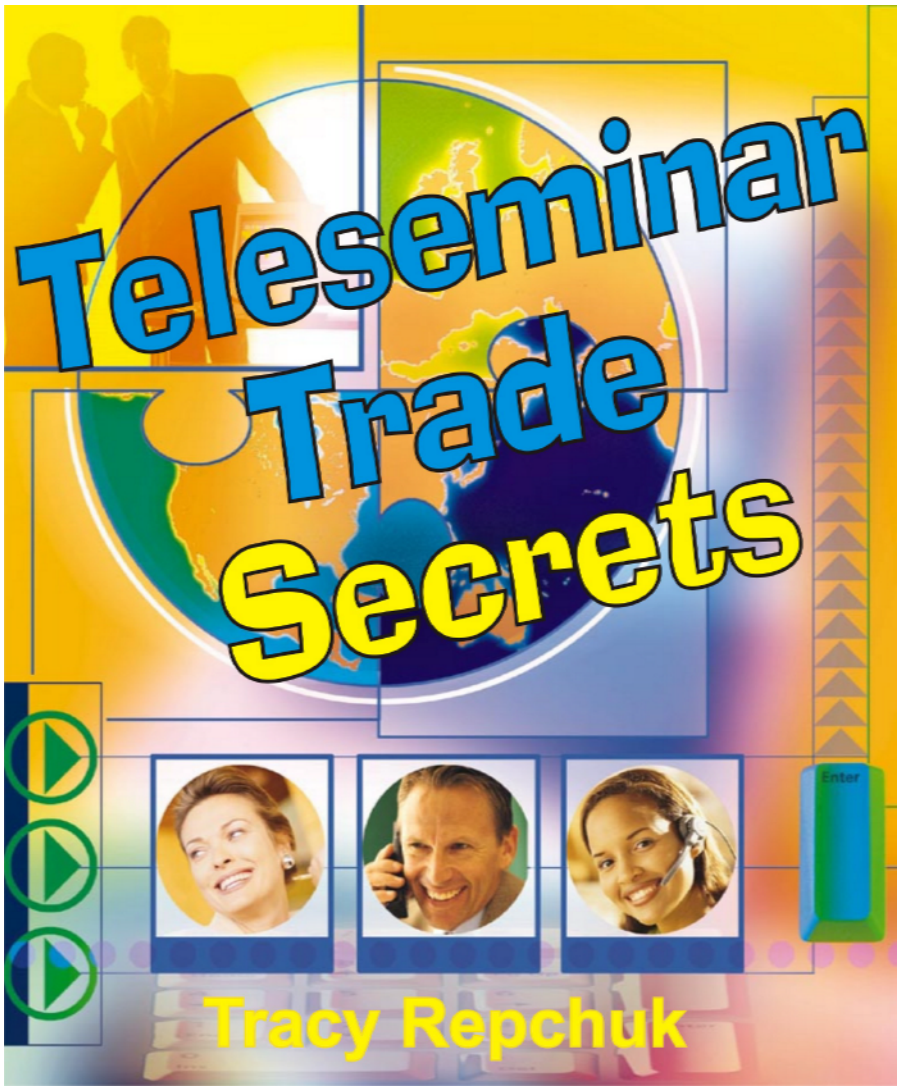
Teleseminar
Trade
Secrets
Enter
Tracy Repchuk

Excerpt from "31 Days to Millionaire Marketing Miracles"

Written & created by: Tracy Repchuk
"Marketing Makeover Maestro"

www.MillionaireMarketingMiracles.com

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Teleseminar Trade Secrets

A teleseminar is simply making a presentation done over the phone. It is like a seminar in that you are educating them on some certain topic, and quite possibly selling something, but it is done inexpensively over the phone.

This is a great way to create a relationship with your prospects and is one of my favorite things to do.

But did you know that teleseminars are a product, that take under one hour to create, and can make you thousands of dollars in passive income?

Now you know why people also do them, and you know why you should be scheduling one for yourself.

If you were wondering how you were going to get a product to sell to your niche audience, here is the answer, and it only takes an hour to create.
With the help of "31 Days to Millionaire Marketing Miracles" you could take your new product, and walk

it through the steps until you have completed and started to sell a product, quickly and easily.

Have fun in everything you do – it shows.

Tracy Repchuk
Marketing Makeover Maestro
Bestselling author of "31 Days to Millionaire Marketing Miracles"

Here is what a teleseminar looks like when it's finished.

Check this one out at:
www.marketingmastermindsclub.com/successcd.htm

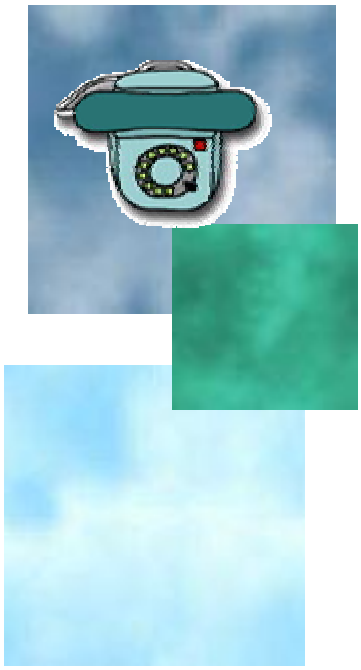
TeleSeminar Trade Secrets!

1. Decide to do it and then do it

It may seem obvious, but a huge part of the success of doing this, is acting on the decision.

Results can only start after the first step is taken.

Decide to do it.
Pick and date and make it happen.



2. Be Focused

Choose your seminar topic and product or service you are promoting, and prepare your presentation around that.

Focus on what you know about or are passionate about, and it will be as easy as talking to your friends.

3. Promote the benefits

Promote the teleseminar by telling them the benefits they will walk away with - not the features of your product.

Take on a "What's in it for me?" attitude from their perspective, and start writing.

4. Compose and send your email message.

Prepare the email invitation that will be sent to your subscribers, or through your JV partners.

This will be the part that creates the interest, and gets them to register through your landing page.

5. **Setup your landing page.**

The Landing or Squeeze Page is where you will be sending your prospects.

The landing page provides further incentive and interest for them plus manages the registration process and connects them to an automated system to keep them informed.

6. **Pick the best day to do your teleseminar on.**

It has been proven that Tuesdays and Thursdays are the best seminar attendance days. Time it around 6pm PST, 9pm EST.

Remember though on these dates you are also competing against the gurus for those slots. Because of this, I like Wednesdays, same time

7. **Prepare the autoresponders for your call.**

Prepare the autoresponder system that will send them the date, time and call details.

Don't give this to them on the 'thank-you' page only; you want them to have this on their PC in case they lose what they may have just written that on.

If you don't know landing pages and autoresponders, use email and do it manually.

8. Select a Teleseminar Hosting Service

If you expect less than 100 to attend – go to **www.freenet.com** and you can get a free account, and hold a free teleseminar. The issue here is difficult to record.
For more than 100:
For $5 per month, I use highspeedconferencing.com and they tape it for free.
Eagle.net is good, but more.

9. **Use** www.eagle.net when you have a large database.

If you have more than 100 that will attend, contact **www.eagle.net** and select audio teleconference.

This will cost you on a monthly basis to have, you just need to make sure then you use it a lot to get your money's worth.

10. **Print the service instructions and practice.**

Print out the instructions from the service you have chosen, and practice them so that you can smoothly operate the mute, unmute, turn chimes off, block new callers, check the number on the call. Play with all of the features, and have a friend logon to test it.

You want to be smooth.

11. **Remember to record your teleseminar.**

Always record it; this can be a product or a free gift in the future.
If you are using the free service you will need to record the teleseminar yourself on your own computer. Practice doing this. I would recommend the computer that will record it be separate from the one you are on. Go in as a listener (not as a host - it reduces feedback and echo).

12. **Check the Record Options**

Don't make any assumptions.

If you are using the paid service, some need you to make a reservation to record it. Make sure you do this.
Some you can do it yourself, test doing this.

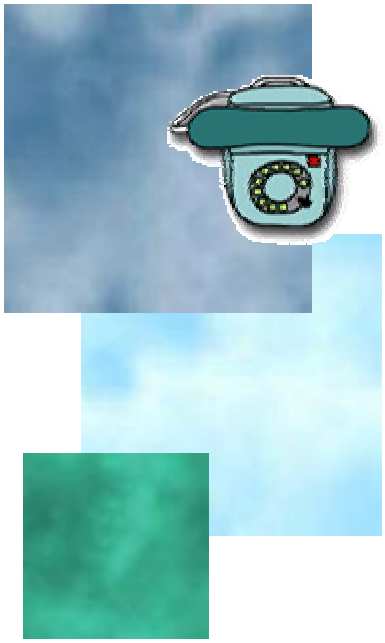
Recording is free, and can later become a product or bonus item.

13. **Send out an agenda**

If you want to look really professional, send them a brief agenda or handout they can play with before the teleseminar allowing them to fill in answers, or have it serve as a workbook during the event so they can get the maximum benefit from it.

14. **Send out reminders for the teleseminar.**

Send out a voice reminder just before the teleseminar is about to start – i.e. about 15 minutes – contact **www.voiceshot.com** and it will send out an automated phone reminder. You can also do the same thing with your autoresponders and send out a broadcast e-mail. Remind them it is coming up.and provide the call and login codes.



15. **Check in 15 min. in advance.**

Check in to the teleseminar 15 minutes before it is meant to start. You want to be the first one there. Then you wait and listen.
The chimes will ring when others are coming in. In the beginning this is very fun to listen to because that means it worked and people are coming.

16. **As they log in to the call, say " Hi ".**

Say Hi, tell them you're going to get started in just a few minutes, and that you'll turn off the chimes shortly and that the chimes are other people coming. Then tell them that you will be muting the call soon and that you will no longer be able to hear them. Then do it, tell them that you've done it, and start on time. Don't sit and wait around for slackers.

17. **Getting nervous?**

If you don't think you can talk into a telephone and have nobody talk back, then enlist a friend to do it with you. It is so easy.

Have them ask you the questions, you answer them, they react, and so on. It is easy, and fun.

18. **Work it all from a rehearsed script.**

Don't wing it, but sound natural. Even though you are working from a script, don't make it sound that way. Follow the points as a reminder and then say it like you would in a normal conversation. Glance to make sure all of the issues have been covered, and then move to the next one.

19. **Be organized.**

Be organized. Have all of the information in front of you, how to manage the call, your script/notes, start to record the call before it starts, and then give them what you would want to receive if you were on the other end.

20 **First, Introduce yourself.**

Spend the first 5 minutes of the call giving your background and history, because this is when the stragglers are still connecting, and you don't want them to miss the good stuff.

Plus, people like "to get to know you".

21. **Keep their interest, give hints, use questions.**

Don't wait until the very end to talk about what you are going to pitch, there is a sweet spot in the middle at about minute 25, where many may have to leave - drop a hint at this point about what you are going to be offering, give a website or the product name. Integrate into the pitch by having a leading question or solution to a problem, and then say we'll talk more about this at the end – it may be enough to keep those people on.

22. **Plan the closing with an irresistible offer.**

Don't wing it. Know your topic, know what you are going to say. If you were going on stage you wouldn't go up unprepared and the same goes for your teleseminar.

Be ready to wow them, rehearse the closing, put together a spectacular deal they can't refuse, and you will have a success on your hands.

23. Smile a lot, they can feel it.

Be pleasant, smile (they can feel it), show you care, give them lots of fantastic free information, help them, guide them, and then at the very end, for just a few minutes, wrap it up with your pitch.

Be passionate, and make it not about you or your product, but how this will change their lives.

24. Think sound.

Remember that you can't hear them, because you will want to put it on mute or else you will get tons of noise. But they can hear you. So get rid of background noise; the dog barking if you're at home, your kids.

You need to do this from a place that there will be no interruptions, including your cell phone – so turn it off.

25. **Some will leave.**

Remember that people will leave and hang up, not take you up on your offer, but that is okay because someone else will stay, and buy, and that is who you need to focus your attention on.

26. Option to have a Q and A.

If you are going to open this up for a question free-for-all at the end, don't use the un-mute option this will result in the feedback and noise again.

Use the 'hand raising' option which will display the phone number, and you can un-mute that one caller, and invite them to speak based on the first 3 digits of their phone number.

27. Thank them again, after the teleseminar.

After the teleseminar, send another autoresponder thanking them for attending and send them to a webpage that contains your offer in a sales page web format. Send this to everyone who registered and even those that didn't with a preamble such as "For those of you who were on the call, and even those of you who couldn't make it, there is still time to take advantage of this exclusive offer…."

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28. Take every opportunity.

Don't be worried about the number that attends especially if you are just starting out. The number could fool you. If out of the 60 that pre-registered only 4 show up, then those are still 4 that could buy, and you can make it a nice intimate meeting. So even if there is just one person out there, talk as if there are a 100. Practice makes perfect, so use every opportunity to do just that.

29. Celebrate that first sale…

If you close a sale on your first teleseminar, then celebrate.

This is a fantastic testimony to your product, to you, and to the great job you just did. Whether it was a $17 eBook, or a $1,700 training package, it is just the start, and you have now done something that others haven't.

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30. Don't miss a sales opportunity.

Once you have done one, do another. This is the most cost-effective way to get someone's attention and provide some information and maybe sell them something too.

The biggest failure you can have in a teleseminar is you don't hold one, and you missed out on a really great way to build a relationship with prospects.

31. Reach out and have fun.

Have fun. This is you reaching out to people who need your product, and it's about you wanting to give information that will help them. This is a good thing, and should not make you feel nervous, or worried.

Enjoy the journey with your new friends, and they will enjoy sharing it with you.

32. The teleseminar is a valuable tool.

A teleseminar is a great and valuable tool to keep in touch with your prospects and even better, your clients. So do them, do them often, and be sure to have fun while you are doing it. It will become as natural as talking to a friend with the rewards of a sale, or future sale from the relationships you are building.

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Author Biography

Tracy Repchuk

Bestselling author of “31 Days to Millionaire Marketing Miracles” and “The Poetry of Business” has had an entrepreneurial and literary spirit since an early age. Writing since she was 12, it was an expressive constant in her life.

Educated at Sheridan College she graduated with a business computer diploma and combined that with her Certified Management Accountants (CMA) designation to launch her first company Bravo Software Group, at the age of 19 in 1985.

During her multiple business ventures which all still run today, she mastered many skills including: web design, direct sales copy writing, management, organization, strategic thinking and internet marketing.

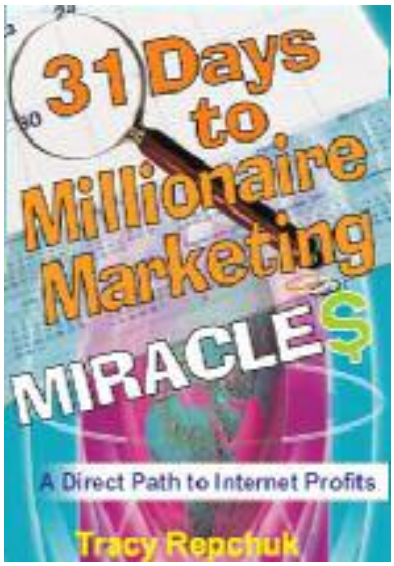
This is Tracy's second book, and 23rd time published, with her debut book called "The Poetry of Business" which launched a seminar and workshop schedule, and the founding of the Canadian Federation of Poets, and Poetry Canada magazine.

Tracy's honors include Canadian Entrepreneur of the Year and Chamber of Commerce Business Woman of the Year nominations, among other product, corporate and volunteer awards.

Tracy is married to David Repchuk, her business partner of over 15

years. They have 3 children, and currently reside in Burbank, California with their children who are all actors.

www.TracyRepchuk.com



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This has been an excerpt from this book.