



Webinars & Teleseminars 25 Secrets You *Need* to Know

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How and Why Teleseminars and Webinars Are Successful

If you are subscribed to any Internet Marketers list, or if you visit marketing sites on a regular basis, the chances are very good that you've seen teleseminars or webinars advertised, and you may have even attended such events yourself. Teleseminars and webinars have become extremely popular marketing tools, and with very good reason.

First, the myth that holding such an event is costly is absolutely wrong. While this may have cost a lot in the past, that simply is no longer true, especially in the case of teleseminars. The other reason that there seems to be an explosion of teleseminars and webinars is that they simply work – for whatever purpose they are being held.

Teleseminars and webinars are used to sell products and services, to generate leads for future sales, to build lists, or just to provide value to existing customers. Teleseminars and webinars are also used to create products, since recordings and/or transcripts of such events with great content are very valuable.

In fact, the teleseminar or webinar may be a product themselves if fees are charged for participating in the event. Smart Internet Marketers are building entire businesses on teleseminars and the resulting products, such as transcripts and recordings.

People's desire to learn about a specific topic is the whole reason that teleseminars exist. Traveling to seminars, where one must attend in person, is very costly. On top of travel costs for rental cars, gasoline, airline tickets, bus tickets, or train tickets, there are the fees to attend the event, hotel costs, and the cost of food while on the trip as well.

But with teleseminars and webinars, the participants never have to leave their homes. That cuts out the cost of travel and a hotel stay right there. Teleseminars and webinars are usually either free or priced low – generally anywhere from \$30 to \$200 depending on the content – which cuts out another huge expense. Seminars usually cost a couple of thousand dollars to attend, and that is just for the entry fee!

When a person has a desire to learn something, and they know they need to listen to the experts, they start looking for experts who will speak to them on the topic. In the past, this meant locating a seminar on the topic and arranging to attend. Now, they just surf the Internet and look for teleseminars or webinars on their topic.

There are two keys to holding successful teleseminars and webinars. The first key to a successful teleseminar or webinar is to provide quality content that your participants won't find elsewhere. The second key is to find the participants that will take the action you want them to take during or after the call, and the action is usually to purchase something. About the only time this isn't true is when the teleseminar is the product that you wanted the participants to purchase in the first place, and even then, there are typically backend products that can be sold during or after the event.

Let's dispel another myth right away. Teleseminars and webinars are not hard to host. In fact, they are so simple that anybody can do it. It is nothing like trying to plan and host a seminar, which requires months, and possibly even a year of planning. Teleseminars and webinars can typically be planned in a week or less. It could even be done faster than that if you didn't need the added time to promote your event.

Here are the facts. If you can use your computer and visit a few websites, if you can speak in a clear voice – or find a speaker who can, and you can reach the market that you want for participants, you can hold a teleseminar. Budget does not play into it, because you can literally hold a teleseminar that does not cost you a single dime. Webinars, on the other hand have a small cost involved, so you will need to work that into your budget if that is the route you want to take.

There are easy steps to follow in preparing for a teleseminar, and each step will be covered in this publication. Here are the steps:

- Decide on a topic for your event.
- Pick your platform – teleseminar or webinar
- Chose the players – people that you need to involve such as guest speakers.
- Contact these people and find out whether they will do it, and what dates and times they are available.
- Outline your content – don't write it, just outline it. If you try to follow a script, you will regret it.
- Work with your joint venture partners to determine what and how products will be sold through the teleseminar, and how the event will be promoted. Get any needed sales copy to promote the event ready to go.
- Arrange for the bridge line for the event, as well as any additional services that may be needed, such as that for webinars.
- Set up a registration page, which should request the participants name and email address.
- Promote the event as determined with JV partners.
- Send notices and reminders about the event, including call in information to the participants who have signed up.
- Host the event.

That's all there really is to it, and again, you will have all the instructions you need by the time you finish reading the information in this publication, as well as the top 25 secrets that you need to know!

Secret #1 - Chose the Right Platform for Success

Webinars and teleseminars are not created equally. As stated earlier, teleseminars can be hosted for free, and even if you choose to pay for some services, or need to pay for additional lines on for the call, the cost is minimal at best.

Webinars on the other hand, require more technology. While teleseminars only require a telephone, webinars require participants to have a telephone and a computer with an Internet connection during the call. During the call, participants will be seeing your presentation on their computer screens – either through the use of a webinar company, the use of software provided by a webinar company, or on a website that was designed by you or a qualified programmer where they can see the presentation in a professional way.

Webinar companies obviously charge a fee to host such presentations, and it of course costs money to implement such a website, and/or to hire a programmer. Depending on how in-depth your webinar is, the costs can really start adding up.

The good news is that not all events need to be webinars. Teleseminars work nicely in most cases, and you can ask participants to be at their computers and direct them to various websites during the call as well – all free of charge to you.

Again, most events can be done through the use of teleseminars. If you are doing a series of interviews with experts in the field, teleseminars are all you need. If you just want to share information, and create sales while doing so, again, a teleseminar will work beautifully.

On the other hand, if you have an in-depth course you are teaching, or if you have a high participation fee for the event, a webinar may be well worth the expense. If you need something that resembles a 'classroom' setting or 'seminar setting' then go with a webinar.

The decision is fairly simple. If you will require visuals for your participants other than ordinary websites, go with the webinar. If not, go with the teleseminar and conduct the entire thing on the telephone, with the possibility of the participants visiting specific sites during the call.

Secret #2 – Single or Series?

The next decision that must be made, once you've chosen your topic and your platform, is whether you will have just one event or multiple events on the same topic, which would be a teleseminar series or webinar series. For some things, a single teleseminar or webinar is desirable, while for other things, a longer series will work best.

With a single event, the teleseminar or webinar happens just one time, obviously, however, with a series, the event is usually spread out over several days or weeks – and possibly even spread out over several months, depending on the topic and how in-depth it will be.

How do you decide which is best for you? If you are brand new to hosting teleseminars or webinars, start with a single event. Once you do one event, you will be prepared to do a series, in most cases – but start with just one. Make it a free event, and consider it your 'practice run.'

If you are not new to teleseminars or webinars, or after you have finished your practice run, plan a series. A series is almost always more profitable than a single event, as you will find. First, you can charge a decent price for it – up to \$200 or more depending on the content.

Second, since there will be several calls to the same people, you can sell more affiliate products throughout the series, increasing your income even more. You are also building a great relationship with these people, increasing your credibility and the trust that they have in you.

Finally, after the series is over, you have a brand new product – you can sell the recordings and transcripts, put together a work book to go along with it – and if the content was great, you easily have a thousand dollar product in your hands – and people *will* pay this.

So go with a single event if you are new, and plan series of events after that to profit more. It's as simple as that – and planning a series isn't hard at all. In fact, you will be amazed at how simple it really is as you delve further into this information.

Teleseminar Tools

As with anything else, if you want to have a successful teleseminar or webinar, you must have the right tools. Fortunately, there aren't that many tools that are needed, and the ones that you do need are either free or inexpensive, especially in the case of teleseminars.

For a successful seminar, you need the following:

- A bridge line – this is the line that is used to host the call. After you schedule your call with a bridge line service, you will be given a telephone number, a moderator's access code, and a participant's access code. You can find great bridge line services, both free and paid, in the resources section.
- You may need a recording of the call. This can be done by you, if you have the equipment, but you will find that the best recording is the one provided by the company providing the bridge line. You will be surprised at how inexpensive these recordings are.
- If you will need a transcript of the call, you will need a transcribing service. There are a few great transcribing services available, and they charge reasonable rates. You can get more information for transcribing services in the resources section.
- An Autoresponder to capture the names and email addresses of those who register for your teleseminar. Do not allow this opportunity to build a huge list pass you by!
- A squeeze page, where your teleseminar prospects register for the call. The page should give a brief outline of what the call will entail, and provide a form that requests the person's first name and email address. This form is connected to your autoresponder, and the registrant should then be directed to a thank you page.
- Notes regarding the call topic. This is not to be confused with a script. You just need a basic outline of what the call will cover. This is for your use only, but it is often shared with guest speakers before the event takes place.

Secret #3 – Teleseminars Are Not Expensive to Host

This is something that makes people shy away from teleseminars. They mistakenly think that holding such an event is expensive, and this simply is not true.

Let's take a look at the tools listed above and discuss the expense, or non-expense – of each.

You can get a bridge line for free, for up to 100 people. This is usually sufficient to start your teleseminar business with. At some point, you may want to go with a paid service that has more lines, but for the most part, these free services offer everything that you need. You will find such services in the resources area.

A recording of the call, which can be done by the bridge line service, runs around \$10 or \$15 per hour of audio needed. If you have a one hour call, you can expect to get an mp3 of the call for less than \$15.

A transcript of the call may be your biggest expense. Transcribing companies usually charge for every hour of recorded audio that is transcribed, instead of charging by the number of hours it takes to transcribe the call. They may charge extra if more than two people are talking on the call. Typical prices for one hour of recorded audio start at about \$70. You will find transcribing services in the resource area.

While it is not recommended, you can use a free autoresponder service, instead of a paid one. However, if you do choose to go with a free service, make sure you choose one that will allow you to upgrade to a paid service later, and will transport your list for you to the paid account, without forcing you to start all over. You will find information for autoresponders in the resource area.

You can build a squeeze page yourself, or use software to generate one. You will also need a web host and domain name for the squeeze page to reside on. The cost of the squeeze page will vary, depending on how you have it built, but the hosting and domain name shouldn't run higher than \$25.00.

Your notes won't cost a thing. All totaled up, if you need a transcript and a recording, the entire thing should not cost you more than \$150. However, if you can do the squeeze page yourself, and you don't need a transcript, you can host a teleseminar for as little as \$40.

You also have the no-cost option, where you go with a free bridge line service, free autoresponder, do the recording yourself, do the transcript yourself, and do the squeeze page yourself. In this case, you may still need a domain name and webhosting, unless you want to go with free versions of that as well (not recommended).

Secret #4 – Teleseminars Can Help Build Massive Lists

If you've paid any attention at all to the Internet Marketing community, you know who the big name marketers are. You know that they have massively huge lists. What you may not know is how they built those lists.

Some built their lists a long time ago, the hard way – by putting subscribe boxes all over their webpages, by submitting their ezines to the various directories, and by writing articles and placing ads.

Others found a newer way to build massive lists, in a much shorter time. They use squeeze pages. As mentioned earlier, a squeeze page is a page that gives just a few paragraphs of detail, and provides a form for your visitor to submit their name and email address to you.

Typically, people will fill out the form to get something free, such as a report or ebook. The marketer advertises the freebie with Google AdWords. You may think it doesn't make sense to pay to advertise something that is being given away, but you would be wrong. It makes perfect sense...if you are using a squeeze page.

Once the person has filled out the form and collected their freebie, the marketer will start contacting them and building a relationship – with the purpose of selling them a product or service. The prospect gives the marketer permission to do this when they fill out the form to collect the freebie.

What you want to market is your teleseminar – even if it is free. You can build your squeeze page, and then set up a Google AdWords campaign for that teleseminar registration (squeeze) page. Yes, it will cost you money, so be sure to set a budget on the campaign in AdWords.

Now, when people see your Google Ad, they will click on it, and fill out your form to attend your teleseminar. If your teleseminar is free, you've spent money, but not yet earned any. However, think about the content and the purpose of the seminar. How much will that click that you paid for be worth to you during and after the teleseminar? Probably quite a bit.

This is how the big marketers now build lists, and this is a method that you should definitely use in order to hold your own successful teleseminar, but there is another way to build a huge list with teleseminars as well. If you joint venture with someone who has a big list already, you can collect the names and email addresses of their list members when they register for the teleseminar as well.

Secret #5 – To Record or Not To Record?

If you are on a tight budget, you may think that you don't need a recording of your teleseminar. WRONG! You need that recording, and you need it to be a high quality recording.

By getting a recording of the call, you are creating a potential product. You can literally sell the recording to those who did not register for the call, and possibly even to those who did register, if you offer them master resell rights.

The key is to make sure that the recording is very high quality. This is something that you want to leave to the professionals, and the cost of having a call recorded is relatively cheap – \$10 to \$15 bucks per hour. You can easily turn that cheap recording into a hundred dollar product, or more – many do.

There are several ways the recording can be used as a product. First, it can simply be a download that is available to people who purchase it, or people who join a membership website.

It can also be delivered to the customers in physical form. Transfer the recording to a CD and possibly add some visuals to it, and you've just massively increased the value of the recording. Creating this type of physical product – and delivering it to your customers – is much easier than you imagine, and it is also inexpensive to do.

Get that recording! Even if you don't do anything with it right now, you may find uses for it later, such as using it as a giveaway or bonus for your next teleseminar, or as a bonus to another product that you promote later on.

When you get your recording, make sure that you listen to it closely, and edit it. You do not want to edit the actual content of the call, but there may be noises and such that you want to edit out.

It is important that you turn off your call waiting or any other noises that your phone may make, and that you conduct the call in a quiet setting to avoid outside background noise. This makes the recording more professional and of higher quality in the end. Avoid pushing any buttons during the call.

Secret #6 – Other People Are The Most Important Tool

Above any other tool that you use to create and host a successful teleseminar, you will discover that people are your most important tool. First, you need people to attend the teleseminar. However, you may also need at least one other person to help provide content for the call.

This other person is usually called a 'guest speaker' or a 'co-host' depending on your situation. If you are in a partnership with another person, they are usually your co-host during the teleseminar. If you invite someone from outside of your organization to speak on the call, however, they are called a guest speaker.

If you can find someone who is well known in your market and have that person attend your teleseminar as a guest speaker, your chances for success are greatly increased. First, that guest speaker will notify their list about the teleseminar, which increases participation.

Also, when you advertise the guest speaker's appearance on the call, you will get more of a response from your Google AdWords or other promotional methods – simply because you are able to use a name that is well known in your market.

Usually, if you can stress to the potential guest speaker that they will benefit from the call by being able to promote their products during the event, they will be happy to be a guest speaker for the event, at no charge. There are some, however, in certain industries, who will expect to be paid for their time.

The important thing is that you not only generate enough interest to get participants for the event, but also that you provide enough spoken content during the event to retain that interest. Sometimes, it is difficult to do this alone, and you will need help from other people.

During the teleseminar, it is not usually advisable to 'give voice' to the participants – for a couple of reasons. The first reason is that you will have people talking all over each other, which won't accomplish anything and will result in a recording that isn't worth anything as well.

The second reason is that you don't know what those participants will say. One person with bad manners and bad intentions can ruin your teleseminar, making it worthless. It is best to not give voice to the participants, even though you want them to be on the call.

Often, those who host teleseminars will have Question and Answer calls. Even then, the questions are usually emailed in, and not asked directly on the call.

Special Webinar Tools

For Webinars, you generally need the exact same tools that you need for a teleseminar: a bridge line, an autoresponder, a squeeze page, a recording, and a transcript. But because webinars are slightly different, there are additional tools that you will need as well.

First, you will need visuals for your event. These may be in the form of a PowerPoint slide show or other types of digital based visuals, but you must have these. The other thing that you will need is a way for people to view your visuals during the call.

Most companies that host webinars have software that works in conjunction with their bridge lines, and you use this software during the call. Your participants may be able to view your visuals either through a regular browser, such as Internet Explorer, or through the use of software that is downloaded from the webinar host – usually at no cost to the participant, and included in the cost to the person hosting the event.

Secret #7 – Most People Are Not Computer Savvy

Be careful when choosing a webinar company to host your event. Most people really are not computer savvy, and when you start asking them to download and install software, they walk away – either because they don't have a clue what you are telling them to do, or because they don't want to add that software to their system for any reason.

Go with a company that offers web based presentations that won't require your participants to download anything at all if possible. This may mean that you have to design and present your visuals in a different way, but if anyone must be inconvenienced, it must be you – not your participants!

Do a practice run of your webinar, and make sure that it is incredibly easy for participants to follow along with the presentation. Try to find someone that you know who is not computer savvy, and see how well your webinar works for them. You need to know this before the actual event, so that you can make adjustments to your presentation that may be necessary.

Why Would Anyone Want To Attend Your Tele Event?

This is a question that you must ask yourself when you get an idea for a teleseminar or webinar. Why would anyone want to attend? First, realize that such events are growing more and more popular, and they will continue to gain in popularity for some time to come.

What this means is that more of the well-known Internet marketers are going to be using this tool...and you have to compete with them for participants. If you are holding a teleseminar on list building, for example, and another marketer who is famous for list building is also holding a teleseminar, on the same topic, you may not be able to compete with that.

Like anything else, you have to put your product, which is a teleseminar or webinar in this case, in front of your market and promote it in a successful way – even though in most cases the event will be a promotional tool for another product or service.

Like other products, potential participants will compare your event with similar events that are held at the same time and day as yours – and choose the one that appeals to them the most – the one that was promoted in the most successful way.

So, the first thing you want to do is see who else is holding events that relate to yours in anyway, and when those events are being held. This includes seminars, teleseminars, and webinars. Is it possible to select a different day, or a different time, that will still work well for your selected market? If so, go with that.

Don't view this as running from the competition – you aren't. You are simply going *around* the competition. In fact, in many cases, you can turn the competition into a joint venture partner by joining forces with them in a way that benefits all parties.

Next, take a look at the other elements that will help you compete, just in case someone pops up at the last minute with an event that may conflict with yours. There are only two elements: the cost of the event and the content that will be delivered. A lower price is always attractive, but not necessarily the best way to compete. Try to increase the value of the content before you start lowering your price!

Secret #8 – Should You Charge?

We mentioned increasing the value of the content instead of lowering the price of admission to your event. This doesn't mean that you must always charge for participation. In fact, in many cases, it will benefit you more *not* to charge for participation.

To determine whether you should charge for participation or not, let's look at several different factors. If this is one of your first teleseminars, and you are not well-known in your market, you might want to hold off on charging for the time being, and host events that are free to attend.

If you are hosting a free event, you can find other ways to profit from the event, such as promoting affiliate products during and after the call, or using the event itself as a product later on.

However, there is a lot of money to be made with these types of events, by charging for admission. Remember that people often pay thousands of dollars to attend events in person, such as seminars. They also pay to attend teleseminars and webinars, if the content will be worth the price of the admission.

Think about what is offered to participants at live – in person – seminars. They usually have the ability to network with others before, during, and after the event. They usually have the option to buy related products and services at a reduced rate. They are usually given bonuses as well.

You can provide all of these things as well if you put some thought into it. If you are hosting a teleseminar series, consider putting up a forum on your website, which is only accessible to those who have paid to attend the event. This allows the participants to network with each other and with you.

Work out deals with the owner's of products and services that you plan to promote to get lower prices for your participants – even if it means you take a smaller cut of each sale. In the end, that smaller cut will more than pay for itself.

Also, gather or create bonuses for your participants, and offer participants free recordings of the event as well as free transcripts that they can download. You can even sell the recordings and transcripts to them if you have them converted to physical products.

So, think about what you have to offer your participants and how your money will be made. With some thought, you will know whether to charge for the event, or to host a free event.

Secret #9 – Deliver Outstanding Content

This is a major key to a successful event. This is why people will attend – because you will be discussing or teaching something that they want to know or hear more about. The content is what makes people want to attend your event.

Now, you may think that you know everything there is to know about your niche – and that may be true. But what you do not know is what your participants *really* want to know about. You may think you do, but you really don't. If you don't believe this, just ask them.

On your squeeze page, ask a survey question. You will be astounded at the results, and you will most likely find that what people really want to know about is not at all what you thought. Now, if you've done this right, you can use the results of the squeeze page survey question to determine the content of your event.

First, when you begin to promote the teleseminar, don't be very specific about what content will be covered – or advertise it as something like 'Your Questions About (Whatever) Answered!' Once you see what the majority of questions being asked are, you can change your advertisement to reflect that, and you can even cover a whole range of topics within your main topic in a teleseminar series.

Give the customers – or participants in this case – what they want. That is a golden rule of marketing any product or service. Simply give them what they want – and find out what they want by asking them what they want.

When you know what they want, prepare your notes accordingly, contact potential guest speakers. Do what you have to do, and contact who you need to contact to deliver the content that your participants have requested. If you do this, you are practically guaranteed to have a successful event, and when you have one successful event, you become an expert in your field over night.

Also find resources for your participants, based on what they want. These may be resources that you promote during the call, or free resources that you direct callers to. The important thing is that you fill the call up with as much useful information and resources as you can squeeze in to increase the value of the call to the participants.

Once you think you are prepared for the call, as far as content, go over it all again and ask other people what they think you should add, if anything. Try to look at your topic from all angles – and especially from the view point of your participants.

Secret #10 – Hold The Event On The Right Day

Believe it or not, there is a right day and a right time for each market – but it does vary from market to market, no matter what others may tell you. Let's look, first, at the days that don't work for most markets.

Mondays are possible, but not good because people have a built in mindset that makes Monday a bad day. Wednesday's are not good because many people attend church services or other events locally. Fridays are awful because everyone just wants to relax. The weekends are bad because people want to spend time with their families or pursue their hobbies.

This leaves Tuesday's and Thursdays as the best days to hold events, with the possibility of holding the event on a Monday – only if you must. During football season, Monday's are not good unless your market is made up of people who don't care anything about football. If your market is made up of baseball fans, no day of the week may be good during baseball season.

Of course, geography matters a great deal when you are determining times. Morning in the United States is evening in Japan. Even if all of your participants will be in one geographic area, in the same time zone, you have to consider people's work schedules, or other activities that they may have scheduled at certain times during the day or the evening.

Are you seeing a pattern? When you are talking about a hundred or more people, you will never find a day and time that suits everyone. Instead, you have to figure out a date and time that suits the majority. How do you figure that out?

Well, you can guess at it, based on what you know about your market, or you can ask them – just like you asked them about the content for the event. Add another survey question to your form, and instead of telling them when the event will be held right away, ask them when they think the event should be held, and explain that you want to accommodate as many people as possible.

If for any reason you do not want to survey to find out what time works best for the majority of those who want to participate in your event, at the very least, choose to hold your event on a Tuesday or a Thursday during the evening hours, taking various time zones into account, and make a recording available to those who were registered, but unable to attend the call.

Secret #11 – Provide A Toll Free Number

Many bridge line services will give you the option of providing your participants with a toll free number. Without the toll free number, the call will be a long distance call (toll call) for most of your participants, which may deter them from participating.

However, providing a toll free number may not be feasible for you from a financial standpoint, as this can become costly. Typically, you will not be charged a flat rate for the event based on the number of lines that you need for the call. Instead, in this situation, you will be charged per line, and per minute. However some companies will only charge per minute – which can still add up.

If you are going to go with the toll free option, it is best to charge admission fees for your event to help defray those costs. If your event is free, you will need to be sure that you will profit enough from the event – in another way, such as through product sales – to still come out ahead after it is all said and done.

Generally, however, people don't mind making the long distance call. In fact, with all of the technology that is now available, such as VOIP, the call won't cost your participants any extra money anyway.

Just keep the costs of a toll free call in mind when planning your event. Again, it isn't always feasible to provide this for your participants – but sometimes, it does pay to do this, especially if your participants have paid a lot of money to attend your event. Here, you will have to use your best judgment.

Getting People To Register For Your Event

So, you have an idea for a teleseminar, you know how and when you are going to host it – or how to figure all of that out – but how do you get people to register for your event?

It's not good to announce or promote a teleseminar or webinar too far in advance because people forget about it. If possible, you should promote the event just a few days before the event is to take place, promoting no more than one week in advance.

However, this 'short notice' method makes it a little tougher to get the word out about the event, which means that you need a promotion vehicle that is instantaneous.

As mentioned earlier, an easy way to do this is with Google AdWords. Simply create a squeeze page and a thank you page, connect the squeeze page to your autoresponder, set up a Google AdWords campaign, and activate it. This will get you quite a few participants, and depending on how popular your topic is, maybe more participants than you actually want.

You may not get any participants at all using this method if you don't use it correctly. For instance, since you are paying for the clicks you will receive, you want those clicks to count. Don't be vague in your advertising – be clear. Let people who read the ad know that this is a teleseminar or webinar event.

Use care in choosing the keywords that you choose for your AdWords campaign. Choose very narrow keywords. Instead of Playing Monopoly, you might want to narrow in on Monopoly Strategies, or how to bargain for property in Monopoly. Close in tightly on the topic of your call in your Google AdWords campaigns so that you get more highly qualified participants.

Again, since you won't have a lot of time to get the word out, use that time wisely. Start with Google AdWords. If you have a list already, notify your list. Have joint venture partners notify their lists. Put a notice on your website, and on the websites of your JV partners.

Also, if you or any of your JV partners are guests on other teleseminars, ask the host to announce your upcoming event at the end of the call. Include an announcement and registration link about the event in your signature file that you use in forum posts and emails as well.

Secret #12 – Use PPC To Your Advantage

As mentioned, Google AdWords and other Pay-per-click campaigns through other sources, such as Yahoo Search Marketing, are quite effective when it comes to promoting a teleseminar or webinar.

Remember to focus in tightly on your keywords, making sure that they target those people within your market that will be the most interested in the topic of your event.

Choosing random keywords that are only slightly related may get you more clicks, but it won't get you registrations by people who not only want to attend your event, but have a high level of interest in whatever you are promoting through the event.

Google AdWords, while very popular, is not the only option you have for PPC. Yahoo Search Marketing is an option, as well as Find What and Look Smart search engines.

No matter which PPC company you use, make sure that you set a budget for your campaign. This may be set as a monthly budget or a daily budget, since you will most likely not be running an ad for your event for more than a week. Promotions may indeed be your biggest expense when it comes to hosting a teleseminar or webinar.

Do not make the mistake of failing to collect names and email addresses of your participants! Never just direct traffic from the PPC ad to a page that gives them call details. This is marketing suicide! Use PPC to your advantage.

Collect those first names and email addresses before call details are provided, and make sure that the email addresses provided are valid by providing call details via the email address that your visitors submit. Those names and email addresses will grow more and more valuable to you as you build your relationship with your list.

Also remember that you want people to click on the ads who will actually attend the event. If you are offering bonuses for participating, which is a great way to boost attendance, make sure that you do not give the bonuses away up front. Bonuses should be delivered at the end of the event.

With PPC, remember that quantity does not count – quality is what counts. The more qualified your leads – or participants are – the more money you will make in the long run.

Secret #13 – It's Time To Joint Venture!

If you've never done a joint venture, but you want to do a teleseminar or webinar, now is the time to try your hand at Joint Venturing. If you aren't clear on what joint venturing is, it is where two or more business or product owners combine resources to either promote several different products, or to create and launch a new product.

No matter what is being promoted, everybody who is a member of the joint venture has something to gain. You may gain a large list to call your own, a product to sell, or revenue from other partner's products – you may even just gain the opportunity to promote your own product to a large group of interested people.

For teleseminars and webinars, you may need guest speakers. These guest speakers often speak because they are your joint venture partners. They may have the opportunity to promote their own product, or they may get a percentage of sales made from your product.

Finding joint venture partners is really quite easy. You can use a joint venture broker to locate a person who has the resources you need – in which case the broker either gets a flat fee or a percentage, or you can contact leaders in your market yourself.

The important thing is that you make your offer to them appealing. Immediately show them how they will benefit from the joint venture, and make those benefits worth their time and efforts. The leaders in each field often get bombarded with joint venture offers, so you must make yours stand out.

Remember that you may need more than one joint venture partner for a teleseminar or webinar – especially if you will be doing a series. It's always a good idea to 'meet' with the JV partner or partners to take a look at what each one has that can be thrown into the mix, in terms of services and/or products. The more you can offer your participants, the more each JV partner stands to gain.

Work with your Joint Venture partners to determine how the event will be promoted and conducted, what products will be given away, what products will be sold, and what discount participants will receive.

Preparing For The Event – What You Need

Once you know what your topic will be, and you've lined up your joint venture partners, you are ready to get down to the nitty-gritty of preparing for your event. There are several things that must be done in advance.

Secret #14 - Getting The Event Scheduled

You need a bridge line, and you need to get your call scheduled, preferably before you advertise it, unless you are using the method described earlier, where you poll the participants to find out what day and time works best for the majority.

This means that you are ready to contact a bridge line company. You will find several bridge line services listed in the resource area, but there are certain elements that you need to look for.

For instance, if your event will be a webinar, you need a way for participants to view your visuals – preferably without downloading complicated software. If you need a toll free number for participants to call, you need a company that offers this. You need to make sure that the company you choose will record the call for you, and see how much they charge for any additional features that you might require.

You need to determine how many lines you will need for your call. Most free services will allow up to 100 lines. If more lines are needed, however, you will most likely have to pay for them.

Usually, scheduling the event is very simple, and just a matter of filling out an online form. The tricky part comes when you set the time for the call. Many people are confused by time zones. Make sure that you are specific about the time zone for the time that you list for your call.

The length of the call will also need to be determined. This is another aspect that stumps many people who are new to teleseminars and webinars. You can determine how long your event will be by doing a timed practice run, or by allowing a certain amount of time for each point in your content and sticking to it.

When it comes to time, however, make sure that you keep in mind that many people will be holding phones up to their ears. One hour is usually a good length for a teleseminar or webinar, and anything over two hours is usually not desirable. If you need more time, break your content up into different calls.

Secret #15 - Notifying Participants

Once you've scheduled and promoted your calls, and participants have registered for the call by filling out the form on your squeeze page, they need to be notified about the call – not just once, but several times. This is done through your autoresponder.

Initially, they should receive an email to confirm their participation. After they confirm, they should automatically be sent an email with the date, time, and call in number, as well as any additional information they may need regarding the call.

This is a good time to promote products that will help your participants during the call, or to suggest that they read certain information that will help them keep up with the content during the call. For instance, if your event is about certain aspects of SEO, you might want to direct your participants to some basic information about what SEO is, and possibly recommend an ebook for beginning SEO.

It is important, however, that you not require your participants to purchase anything to attend your event, even if you charge for admission to the event or not. This will turn people off, and you should save the majority of sales pitches for the event. Just make simple recommendations, and let them know how much knowledge they should come to the call with.

About 24 hours before the call, a reminder should go out to your participants. Remind them of the call in number, date, and time, as well as any special knowledge they should come to the call with. Also, if you have any work sheets or work books that they should download prior to the call (these should be free), let them know about this at this time.

About five hours before the call, send another notice. Sometimes, people also send out a notice about an hour before the call, but those notices don't always get through in time, depending on how far backed up the autoresponders queue is. Run several tests, sending emails to yourself only, to see how long it takes for the email to reach you, and then determine how early you will send out your reminder on the day of the event.

Secret #16 – Preparing Your Content

This is where a lot of people make a big mistake - in preparing their content. They think that they need a script, and this just isn't so. In fact, trying to use a script really ruins a call, because it detracts from the natural flow of speech. Instead, use notes.

Outline your notes, covering everything that you want to discuss, in the order that you want to discuss it, and add any notes about particular points or topics that may be needed as well. Again, don't plan what you are going to say, just plan what content you are going to cover, and leave it at that.

If you will have guest speakers, make sure that they get a copy of your outline, or at the very least, an outline of what you would like to discuss with them. If you will be asking questions, send them a list of questions that you may ask during the call. It may turn out that you don't ask all of the questions, but it is a good idea to warn them ahead of time about questions that may be asked.

Ask your guest speakers if there is anything in particular that they do not want said or discussed. This is important. You may know about a product launch that your guest speaker has in the works, but he or she may not want that to be public knowledge yet. Find out the details before the calls, and make notes for yourself concerning topics that guest speakers do not want to discuss on the call.

Alternately, after the guest speaker or speakers have had a chance to look at your outline, ask them if you missed anything, and really listen to their input. No two minds work exactly alike, and with another experts input, you can produce some killer content during your event!

Make notes of webpages or resources, as well as affiliate products, that you will direct your participants to during the call. Write on your outline where these websites, resources, or products should be presented.

Also, make a list of the bonuses that will be given away at the end of the call, and if possible, throw in a surprise bonus or two!

Finally, on your outline, make a note of approximately how much time can be allotted to each item. This will help you keep the call on track and not run over the time that will be recorded.

The Actual Event

All of the work has been done. The planning is over, you have participants waiting for the call time to arrive, and you are on pins and needles! Are you nervous? You most likely are – especially if this is your first event – but don't worry, things will go smoother than you think and by the end of the call, you will feel like an old pro!

Secret #17 – Understand How It All Works

After you create an account for the bridge line service and schedule your call, make sure that you thoroughly read the information that they send you via email. Then, go back and look at the website, and read through any frequently asked questions or other help pages that they may have available.

Taking the time to do this will help you avoid problems during your call. It is important that you understand how the whole process works, how to give voice to some participants, how to mute participants, how to boot participants, and how to do other administrative tasks that may be required during the call.

Surprises during a call are a bad thing for the host. The only way you can avoid these surprises is by understanding how the system works, and how the process works, including knowing exactly what time the call recording will start and stop.

It is also important to understand that the bridge line company will give you one phone number, and two codes. One code is for moderators (you), and the other code is for participants. Only give the moderator code to your guest speakers, not to your participants.

Secret #18 – Last Minute Reminders

Be sure that you send last minute reminders in time for participants to receive them, and remind them of the call in details as well. State again what the name of your event is, in case they have forgotten.

Also send out a reminder to your guest speaker! Send this the day before the call, then again the day of the call. You would be surprised at how often guest speakers don't show up if they are not reminded about the event!

Secret #19 – Participants: Not To Be Seen or Heard

As stated earlier, it's really a bad idea for your participants to be given a voice during the call. They are unpredictable, and you have no control over what they may say. It is always best for participants to be muted during the call.

However, before the call, before the recording starts, you should dial in early – at least ten minutes early – and give voice to your participants then. Allow them to introduce themselves, and use this period as a warm up. Just be sure to warn them before you mute them.

Simply say something like, 'We are about to get the call kicked off, so I'm going to go ahead and mute the phone lines so we can get started.' Then, mute the participants, and immediately go into your introduction for the call, where you go over what the call is about, and who your guest speaker or speakers are.

Secret #20 – Let The Content Flow

Again, you do not want to have a script. Now, forget that there are one hundred or so people listening to you. Completely forget that, and just talk to your guest speaker, or listen to them – whatever needs to happen – in a natural way. Just imagine that you are the only two people on the phone, and let the conversation flow.

Don't worry about what you are going to say. You have your notes, and they will guide you. Just make sure that you speak in a clear way where people can understand what you are saying.

Try to avoid bad grammar in your speech, such as starting or ending every sentence with 'you know,' but at the same time, make sure that you feel natural when you are speaking. If you don't, it will come through to your participants, and you don't want that.

If you find that you are getting too nervous, or you forget what you were going to say, ask your guest speaker a question, and compose yourself while he or she is speaking.

Have a glass of water to drink during the event. Your mouth will get dry. Just take your drinks where people cannot hear you gulping or swallowing, and take drinks while the guest speaker is talking.

What Will You Gain?

There are many ways to gain from teleseminars or webinars. Here, several of those potential gains are discussed so that you can find a way to gain that suits you the most. Many people gain in several different ways when they host an event. You can profit from one or all of the methods below, in one single teleseminar or webinar. How will you gain?

Secret #21 – Profit From Your Own Product

If you have your own product, you definitely want to promote it during the call, unless it is something that is totally unrelated. If it is related, however, be sure to let your participants know about it, and give out the website address for it!

If you will be offering a lower price on your product to call participants, make sure you have an order page especially for them, and track those sales so you can see how much you profited from your event.

Secret #22 – Profit From Affiliate Products

Affiliate products are perfect for teleseminars and webinars. It is very easy to find related affiliate products, and they can be promoted just as your own products would be during the call.

However, it is not a good idea to send participants to a long, drawn out – obvious – affiliate link. Instead, send them to your own website, where you should have your own sales page set up for the affiliate product. That page should link to your affiliate link, where participants can click through to place an order.

Again, track these sales so you know how well you did with your event from a financial standpoint. If your affiliate program does not track for you, make sure you have tracking set up through your own website, if possible.

Secret #23 – Profit From The Teleseminar Admission Fee

You can charge a fee for attendance to your event – especially if you will be providing quality content. This is, however, set up differently than a free seminar, but it is still easy to do.

Simply set up your squeeze page, as you normally would. Once the person fills out the form, and confirms, they should be directed to the payment page, and then to a page that gives them call details. They should also receive an email message with call details as well.

Secret #24 – Profit From The Teleseminar Recordings

After the call has taken place, you can have transcripts of the call done, and sell the recordings and transcripts as a product. This can be done as a digital download or as a physical product – the choice is yours.

People do pay for these types of products, but you should not charge your call participants for the recordings, they should be provided to them free of charge. However, if your participants want the recordings shipped to them as a physical product, you should charge.

Many people create entire businesses from their teleseminar recordings. There is no reason why you can't do the same thing! This is a very easy thing to do, and for physical products, you can hire a replication and fulfillment center to process your orders for you – for a percentage of each sale.

Secret #25 – Lead Generation

You may not earn a single dime before, during, or immediately after your event – but you can profit down the road a bit. You can gain from your teleseminar with lead generation. The people who sign up for your call and attend are obviously very interested in the topic.

So, a few days after the call, contact them with some type of offer – perhaps a paid teleseminar – and work on turning those leads that were generated from your event into sales.

Again, there are many ways to profit from teleseminars, and if you do it right, you will profit in more ways than one. In fact, you could even start earning residual income from your teleseminars – create a membership site and do one teleseminar a month for members. Those members pay a monthly fee to have access to the calls and the membership site, which you should continually update.

Resources

Phone Services For Teleseminars

Voice Text

<http://www.voicetext.com>

Free Audio Conferencing

<http://www.freeaudioconferencing.com>

Confer Tel

<http://www.confertel.net>

Free Conference

<http://www.freeconference.com>

Rent A Bridge

<http://www.rentabridge.com/>

Services for Webinars

WebEx

<http://www.webex.com/>

Global Conference

<http://www.globalconference.com>

You-Niversity

<http://www.you-niversity.com/>

On-24

<http://www.on24.com/>

Communiqué

<http://www.communiqueconferencing.com>

Autoresponders

UMC

<http://www.UltimateMarketingCenter.com>

Aweber

<http://www.aweber.com>

Get Response

<http://www.getresponse.com>

Autoresponders Plus

<http://www.arpros.com/>

Response Bot

<http://www.responsebot.com>

1 Shopping Cart

<http://www.1shoppingcart.com>

Squeeze Page Generators

Gateway Magic

<http://www.gatewaymagic.com>

The Squeeze Page Generator

<http://www.squeezepagegenerator.com/>

DXaminer

<http://www.dxaminer.com/squeezepage.html>

Domain Names

Go Daddy

<http://www.godaddy.com>

Cheap-Domain Names

<http://cheap-domainnames.com/>

123 Cheap Domains

<http://www.123cheapdomains.com/>

Active Domain

<http://www.active-domain.com/>

Audio-Video Products

Internet Audio Video

<http://www.Internet-Audio-Video.com/>

Webhosting

UMC

<http://www.UltimateMarketingCenter.com>

Dot 5 Hosting

<http://www.dot5hosting.com/>

EZ Web Hosting

<http://www.ez-web-hosting.com/>

iPower

<http://www.ipower.com/>

2 M Host

<http://www.2mhost.com/index.html>

Transcription Services

Writing and Transcription Services

<http://www.writingandtranscriptionservices.com>

eScriptionist

<http://www.escriptionist.com>

Transcripts.net

<http://www.transcripts.net>

Production Transcripts

<http://www.productiontranscripts.com/>

Replication and Fulfillment Services

Disk.com

<http://www.disk.com>

eFulfillment Services

<http://www.efulfillmentservice.com/>

Speaker Fulfillment Services

<http://www.speakerfulfillmentservices.com>

About The Author...

Doug Champigny, a full-time Internet marketer, Affiliate Marketer and E-Zine Publisher, is often called a super-promoter because he's an expert in building lists quickly, using Blogs to promote products and affiliate opportunities, and networking with other online pros to create new and innovative sites and products. With his wife Teri, the Champignys own and operate over 25 web sites at present, and are constantly working to brand themselves worldwide and help other marketers achieve their online goals. Be sure to check out some of their most popular sites:

<http://www.SevenBucks.com>

<http://www.Internet-Audio-Video.com>

<http://www.MarketMy.com>

<http://www.MeetDougAndTeri.com>