I really like to get a lot of people to sign up and then, of course, to show up. So, one of the things that I do for anyone on the preview call, is I tend to offer them a coupon or some other type of incentive. Think of it as a preview early bird for anyone who’s on the call and then signs up for it. That’s another way to encourage them. So, even though you’re sending them directly to an info page, they can go ahead and use that coupon code. So, that’s the benefit they get.

The reason I like to have a video and again you can see it with my totally teleseminars that’s the first time I’ve used this particular method and it worked absolutely beautifully. What I did was send everybody to totallyteleseminars.com page which is only a video ---a video of me talking and me taking you to a slide presentation. Then, you had a choice at the end of that video.

If you decided that the program was right for you, you could purchase it right then and there --- little box at the bottom or if you wanted more information, then you could click the link which took you over to my more traditional information page which also has a second video – a much shorter one. This gave people a choice. They could sign up immediately if they knew it was for them and not feel they have to go to the motion of reading through the whole info page or they could go through the motion and read the whole info page and make the decision based on that.

So, it serves two types of people, those who wanted to make the quick, easy decision and those who wanted to read a little bit more and digest it because there are both types of people out there. So, this way, I was trying to serve both. That method worked absolutely beautifully. Great question, thank you. Oh, one I would note about that, you want to be sure --- it's going to take some testing and that's okay but in the end you want to do the method of one of course works for you and two, that your ideal clients resonate with. My ideal clients resonate with the model that I used with the totally teleseminars. That worked very, very well for me. --very well in a sense that, yes, I got people to sign up but also I got a lot of new people on my list who just saw what I was doing in the way I was marketing that. And even though the program might not have been right for them right now, they liked what I was doing and enough to immediately say, "I want to be on her list. I want to know more about her." So, that's another side benefit of doing things your way. You're going to resonate to people that that is congruent in that it resonates with.

Okay and we have a question from Shelley at intentionalcaregiver.com and Shelley just sent me absolutely the most beautiful binder for caregivers, something a mobile organizer so that I can organize all of my **[0:11:35]** **[Inaudible]** information in. So, should you be at care giving position or know someone who is, check Shelley out at intentionalcaregiver.com. There's a lot of great resources there for caregivers which will make things a lot easier. Okay, Shelley put two notes. One, she loves Audacity, so for anyone who's looking for a free audio editor, we have a testimonial for audacity from Shelley and she also says,

Shelley Webb: When working with a 12-week e-course, should it begin with a pre-call?

Sandra: I'm going to go with yes and no. Yes, I think you should have -- first, let me qualify how I'm understanding that. When you say pre-call, Shelley, I'm making the assumption that you mean, they've already signed up for the e-course and should we do a call before the course officially starts as opposed to a preview call to sell them into the e-course.

So, assuming it's the first one, a call before their e-course actually starts, I would say, yes, you should have an audio. I would not necessarily have a call unless you anticipate a lot of questions. Part of the benefit, huge benefit, of doing e-courses is that people can do them on their schedule, not yours. It's one of the biggest downside of hosting programs where people have to show up at a certain date and time, or get the audios. If they sign up for the e-course, it's largely because they want it on their schedule. So I would do a quick start audio and I'm now getting in the habit of doing quick start audios

for pretty much anything. All of my programs – it’s making more sense. So, I would do a quick start audio and send that out as – I won’t call it lesson one but pre-lesson one. So that you’re still doing that call, they’re still hearing your voice and connecting with you but they’re doing it on their schedule – on their time. And it doesn’t have to be long, you know, it could be very short.

Okay, and question from Lela Bryan of www.nicotinesolutions.com.

Lela Bryan: I tried to edit an hour class with Audacity and I was going to send it to a client by e-mail and once I edited it, it was too big to e-mail. Is there a way, once edited, that you can transfer it back to the Audio Acrobat format?

Sandra: I’m going to make an assumption Lela, because I don’t use Audacity and say that you should be able to import that audio right into Audio Acrobat. So, you should be able to import it in and then send them the link. The alternative, if you don’t want to go to those extra steps, you can always use something like YouSendIt -- YouSendIt or CuteSendIt. One of them you don’t need to set-up an account for, and I believe they’re both free. But that allows you to send large files, mega size files, so that you upload it to their site, your client then gets an e-mail with the link, they click the link and it downloads to their computer. So, that’s another way that you could do. Otherwise, you should be able to import it in Audio Acrobat and then go ahead and have them save it and then send to the link as you usually would – the download or the live streaming link, whatever it is that you want to offer her. Great question, thank you.

Do we have anyone on the telephone with a question? I’ll take a quick break. Just a reminder, if **[0:15:22] [inaudible]** press *7 to unmute yourself please.

Okay, we’re looking all quiet on the telephone, so far. So, the pressure is back on our webcast peeps. If you have a question, please go ahead and type it in, we’ll give a couple more minutes. I’m happy to stay with you for as long as we have questions but if we don’t have any questions then we’re going to wrap up ‘cause it’s an open Q&A call today. Let’s see, while I’m waiting for the typist, let me think of Carol saving me. Hi, carol.

Carol Hess: Hi Carol. [Laughs] Hi Sandy, this is Carol. Who am I today? I don’t know. Carol Hess from Tame The Writing Monster. I don’t know if I’m going to save you or not, I had sent in via the webcast a whole bunch of questions I had before the call got – the date got changed. I’m presuming that maybe those questions didn’t make it to you.

Sandra: We do not have them on here, no.

Carol Hess: Oh, too bad. Can I remember any of them? No. Okay, I was just hoping maybe one of your team have them somewhere. I'll try and think of them. [Laughs] Sorry.

Sandra: Oh no. I apologize. What I will do is ask the team to look around my account and see if they can find them because if they are – oh, one second, I think I might be able to find them. Hold with me for just a quick second here. It looks like what my team did –all questions – a ha! Carol, Carol, Carol, found it.

Carol Hess: [Laughs] Oh, wonderful.

Sandra: We're going to be patient with me because I'm going to be jumping between two different management screens here. It looks like what Heidi did was reschedule – I'm sorry, she created a new call instead of rescheduling the old one. So, your questions were saved in the old one where the new questions are in the new one. Okay, all right, everyone we have a few questions from Carol. Let's go through those. First one,

Carol Hess: What is your opinion about cancelling a teleclass both the paid and unpaid kind because of low registration numbers? Thanks, Sandy.

Sandra: No. Don't do it. We'll start with the paid. Unless you tell them as a caveat when they decide to sign up that we're only going to launch this if we have a minimum of x number of people, it's really not a good idea to cancel once they paid because they're going to wonder will that happen again? Will you do it often? That type of thing. So, that's a credibility and a reputation killer. So, I would not do that unless you said, we must have – this program will not start until we have 8 people or 6 people, whatever your numbers happen to be. Now, in terms of unpaid, again I wouldn't do it. I would present our information. I'll give 2 examples. If it's a content course, then I would go ahead and present your information just like you normally would. So, do your normal thing and if there's no questions, that's okay or you can always have a couple of questions in your back pocket so that you can say, "I understand, this is overwhelming, you might not want to ask questions, here's a couple of questions that I'm frequently asked around this content." And then ask and answer.

If it's an open Q&A call like this one, and people don't show up or sign up, then end it when it ends. Rather than sit here for 60 minutes and ask myself a bunch of questions, I made it clear that if we don't have questions we'll just terminate the call. So, I would make that clear, you know, in the beginning or make it clear in your e-mail reminders about them but I would not do, in any of these cases, would not do the call altogether because it sets people up that if you don't get what you've deemed is enough people, whatever that

number might be, that you're going to cancel. And so, they don't get the information that they're wanting to get. And one of those – even if have one person show up, that one person might want to be a VIP client. So, from the revenue perspective, you want to make sure that you're delivering as well. But it's a great question because I've seen a lot of people do it. It's just not a tactic I would recommend.

Okay, question number 2 from Carol.

Carol Hess: For all my teleclasses except free preview calls, I send everyone who registered what I call a warning guide, typically a 25- 30 page PDF document that's a summary of the content of the teleclass. Some attendees has told me that they'd find it more useful to have the learning guide in front of them for the class. I'm reluctant to do it because I think one, few people will show up if they got the guide ahead of time and two, I don't want them reading the guide instead of listening to what I'm talking about. What's your opinion on this type of handout? Send it ahead of time or wait and send it after?

Sandra: For me, it would depend on what's in the learning guide. And what I mean by that is, the information that's 25 to 30 pages is big and that's not a bad thing, it's just, you know, it's a lot of information. So, is it information that you cover entirely on the call? If it is, if you go to the 25-30 pages worth of info while you're teaching, I would go through and take out key words and make them fill in the blanks.

For example, if I was to say, the top three things you must know in hosting your next teleseminar 1, 2 & 3. And I would not put the words. That will give them the structure that it sounds like they're craving while at the same time "force" them to listen to you to get the answers to that. Then, what you can do is say, after the call, you'll send out the completed version. So, that's kind of the best of our worlds as long as you're covering that information on the call.

If you're not covering it, then I would still send them something that they could follow along with what you are covering and give them the more complete version afterwards. But it sounds like these guys are wanting something that they can follow along with. And sometimes if you give them a ton of information, that's kind of necessary because you're going to have people in your teleclasses that are voracious note-takers. I have several who try and write down everything I say. And while that's flattering, that's also going to break their arms. So, some people want that structure and if you're not giving them transcripts then I would give them the fill in the blank.

Okay, next question from Carol.

Carol Hess: Can you quickly review what a mini mastermind is; its purpose, when you use it, when you don't? What kind of language do you use to offer it? Thanks.

Sandra: Okay, great. A mini mastermind in the sense that I'm describing it here is, when we take people from a free preview call and you want to bring them down to a small group, still free, a small group of people so that you can provide a little more content to them and they can ask questions and you can get to know them a little bit more, typically, 4 to 6 people.

You can get to know them so that when they say, "Is this program right for me?" You can ask them a couple of questions that you wouldn't take up a lot of time on the preview call to do. And they can hear each other and they can build a stronger connection with you. The language around it really varies on what your previewing but for me it would be something along the lines of, "I know I've shared a lot of information with you, guys today and if you're interested in talking with me in a smaller group, 4-6 people, about this material, go to this webpage and you can sign up for a free mini mastermind. It's one call and we'll be on the phone 60-75 minutes depending on topic, questions and where the call leads us, and here's the page you can go to do that." And then I would send them to what essentially another teleseminar sign up page. Or if you use something like time trader, then you can have that blocked out and you can say, "I'm going to include the link to sign up for my mini masterminds in the email with the recordings, so go and sign up." And then just block out.

A couple of things, I would make sure that the mini masterminds are done within 4-5 days preferably 3 of your preview call. So, it's close enough that the content is very fresh in their minds. And they can make a decision on whether whatever you're offering is right for them. And I would do them in 4-6. I would not do them one-on-one. This is a case where I would say, "Four to six people, if you don't have a large showing on the call, then just do one. Don't set up two or three times. Or if you want to send them to these teleseminar sign up page instead of like a self-schedule like the time trader, you can put them into groups. Say, "Okay I have these three times available. First come, first served."

Next question. Oh, I'm sorry, just to make sure I cover the purpose around that. The purpose is to build that deeper connection and to answer any questions that they might not want to ask in front of everybody on the preview call. When you use it, when you don't. If you're offering a group program, it's a good time to offer it. If you want to up sell to a private program, that's a little more expensive rather than do mini masterminds, I would do one-on-one free strategy sessions. That way you can really get to

know them a little bit more and they can get to know you a little bit more in your working style

Okay, next question.

Carol Hess: Would you share the language you use when you offer money-back guarantee for your paid programs? Thanks.

Sandra: Oh, that's easy --- One hundred percent money back guarantee, no questions, no quibbling, anything along that. My money back guarantee is usually just "give it a fair shot and if it's not right you, let me know."

Now, depending on the program, I might put a time limit. For example, if it's a 60-day program, the time limit may be within the first 30 days. If it's a 6-month program, it might be within the first 60 days. If it's a product, sometimes I say 30 days because I want them to consume the product. I want to encourage them to use it. Sometimes it's a year. So, it depends on what the program is, how long it will last.

One of the things you don't want to encourage is say you offer a 6-month program, and they go through 5 months and 29 days of it and they are a heavy user and the same results -- they're getting great things from the program and then they say, "I want my money back." I will happily say there are very few people I've ever known who had done that and the people I know who have done it have not done it to me but there are people out there who will do it. So, that's one thing to just set yourself up to avoid whenever possible because there are those out there that will take advantage.

Next question.

Carol Hess: Do you believe there's a minimum number of people you need to have in a paid program for the energy of the class to work?

Sandra: And that's the last on here so I'm just going to hop back to our other management system.

Okay, do I believe there's a minimum number of people to have in a paid program to make it work? I hate to do this, Carol, but I have to say, it depends. It depends on what the paid program is teaching. If it's a workshop format, then I actually like fewer. There's more interaction. If it's like my Get It Done program, that program is done in such a way that it's very scalable. I could have 50 people, a hundred or a thousand. And aside from the accountability forms, it's not going to impact my world a lot more because of the way the program is delivered. So, I would say, the minimum that you want is the minimum that makes you feel good about delivering the

program.

I knew, for example, -- we'll just stick with Just get It Right for a second. Get it done right. Initially I did \$27 for the first 25 people or, I think it was 2 weeks, something like that, whichever comes first, that gives a little urgency factor to it. And I did that because that was the minimum dollar amount that I would be happy producing. So, I wanted at least \$700 a month to produce that program. Anything less than that and I wouldn't feel like it was a good use of my time.

So, my goal was to get that many people in quickly because anything over that, the program becomes profitable. Under that, the program is not profitable so it's not worth doing. And I'm talking from strict business standpoint here. So, for your paid program, how many people would make it profitable or make you happy to be doing it? That's the minimum you want and then you mark it. You mark if for a much higher goal but also for that minimum amount. So, what minimum amount can you get and still be happy? It really depends on the nature of your program. You know, for you to get it done right, it's 27 --- I'm sorry, it was 25. And now we have, last time I looked I think 62. Is that program working well it stays.

For my escalated profits program, which is coming up and you're going to be hearing about, the escalated profits program, 10 people I want minimum in that program because it's intensive, it's 6 months and it's geared to build a business. That's what that program is designed to do. I want 10 people because to me that's a nice mix that can feed off of each other's successes and celebrations without being overwhelming. But 5 people and I'd be happy to deliver the program. So, it's kind of my leeway, my numbers. So, think about what's the goal of the program for you and what's the goal of the program for your clients and what makes sense from business standpoint financially.

Okay, next question from Lela Bryan of nicotinesolutions.com.

Lela Bryan: Your advice worked.

Sandra: The three words I love to hear most. Thank you.

Lela Bryan: I'm doing my first campaign by doing something different than doing the same preview call every week. My different launch for nicotine solutions is to send them a pre-charged electronic cigarette to try out when they attend the preview call. I have 24 of these and I'll continue that campaign until the supply runs out. So, it's okay not to have a definite end date for the campaign.

Sandra: Perfect. And it is. It's just about trying something different. When you do, in Lela's case, she was offering the same program, I'm sorry, the same preview call every week. There was no incentive for people to sign up. There was no reason because it was very simple. They knew that next week she'd be there. Kind of like the old Batman shows. You know, 'Same time, same place. We'll see you next week.' That's what Lela's preview calls became. So, we can talk about doing something to shake that up a little bit, so they weren't the same old same old. I'm very happy that that's working. Congratulations. And sometimes it just takes us mixing it up a little bit to get people curious and say, "Oh, what is she doing?" to get their attention again. So, congratulations.

Okay, do we have anybody left on the telephone? If you're on the phone you can press *7 and, of course, if you're on the webcast, you can type it in anytime.

Looks like we are out unless we get anymore webcast questions or telephone, of course. Okay, one more quick check on the webcast.

This program has then been great for me. I hope it's been very helpful of you and there's a couple of more e-mails you'll be getting. You have some shopping cart glitches on the last couple of weeks which have delayed sending things out the way they should have gone out. So, you'll be getting a couple of more e-mails, more resources, more things that you can use in hosting your teleseminars and I want to thank you all not only for being in the program but for coming for today's' open Q&A call. By asking your questions, so many others got to learn. So, Martha and Shelley, Lela, Carol, thank you all very much and thank you to our working webcast visitors. I'll talk to you all soon. Take care. Bye-bye.

[0:35:00] End of Audio