

Dental Consultant Master Academy

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Action Plan –Week 14

Teleclasses Part II

The Insider Secrets to Successful Teleclasses

- ◊ The opt-in page presents a problem in which the only solution is presented in the free teleclass
- ◊ The teleclass presents a problem in which the only solution is presented in the offer

The 5 Steps to a Profitable Teleclass

1. Determine Your Objective
2. Choose a Topic and a Title
3. Script Your Close
4. Prep Your Content Outline
5. Deliver Your Call

Profitable Teleclass Step 1: Determine Your Objective

- ◊ What is the primary objective of the teleclass? (Start with the end in mind)
- ◊ What is the one action you want the audience to take after the call?
- ◊ What is the one thing you are selling?
- ◊ What's your offer?

Possible Teleclass Objectives

- ◊ Launch a new product or service
- ◊ Re-launch an existing product or service
- ◊ Monthly or quarterly teleclasses to connect with your list and sell a product or service
- ◊ Use the teleclass to get people to sign up for the enrollment conversation with you

Profitable Teleclass Step 2: Choose a Topic and a Title**Two Options for Choosing a Topic**

1. An overview of your solution
2. One specific step from your overall solution

Teleclass Topic Example

- ◊ Offer: A course on how to develop a deep connect with your tribe
- ◊ System Steps: 1) Social Media 2) Build Trust 3) Get Them on Your List
- ◊ Want You to Know" or "7 Ancient Secrets to More Happiness and Abundance Now in The Dental Office".
- ◊ "Hot Words" get people excited: easy, secret, free, now, hot, revealed, and tips
- ◊ Good old fashioned "How to ____"
- ◊ Tip: Link the title to the ultimate benefit
- ◊ Get title ideas here: <http://www.learningannex.com>

Teleclass Title Examples

Teleclass Title Examples from The Learning Annex

<http://www.learningannex.com>

- ◊ Real Estate Investing in 10 Simple Steps
- ◊ Advanced Foreclosures: How to Find The Deals And Avoid The Dumps
- ◊ Cure Depression Naturally With LifeForce Yoga
- ◊ Balancing the Chakras for Love and Relationships
- ◊ Anyone Can Get Organized: Even You!
- ◊ How to De-Code a Man by his Shoes

Profitable Teleclass Step 3: Script Your Offer**Profitable Teleclass Step 4: Script Your Close**

- ◊ Write out at least 5 bullet points **WHY** they should buy your offer. Always point to the ultimate end result the listener will experience.
- ◊ Spell out the features of your offer – i.e. what's included. This includes dates, what they get, etc.
- ◊ Have a clear URL to give
- ◊ Start modeling how others close

Step 5: Your Close Structure

1. Transition from your content to your offer. "For those of you who want to take this to a deeper level..."
2. Give the title of the offer and briefly what it is
3. Tell at least 5 benefit focused benefits of your offer
4. Give the link to order and invite them to take action
5. Tell the features of the offer (What's included, dates, etc.)
6. Tell the price and if a payment plan is available
7. Give the link to order and invite them to take action
8. Remind them of the benefits and what they will get as an end result
9. Give the link again

Advanced Closing Strategy: The "Insiders" Close**The "Insiders" Close: How it Works...**

1. Do the call as normal
2. At the very end announce that for those who already signed up or who know they are going to sign up, you have something special for them. Ask those people to stay on the line for just a bit longer and thank everyone else for attending. (Secret: People will be very curious and will stay on the line.)
3. Pause briefly
4. Shift the tone and talk to the "remaining" people as if they already bought. Make it more informal and conversational – like they are a good

friend now.

5. Welcome them to the offer/thank them for buying already. And... tell them of some cool extra bonus they get and/or “start” the program a bit there on the call.

- o This could be added info they will like about your program, or...
- o Talk about how to connect on the private area of your site, or...
- o Explain how to start the program when it arrives

Action Steps

- ◇ Decide if your teleclass will be an overview or a specific step
- ◇ Create or fine-tune the topic and title of your teleclass
- ◇ Script out your close in detail
- ◇ Consider doing an “insiders” close on your next teleclass

How to Apply This Information in YOUR Business

In the next video I’m revealing the best teleclass outline that’s been proven to be effective in multiple industries. I’ll also share tips on how to improve your teleclass delivery. your content to your

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