



## **Teleseminar Mastery**

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The following transcript will show you how to master teleseminars and how to use them to easily create products that you can resell.

[Beverly] ... by audio now you're doing by teleconference, and since I have these two niches that are brand new, since they're to consumer, one, I don't yet have these audiences, so I don't automatically happen, so quickly, to get this great way of building the list. One idea I had was to start doing the teleconferences and saying that they're free, and recording them. And, then anyone who wants it afterwards, they're going to be buying the package, or the whatever, they have to buy it afterwards. If they're not able to get on that call. Do you have any opinion about that? Or should I also try to do any audio recording on my own? Any guidance on that?



[Sean] Well, I would say you want to do as much audio recording on your own as possible to get it out there. If you've got 3 clients or something, that you need to get that material out to. The thing is too, I've done classes with one person before. One person shows up, I do the class as if there's 100 people there, I just teach it myself. I've done it both ways, I've done recording in a vacuum, I also do very small classes. You just kind of have to make a decision. Here's what you do if you only have 3 people in a program. They sign up for your program, you teach them XYZ. You have 3 people in the program. You send an email out to all 3 of them, you say "Hey, I want to set up a time that works for everybody." You saw how I did this a month ago with a different program. You just send an email out that says "Hey, I just want to find out a time that's going to work for everybody. Please tell me all the possible times and dates you'll be available over the next 5 days."

Everybody writes you back, you find out what the overlap time is, you send an e-mail out that says "Congratulations, I found a time that works for everybody, it's going to be 3pm on Wednesday." Everybody shows up, maybe one person shows up because 2 people forget about it, it's no big deal. You have a private teaching opportunity with the one person, and you record the Q&A, and you send it out to everybody, you put it on a download page. Now, that's the first hour in your training.

That's the easiest way to do it. That's what I do if I have a small group.

[Beverly] OK, so whether or not you are charging for that, you would do it. So, in my case where I'm brand new, these people are signing up starting today. I have my credibility campaign in one of the two, it's all set up for 7 emails, the other one two so far, but I'm going to be having about 5 or 6 at the end today. I'm doing it every 2 or 3 days. Because this kind of a niche won't really like an everyday, I don't expect.

[Sean] So, I don't really understand your question. You're wanting to create a free teleseminar sequence for subscribers who haven't bought yet?

[Beverly] I'm not sure yet. Maybe I should just say, here's a teleseminar series on XYZ situation, and here's the cost. Yeah, I guess I should just do it that way. I haven't worked with a consumer yet. I feel like I'm a neophyte in that. But, you think I should just charge for the teleconference series? No matter what?

[Sean] No, I'm not saying that I think you should charge, I'm saying you have to decide. Do you want to do a free teleseminar series for 6 weeks and record it? Or, do you want to charge. It doesn't make any difference. You can easily do a 6 week free teleseminar series, just don't ever tell anybody on the live call when you're recording it that it's free. After 6 weeks, then you take the 6 recordings, you put them all on the download page, and that now becomes your product. And, nobody, except for the first 5 people who took your free program, free teleseminar series, even knows that it was free. Everybody else they're going to pay \$97, or \$197 to access the material. Nobody ever has to know it was free after the 1st people. And, what you do, also, after the 1st call you [End Record].

That's why I use Instant Teleseminar because in the middle of the call you see how I go in and out of tracks. Every time I talk about a different topic I hit [End Record] and [Start Record]. I don't have to go do any audio editing when I get done. It's already pre-audio edited for me. So, you're going to do the same thing. You do your 45 minute free teleseminar, at the end of 45 minutes, you're going to conclude your training, you're going to hit [End Record]. Then you're going to tell everybody that's on the call, you're going to say "Hey, by the way, congratulations for being here, if you missed the 1st week, these are all the things I covered the 1st week, and

these are the things I'm going to cover next week, the week after, and the week after that. And, if you would just like to get all the recordings, and this is actually the only way you can get the 1st weeks recording, because you missed it, is for \$97 you can prepay for access to the entire training program. And, of course, I'll send you week 1 as well."

What this allows you to do is, I've done this before, where every single week people are buying the program, because they missed the 1st 2 weeks, they got on the 3rd week, you blew them away with your intelligence and everything that you taught them. Boy, I really want what's on week 1 and week 2, and I can't get it free anymore. Because it was a free live call, but a free live call expires. It's no longer live so it's no longer free, now it's paid. Now, if you want access to weeks 1 and 2, it's \$97 and they come as part of a package deal. You've probably seen a lot of those kinds of things before in your niche. Where people have done, 12 different guru's have gotten together and they've said we're going to go together, and each one of us is going to teach once a week, and you can come for free, but if you think you might miss some of the recordings, it's \$97 and you'll get every single recording. So, you can even do, it's free if you're live, but it's paid if it's a recording. Any way you want to do it.

[Beverly] Great, thank you Sean. And, you're right, I have seen that. That's why I was thinking of doing it that way. As a way to get started. I guess I felt uncomfortable just charging, when I don't know what I'm doing.

[Sean] That's fine, make it free, and 6 weeks from now you'll have your paid product to sell for \$97!



[Beverly] Right, thank you!

[Sean] You're welcome. Let's open the call, any comments or questions before we kind of wrap up for the day?

[???] I guess I'm just crazy, because I just literally took a list of like 12 people and phoned 5 of them on a course I didn't have yet, so they helped me create it. But I like the teleseminar sell on the 2nd call. That's my comment.

[Sean] Excellent, that's another great way to do it, I do a lot of presell as well. I mean, almost every class I ever run is presold. I don't create the material until people sign up. So, if 10 people sign up for the class, they all come on, and I create the material.

[Roy] The question I have is based around how you set up and map out your email campaign. So, I sign up for coaching, and I'm getting all of these emails from you, and I know that's automated. How did you set that up, as far as knowing which email you want to go out at what point in time, what is the next email that's going to go out? And, when is that going to go out? As far as the automating of it on like AWeber, or Get Response, that's not my question. It's more along the content that you're sending, and on why you send what content when.

[Sean] Okay, for the coaching program? Or, for the sales campaign.

[Roy] For the sales campaign.

[Sean] Okay. Not sure exactly where to start. What I do is probably different than what most people will do. So, I'm going to tell you what I do and then I'll relate it to what most people do.

For me, I've done live campaigns for 6 years, every week a new campaign. When you do that, after time you find certain 5 day campaigns convert better for people that were in their first week than other campaigns. So, you have a campaign, I've run a live campaign before, and a strong percentage of people that have only been on the campaign for one week purchase that item. So what I do is I take that 5 day campaign and I put it into my automated campaign for week 1. Now, everybody who comes into week 1 gets that campaign. Then, I don't do any of the manual campaigns for those people until after they've expired the 7 day period.

Then I went into the campaign, and I say what's the 2nd best? Okay, great, I'll put that in the 2nd week. What's the 3rd best, I put that in the 3rd week. What's the 4th best, I'll put that in the 4th week. Okay, and then after about the 4th week, generally it's whatever the live campaign is. I'll tell you, in theory, the automation forever and ever works, there's not many people that can pull it off. Most people cannot. I've had a hard time pulling off total automation after the 4 week mark. And, most other people that are kind of my colleagues experience about the same thing. It's very, very difficult to automate after that first 4 weeks.

There's 2 components though, in designing the campaign. I actually use 2 different delivery lists. So that I can keep them separate. When somebody joins my list, they're actually added to the equivalent of 2 lists. One list has my content in it. So, my content is 30 days, and it's not every day, it's about every 2 out of 3 days. They're going to get content emails, and for me there's a 9am and a 9pm email. So, day 1 they get a 9am email, day 2 they get the 9pm email, day 3 they get a 9am email, day 4 they get a 9pm email. Now you ask, what's the significance of a 9am or a 9pm email. The only significance is, that it has to be a different time than I send out the sales emails. So, to protect my own sanity, I just know that all emails in my content campaign go out at either 9am or 9pm, every other day. Okay, so why different times? I don't want people to become conditioned to getting something at a certain time.

Now, obviously, the best way to do this would be to randomize it every day, but since I'm merging it with another campaign, it's easier to have the same time, for me, but, because I want to vary the time, I use AM and PM. Could we do a time-frame? 7-9am and then vary the times it goes out, have some go out at 7:15, some at 8:15. Yeah, you could do that as well.

But, that's what I do in my content campaign. Now, simultaneously with the content campaign, what I've discovered in my niche is that Tue, Wed, Thu, is an ideal setup for a 3 day sale. Tue, Wed, Thu. So, you introduce the sale on Tue, you do Q&A on Wed, and you do final chance on Thu. So, what I do is I queue the sales campaign up for the 1st Tue after somebody joins the list, and they get the 1st day of the 3 day campaign. So they'll probably get 2 emails on Tue, one introducing whatever it is I'm selling, and then another explanation email. Wed

they'll get 1 email. Then Thu they're going to get a final, this is your final day to get this.

What it does after that is I say, the following week, the next Tue that rolls around, then they're going to get sequence 2, and then the next Tue that rolls around, they're going to get sequence 3. Does that make sense?

[Roy] That does, thank you.

[Sean] And, so while we're on the time thing. So, 9am and 9pm for the content campaign. But for this campaign, I'm going to do 11am, 4pm, or 11pm. So, if I mail an email, it'll either be at 11am, or 4pm, or it'll be 11pm. Now, I know that my content campaign is always at 9 and 9. If I wanted to send a 7pm email, I could, I have the freedom to do that. Now, what I used to do is, I had a 3rd campaign, in fact, it's probably still queued up in the system, but it's it's planned for obsolescence, but it also had I believe a 7pm email. And, I think it was a 1pm email. So I knew in that campaign, it was 1pm and 7pm. Theoretically, if somebody, remember, they're only getting 1 email from the content campaign, either 9 or 9. Let's say that on a really bad day, the 2 campaigns coincided in such a way that maybe day 5, they got the maximum number of emails from both campaigns. So they would get a 9am, 11am, 4pm, and a 7pm. So, even with this plan, the maximum number of emails that somebody might get on one day is 4 emails. Then obviously the minimum would be they get 1 email. We're still saying, choosing one of either 1pm or 7pm, we know we're not going to have 2 emails go out at 9am. We know we're not going to have 2 emails go out at 11am, we know we're not going to have 2 emails go out at 4pm, because of the fact that we've set this up so that each one of these lists that somebody is on has a different time segment during which they would receive emails.

