

Dental Consultant Master Academy

evolve ■ emerge ■ influence

Action Plan –Week 16

Teleclasses Part IV

The Teleclass Sales Funnel**The Four Web Pages to Prep for a Teleclass**

1. Registration page (Opt-in page)
2. Thank you page (with call-in info)
3. Recording page (after the teleclass)
4. Sales Page (with your offer)

The 8 Elements of a Registration Page that Converts

1. Title of the call
2. Ideally, no other navigation
3. Opt-in box (ideally above the fold)
4. Date and time of the call
5. Your Photo
6. Copy of what they will get on the call
7. (Optional) Testimonials
8. (Optional) A bio of you

The 5 Elements of a Successful Thank You Page

1. Congratulate your visitor for taking action
2. Explain how it works (how to call in)
3. Give the call-in information (Phone number, date, time, etc.)
4. (Optional) Encourage them to share with others with social media (<http://www.abcxyz.com> your link added here.)
5. (Optional) The handout PDF download (www.cutepdf.com)

The 4 Elements of a Successful Recording Page

1. The title of your teleclass
2. Easy to use play button and download option
3. A clear call to action to purchase your offer
4. Share on social media (Optional)

The Sales Page: Write Emails for Up To 3 Groups

1. Your general list
2. The list of people who have opted in to your teleclass
3. Affiliates and other people promoting your teleclass

General List Email Promotions

Δ If you're launching a big, new offer, you'll send more emails to promote (5+)

Δ If you're doing a monthly or quarterly teleclass, you'll send less emails to promote (2+)

General List Email Promotions: Sample for a Big Launch

- Δ 1st Email: Announcement of teleclass on Tuesday the 9th (9-10 days in advance) *Example*
- Δ 2nd Email: Content email on Thursday the 11th (Tease what will be in the teleclass) *Example*
- Δ 3rd Email: Case studies email on Tuesday the 16th (Show results from people who applied what you're going to teach on the teleclass) *Example*
- Δ 4th Email: Promotion email on Wednesday the 17th (Encourage people to sign up) *Example*
- Δ 5th Email: Reminder on the morning of the teleclass on Thursday the 18th - *Example*
- Δ Teleclass: Thursday the 18th *Example*

General List Email Promotions: Sample for a Small Launch

- 1st Email: Announcement of teleclass on Tuesday the 16th (2 days in advance) *Example*
- 2nd Email: Reminder on the morning of the teleclass on Thursday the 18th
- Teleclass: Thursday October 18th *Example*

Emails for Affiliates and Others Promoting Your Teleclass

- Δ Generally affiliates will send only one email to help promote your teleclass
- Δ Write a different version of your announcement email
- Δ Encourage them to customize and personalize the email. (Have them share their experience with you and/or your programs)
- Δ Offer them short, medium, and long versions of the same email
- Δ Give them 3 to 5 possible subject lines

Opt-In List (People who have registered for your teleclass)

- Δ Thank you auto responder email (As soon as they register)
- Δ 1st Broadcast Email: Reminder that the call is today on Thursday the 18th
- Δ Teleclass: Thursday the 18th *Example*
- Δ 2nd Broadcast Email: Invite everyone who opted in to hear the recording on Friday the 19th *Example*
- Δ Sales Emails After the Teleclass
- Δ You want to email your whole list about your offer after the teleclass
- Δ The number depends on your offer and your list

Social Media Promotion Tips

- Δ Pre-write all your social media posts
- Δ You can promote your teleclass anywhere from 10 to 3 days in advance
- Δ Promote to your social media every day leading up to your teleclass
(Most people wait until the last minute to register—even up the time it begins)
- Δ Send all your social media traffic to the registration (opt-in) page
- Δ Encourage your friends to forward and post about your teleclass, too.

Give affiliates the copy to post.

Action Steps

- Δ Plan all your emails and social media promotions in a calendar
- Δ Set a date for your teleclass and just do it!

Legal Disclaimer: *The speaker/author of the foregoing audio and transcript make no representations or warranties with respect to the accuracy, applicability, fitness, or completeness of its contents. The information contained in the audio and transcript is presented strictly for educational purposes. You are responsible for the results, should you choose to apply any of the information provided to the operation of your business.*

There is no guarantee that you will earn any money using the techniques and ideas contained in these materials. Earning potential is entirely dependent on the person using our products, ideas, and techniques.

Every individual's success depends on many factors, including his or her background, dedication, desire, motivation and the nature of the business in which he or she is engaged. Your level of success will be affected by the time you devote to the ideas and techniques presented in the audio and transcript, as well as your finances, knowledge and the various skills you possess.

Any claims made in the foregoing audio and transcript of actual earnings or examples of actual results will be verified upon request. We cannot guarantee that your success or income level will be the same or similar to the examples given.

The speaker/author disclaims any warranties (express or implied) of merchantability or fitness for a particular purpose. The speaker/author shall in no event be held liable to any party for any direct, indirect, punitive, or other consequential damages arising directly or indirectly from any use of this audio and transcript, which is provided "as is," and without warranties.

The speaker/author of the foregoing audio and transcript is not qualified to provide legal, tax; accounting or financial planning advice and nothing in the audio and transcript shall be construed as such. As always you must seek the advice of competent legal, tax, accounting and other professionals as needed. The speaker/author does not warrant the performance, effectiveness, accuracy or applicability of any websites listed or linked to in this audio and transcript. All links are provided for information purposes only.

This audio and transcript is (copyrighted) by Dental Practice Solutions audio and transcript and its contents may not be reproduced or used in any way, in whole or in part, in any format, without prior permission from Dental Practice Solutions.