

Dental Consultant Master Academy

evolve ■ emerge ■ influence

Action Plan –Week 15

Teleclasses Part III

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 4: Prep Your Content Outline**The 5 Parts to a Profitable Teleclass Outline**

1. Positioning (10-20 Minutes)
2. Pain (About 10 Minutes)
3. Promise/Hope – The Solution (20-30 Minutes)
4. Proof (5-10 Minutes)
5. Your Plan (10-15 Minutes)

Teleclass Outline Part 1: Positioning (10-20 Minutes) Position Your Topic

Δ What's the possibility for your audience? What will they get? Share what they will learn (emphasize that what they are learning today they can apply immediately.)

Δ Show what's possible with brief case studies (get them excited about what they are about to hear)

- o The specific technique you're going to share made you grow your practice by ____% in ____ time.

- o It took you ____ time to discover it. Once you did it made all the difference. You're going to share it all with them in your presentation.

Δ Grab their attention up front

Teleclass Outline Part 1: Positioning (10-20 Minutes) Position Your Audience

Δ "This is for you if you _____"

Δ Reassure them they are in the right place and this is for them

Teleclass Outline Part 1: Positioning (10-20 Minutes) Position Your Talk

Δ Overview of what you're going to cover

Δ This is often an expanded brief explanation of the teleclass title

Δ Examples:

- o I'll share my story how I went from no clients to a waiting list in less than ____ years... and how you can do it in less time than it took me because I didn't have it all mapped out for me in the beginning. I have to learn it the hard way.

- o I'll share a simple and VERY effective way to have 30 new patients each month

- o [Transitions naturally to next point...]

Teleclass Outline Part 1: Positioning (10-20 Minutes) Position Your Offer

- Δ Let them know up front there will be an offer at the end.
- Δ “I’ll show you how to get MORE... at the end of my presentation”
- Δ “For some of you this presentation will be great and enough for you. But for some of you you’ll want to go deeper...”

Teleclass Outline Part 1: Positioning (10-20 Minutes) Position Yourself

- Δ Tell your story
- Δ Show that you’re credible and vulnerable
- Δ Make them relate to you as a real person - they have to relate to you
- Δ Make it **EMOTIONAL!** Really paint the picture of your suffering on the before part of your story
- Δ Focus 80% of this time on the **BEFORE** part of your before and after story

Teleclass Outline Part 2: Pain (About 10 Minutes – Maybe Less)

- Δ Show the mistake(s) people make. Draw out the pain they experience because of the mistake.
- Δ “These people have tried x, y, and z in the past, but it didn’t work.”
- Δ Paint the picture of their pain
- Δ Show that you get them _____ empathize with their pain
 - o You want to listener to feel like you understand
 - o “I’ve been there”

Teleclass Outline Part 2: Pain (About 10 Minutes – Maybe Less)

- Δ Pain Examples:
 - o “Why diets don’t work”
 - o “Why you’re great, but can’t find a mate”
 - o “Why you’re not getting clients”
- Δ Paint the picture of all the things people go through, but all the frustrations of not getting results. Don’t hold back from rubbing it in. They need a wake up call

Teleclass Outline Part 2: Pain (About 10 Minutes – Maybe Less)

- Δ Create the gap!
 - o Where they are and where they want to be (This is important)
 - o “Here’s where you are – here’s where you want to be.”
- Δ Seed your offer throughout
 - o Planting seeds of what you do without giving away the store.
 - o You’ll do this by referencing what you do and giving case studies of past clients

Teleclass Outline Part 3: Promise/Hope – The Solution (20-30 Minutes)

- Δ Start to show what's possible with what you teach
- Δ Share lots of benefits
- Δ Push how easy it is
- Δ Show HOPE
- Δ What you can do right away
 - o Give the BEST stuff up-front
 - o Give 2 of the 5 secrets

Teleclass Outline Part 3: Promise/Hope – The Solution (20-30 Minutes)

- Δ The Secret – Give Your Best Stuff Up Front and For Free
- Δ It might sound contrarian, but this works
- Δ You want to WOW your audience with great and valuable content
- Δ Remember, you can focus on one specific strategy or tactic or give an Overview

Teleclass Outline Part 4: Proof (5-10 Minutes)

- Δ Social proof and case studies throughout your presentation
 - o Use as a teaching point
 - o Example – if your solution section includes 3 strategies, give a case study from your clients or customers for each
- Δ Show how people used your system to get results easily
 - o Keep it simple
 - o Keep it real

Teleclass Outline Part 5: Your Plan (10-15 Minutes)

- Δ “You just sampled this, but my plan is to show you a system that ___ and ___ and gives you _____.”
- Δ This is where you pitch your offer and close the sale.
- Δ So tie what you gave away in this teleclass to what's next to get real results.
What to do next.
 - o “This will give you 30%, here's how to get you 70%...”
 - o “For those of you who want to go deeper...”

Teleclass Outline Part 5: Your Plan (10-15 Minutes) 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

Profitable Teleclass Step 5: Deliver Your Call Teleclass Delivery Tips

Δ Raise your energy by two notches

Δ It's easier to keep your energy up when you're interviewed vs. delivering your content solo

Δ Generally don't use a script for the content, but use an outline and flow with it

Δ **DO** script out the sales portion of your presentation. It's okay to read this part.

Δ Practice the sales part – write it out – yes, you can read this part

Δ Go easy on yourself – it takes practice to get comfortable leading teleclasses but it does happen

Action Steps

Δ Outline your teleclass using this template to guide you

Δ Practice! You'll get better and better over time

How to Apply This Information in YOUR Business

Important Insight: Do you realize that the teleclass outline I gave you can also be used for any live keynote talk you give? You can also use this template for your free special report and/or free audio CD. That is the leverage you will have!

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