

# TRAFFIC CONVERSION SECRETS

## MODULE #4 OF 8

### TELESEMINAR STRATEGIES:

## “HOW TO PULL MORE CASH OUT OF YOUR LIST”

#### QUOTE OF THE WEEK

*“We don’t see things as they are ... we see things as we are.”*

~ Anais Nin

#### ACTION PLAN:

1. Participate in CONTENT-RICH teleseminars
2. Write 3 case studies using the P-A-R FORMULA
3. Create a TIME-LINE for 60-min. teleseminar formats
4. Develop a teleseminar CURRICULUM on your topic

#### **### Starts Here ###**

I am very excited about this session because it is about teleconference marketing or teleseminar marketing, which is the fastest, easiest, most economical way to pull more cash out of any list, online or offline.

Teleseminars are unique in that there is a certain advantage, certain liberties that you can get away with on a teleconference that you can’t always get away with at a physical conference. There is something magical about a teleconference where authenticity and real-life scenarios can make it work for you, so that you not only sell, but you become closer to your group.

You’ll see different case studies of teleconferences, you’ll learn how to set one up and how the Internet has allowed us to put a lot more people on a call within 24 hours than we could have ever done with direct mail.

You can put 600 people or more on a call within 24 hours because of the Internet. You could never do that before the Internet came to be.

We’ll talk more about the ASK Database™ at [www.AskDatabase.com](http://www.AskDatabase.com), and how it helps people to generate content for teleseminars.

But first, let's take a look at all the different types of names we give teleseminars.

Teleseminar is obviously one name. Other names are teleconference, teleclinic and telecall. It depends on who you are selling to and how they want to be approached. Teleclinic, for example, sounds more like a "hands-on" workshop.

Typically, teleseminar or teleconference are used as the "catch all" or the colloquial term.

You can use whatever term you want. Just know that they all refer to the same thing.

Everyone calls into a bridge line. There's a mute feature, which allows the host to put everyone else on the call on mute so that the host can be heard without any background noise.

In a little while, I will go over the general criteria for muting a call versus not muting a call, putting beeps versus not putting beeps.

Right now, I want to talk about something that makes a good teleconference great, and that is content.

What is content?

You know when you listen to content, don't you? You know when you hear fluff versus hearing pure content, meat. Content-rich teleseminars are miles and miles apart from non-content rich teleconferences.

These days, time is so valuable. We're such an over-communicated, over-advertised society. So, you want to make your time count, and you want to listen to real content.

How do we describe and define content? Here are some definitions.

Number one, content is specific. It is not general.

Number two, content is relevant. It is relevant to what is supposed to be discussed.

Number three, the third element of great content is it has to be applicable. You have to be able to apply the information almost instantly, the moment you hear it, or the moment you hang up.

You want to create highly specific, highly relevant, highly applicable content. That's element number three.

Number four, it has to be practical. Content isn't the type of material that you have to spend millions of dollars to apply. In many cases, it should be free.

Let me give you an example.

I am going to give you five words. I'm sure all of you have heard this before. There are five magic words that will increase your opt-in rate almost overnight, usually instantly.

Here they are: We respect your email privacy.

You can put those words right underneath your opt-in box because that is the point of action. They shouldn't be buried in the bowels of your website. It should be right beneath your opt-in box, where it counts.

Now, that's content, right? Five words which are applicable, relevant to traffic conversion, specific and practical. You don't need millions of dollars to apply that. You can put that on your website right now. That is content.

Number five — which is probably the most important element of what content should be — is it must be memorable. Memorability is about a story. It has a tip, a middle and an end.

Utilize these five elements of content: specific, relevant, applicable, practical and memorable, especially using stories to make it memorable.

Now, let me give you a couple of sources of old, classic books. They are very important, and they really teach you how to think.

The first book I'd like you to look up and see if you can find is called, *The Art of Thought* by Graham Wallas. As far as putting together content, Wallas says there are four stages.

Stage one is Preparation. The stage during which the problem or problems are investigated. Every piece of content has to be problem specific. If there's no problem, there is no solution, and the content is worthless.

Stage two is Incubation. It's the stage during which you are not consciously thinking about the problem, but ideas are flooding. Incubation is the part where most people miss out because most content is created only hours, sometimes minutes, before it is supposed to be delivered.

Can you relate to that? Have you ever given a presentation where you created the presentation just hours before?

You lose a lot of nectar. You lose a lot of content-rich information and a lot of meat because you haven't been allowing your subconscious to go through the incubation period.

Stage three is Illumination. Wallas says that's the appearance of great ideas. When you have a great idea, remember, it's specific, it's relevant, it's applicable, it's practical and it's memorable.

Stage four is verification. That is when people are nodding in the audience and saying, "Yes. I can totally relate to that."

Again, the four stages in The Art of Thought are Preparation, Incubation, Illumination and Verification.

Let me introduce to you another book. This is by James Webb Young. He was an advertiser and an amazing copywriter through the turn of the century. His book is called, A Technique for Producing Ideas.

He has five stages. Number one is the gathering of raw material. These are both the materials of your immediate problem and the materials which come from a constant enrichment of your store of general knowledge.

You have this general knowledge, which you are whittling down into specific knowledge. So, when you gather materials, you put it on the list.

Number two is working over those materials in your mind — in other words, thinking about them. It's kind of like incubation, but, just thinking about them after they have been written down.

The core element to these two steps is that these things have to be written. They can't just be thought about. You will forget them. Write them down. You can put them in a Word document, or you can put them on a piece of paper. It doesn't matter. Just be sure to document them.

Number three is what he calls the “incubation” stage, where you let something besides the conscious mind do the work.

The only way you can produce content for a teleconference is if you give it time, and you prepare well in advance.

Number four for James Webb Young is the actual birth of the idea. This is “Eureka.” If you don't know the story of Archimedes, as legend has it, there was a blacksmith of some kind who had created a crown for the head of the king. Archimedes was living in ancient times and had this idea.

The idea was that if he put gold in water, more water would overflow than if the metal had alloys in it. He came up with this idea and said, “Eureka!” That is where that whole thing comes from. That “Eureka” idea — “Wow, that's a great idea” — is the actual birth of the idea.

Number five is the final shaping and development of the idea into practical usefulness.

Again, the five stages from James Webb Young in “A Technique for Producing Ideas” are first gather raw materials and ideas — sometimes, the ideas are ridiculous, but they turn into great ideas — two, work over these ideas in your mind and distill them; three, let them incubate; four, the actual birth of the idea; and five, shape and develop the idea to practical usefulness.

Usefulness is what creates content.

Let me give you a few tips.

If you have a tactical type of teleconference where you are giving tips, techniques, etcetera, it's very difficult to give more than 12 per hour. Sharing more than 12 per hour is very difficult to do comfortably.

Remember, that's five minutes per tactic, and that doesn't even include your introduction or close, which typically run about five minutes a piece. You have about 50 minutes to do about 12 tactics. So, think of 12 tactics being the most you can do in an hour and 21 being the most you can do in two hours.

That's usually a pretty decent timeframe and barometer.

Now, when you do a teleconference, what you want to do is create a timeline. You have a timeline. You have the beginning. You have the in-between, and you have the end or the close.

You could start with a story. You could start with a promise. You could start with a question. You could start with a quote or a comment. But, start with something dramatic.

Dive right into it.

Before the teleseminar begins, do a roll call. What city are you calling from? What is your first name? That is very important because it makes the teleseminar seem larger than life. People should be introducing themselves anywhere from seven to ten minutes before the call.

Then, at the top of the hour, we start right on time. To keep accurate track of time, use [www.Time.gov](http://www.Time.gov) because everyone has access to that.

If you train everyone who comes to your calls to start on time, then you will always start on time. Two minutes is an eternity in a teleconference setting. It's a long time if you're late in starting.

So, make sure you start on time. Start with a roll call before the top of the hour. Then, start the teleconference with a story, an anecdote, a quote or a question. Whatever element you want to start with, dive right into it.

You should have a list of all the tactics that you're going to be covering.

Now, how do you pull more cash out of your list?

Action plan number one is "Participate in content-rich teleseminars." The easiest way to detect what content is, is for you to participate in as many content-rich teleseminars as you can.

In order to learn to produce content for yourself, attend content-rich teleconferences and teleseminars, or regular seminars.

Action plan number two is the concept of case studies. In your topic of expertise, whatever it may be, you want to have an action plan to create three case studies. You are going to use the P.A.R. formula: Problem, Action, Result.

What is the problem? What is the action? What is the result that was generated?

The P.A.R. formula is very simple. Tell what the problem was, what action was taken and what result was generated. It's a story, and if you don't know how to create a case study, this is the fastest and easiest way to do it.

You should have a lot of case studies to deliver, whether it's a one hour call or a two hour call.

Action step number three is you want to have a timeline, which we referred to earlier. Let's start with a 60-minute teleseminar.

In the beginning, you want to start with a story or some type of attention-getting device. As you dive into the content, the second thing you need to share after your story is the story behind the teleconference itself – why this teleconference came to be.

People want to know. Why was this teleconference developed? If they know why, then it will be much easier for them to figure out how to put everything that you have to say to use.

The third thing you share is your background. You want to give twenty to thirty seconds of background about yourself or your guest.

This is where people go way overboard.

They often give a five minute background. Folks, I've got news for you. Nobody cares about your background. They just want to know that you know what you're talking about. If you give enough of a background to instill confidence, that is more than enough.

Also, you need to remember that you've got to keep their eyes open.

So, during your timeline, you want to insert breaks every 35 to 40 minutes. You can make people stand up, stretch or take breaks during your teleconference.

In fact, why don't you stand up right now and let me demonstrate this to you.

Take a deep breath.

You can actually put this in your timeline. "Okay, we're going to take a two minute break." I call them, for lack of a better term, a "butt break" because what the rear end can't endure, the mind can never absorb.

So, take breaks that are two minutes in duration. You can choose to ask if anyone has any questions during the breaks

So, we have talked about what content is. We talked about what a case study is using the P.A.R. formula: Problem, Action, Result.

We talked about what the timeline should look like and when to take breaks.

We've talked about how to develop a curriculum for your topic. Remember, The Art of Thought from Graham Wallas and the five stages by James Webb Young, A Technique of Producing Ideas.

That concludes this session.

My wish for you is for you to create a sample curriculum for a 60-minute teleconference on your topic of expertise.

Create the initial story for the beginning.

Create the case studies and the content in the middle.

Create why the teleconference came to be.

Create a 30-second background about yourself.

Then, create a summary, as well as an ethical bribe, which, hopefully, is your curriculum so that you can get testimonials.

You don't have to run to get these pages up online, not unless you have a list and you are ready to go. But, at least, you know now how to do it inexpensively and effectively.

I wish you good sales and good luck with your teleseminars.

### Ends Here ###