

Dental Consultant Master Academy

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Transcript - Week 13

Why Teleclasses Can Add Profits to Your Consulting Business

Hello this is Debbie and welcome to this week's training video where I am going to take you on a wonderful journey about how to do teleclasses and webinars. This is the first part of a sequence of videos where I'm going to show you how you can be boosting your business with teleclasses.

Here's what I'm going to be covering on today's video. I'm going to first introduce the whole concept of teleseminars for you and teleclasses and why they can generate profits for you consistently. I'm also going to show you how you can use teleclasses most effectively for these big income boosts. I'm also going to show you in this video the more technical side to get you ready. Not to worry about the technical because it won't be anything complicated, but things like the best days and times to hold your teleclasses.

I'm going to show you some good phones to use and conference lines and other technical equipment that you might want to consider getting if you do teleclasses regularly.

I'm also going to share with you how you can be recording your teleclasses because you want to be using that content again and again. You can leverage what you do on a teleclass in many ways, and I'm going to give you one really great simple secret to improving the attendance that you get on a teleclass.

But before we begin, I always like to put a topic into context for you and the same is with teleclasses. Now, very likely you have attended a teleclass or a webinar at some time. Well, I want you to just right now reflect about what were some of the best teleclasses that you've attended? Maybe even look at a teleclass where you bought something from it. Why did you buy from that teleclass?

What in your experience was the best teleclass that you've ever attended? Why was that? What made it so special? I ask you all of this because I want you to start to look and analyze as you attended teleclasses and as you reflect back to calls you've been on in the past, I want you to start to model what works. I want you to start to see how you can apply this into your business as well.

Now, let's get started with your business!

Let me ask you why do you think teleclasses are so powerful and profitable? They are one of the best ways to build engagement, connection, and profits from your list. They're easy to do after the second one! Just rinse and repeat. Now, I'm going to grant you that the very first time you do a teleclass, setting it up, and delivering it, yes, I know, it can be a daunting task to do. I mean just like anything, like riding a bike, but I'm telling you as you do these, the more you do, the better you're going to get.

In fact, the very first teleclass you ever deliver is probably going to be the worst teleclass you're going to deliver. You've just got to get past that hump, but once you're in the groove with them, they're awesome!

Teleclasses are also one of the most excellent ways of building a connection with your audience and your market. Instant engagement. Because people like live events. They like it when there's a set date and time that they're going to show up and attend some sort of teleclass.

You'll get more response from a live event/teleclass than you will just offering any old mp3 download. The other great thing about the teleclass is that it gives you an opportunity and an excuse to e-mail your list, to broadcast this out, to advertise your teleclass, and build your list, and then people show up and they listen to the recording. It allows you to show off your knowledge and you can offer them something. In other words, a teleclass is an excuse for you to make sales. It's a win-win, both for the audience and for you.

Now, having said all that – I do encourage you to do teleclasses. I mean really I'm thinking in almost any business this is quite possible to do this. We do have to look at some of the realities just so you can manage your expectations as you get into this.

The first one is these days only about 20% to 30% of the people who sign up for a teleclass or register for one will actually show up. Now at the end of this video, I'm going to share with you a strategy to help improve these numbers, but I want you to be aware when you go into this, don't be discouraged if 20%, 25% show up. That's normal, actually, these days. It was different a few years ago, but teleclasses are becoming very common these days.

The other thing to be aware of is you can expect to close or to sell about 3% to 5% of the total people who opted in to your teleclass. In other words, if 100 people register for your teleclass, you can expect to make three to five sales from that 100 people.

This is not set in stone! These numbers do fluctuate, but I'm telling you this from experience and from the industry standard. Typically you have about a 3% to 5% close ratio, but again, teleclasses, webinars, they're still worth doing, but go in there open-eyed.

Now I want to just make this clear distinction about a teleclass versus a webinar. Again, you know a teleclass is happening over the phone. Everybody knows how to use the phone. It's easy. Whereas a webinar, you actually have to go online, be on the Internet, and then you actually watch a presentation. You watch PowerPoint's or a slide or even a video of someone.

Both are good, but let's just take a look at the pros and cons of each. Generally teleclasses are recommended over webinars and this is really because they're just easier to give, both for you and your audience. Some webinar software requires the audience, the participants, to download special software in order to see it. If you have any kind of audience that is not so tech savvy, just don't do a webinar. Just keep it simple. People do know how to use a telephone. They can manage that.

A teleclass also, just in general, requires less technical know-how, both on your side and the participants' side. Now, the advantage though to have a webinar is you will find roughly and in general that attendance tends to be higher with a webinar. That's because a webinar has a higher perceived value. They also have to sit down, show up at that certain set time, and so you're going to just get a higher number of people attending a webinar than they would a teleclass.

For that reason, if you have a relatively techy audience and they know how to operate online, yeah, you might want to do a webinar instead of a teleclass. Now for the rest of all of these videos I'm giving you on teleclasses, you can interchange when I say teleclass it also means a webinar. The principles, the strategies, and the tactics I'm going to share with you apply to both, but for simplicity I'm just going to talk about teleclasses.

Now let's talk about how to use the teleclass in your business. The classic way that teleclasses are used is really to launch something new, a new product or a service that you're offering. Think about, let's say, when Apple launches a new iPhone. There's a big buildup to that event, right? Then the curtains open and they launch the phone.

In the same way when you see a new movie is going to be coming out, you see the previews. You see the entire media blitz that happens as building up to that event when the movie is launched.

Well, in the same sense, you can do this with your business. You can have a little bit of a launch or anticipation towards some event, which is the teleclass, and in that event, you introduce or you launch a product or service. Teleclasses work excellent for launching a new product or service.

Now, you can also use a teleclass or a webinar as part of a consistent marketing system. have an opportunity always to sell your core product or service.

Now you can also use a teleclass as a way to connect with your audience on a regular basis. You know we have blogs. You have social media. There are all these ways to connect with people, right? But still, when you get on the phone and you actually can talk to somebody, talk to an expert, i.e. you, how much more valuable is that than just reading a Facebook post mixed in with hundreds of others? Using the teleclass format as a way to engage and connect with your audience. This is a huge one.

Again, you can do this every month, maybe, where you have simply open time. People can ask you questions similar to our Access calls. They can engage with you. You can have discussions, and of course, all the while, you offer something, a product, or a service every single time you do this.

It serves the purpose of providing content, engaging, and you get to promote something. I want you to consider putting this into your cycle of marketing activities that you consistently do.

Now, let's shift gears here, and I'm going to share with you some of the foundational things you have to get prepped in order to successfully deliver a powerful teleclass. The best days and times for the call are really important and also the worst times of year, so let's talk about these first.

You generally want to avoid, in this order, August, July, June, and December. Everybody is out and holidays and August, people are definitely on vacation in July. People are falling asleep in June. In December, they're distracted. Those are the least best times to have a teleclass.

The best times of year are going to be fall and spring. So, for example, in the spring, ideally it's around March and April. In the fall, September, October, and November, excellent times to do a launch or to offer teleclasses.

The best days have proven to be Tuesdays, Wednesdays, and Thursdays, and the best time—this one is flexible because you do have to be sensitive to who your audience is. If, let's say, in our case, they are dentists, well, we can do them in the evenings, but we can also just as well do it in the middle of the day. Many times it can work to do a webinar at 12Noon Pacific Standard Time or 8pm Eastern Standard and I have seen 5 or 6pm Eastern Time also work. If, however, you have a lot of corporate audience, well, they're probably going to be at work in the middle of the day, so that's not an ideal time.

You also have to consider if you have a lot of Europeans. You want to do it then, if you're in the U.S., earlier in the day so that way the Europeans can attend too. But the standard and the classic are going to be 5PM Pacific, 8PM Eastern. If, however, you want to reach more Europeans, you're going to look at 11AM Pacific, 2PM Eastern, which comes out to

8:00 in Europe.

Now let's get you set up, properly set up so you can do your teleclasses and webinars. Now if you're going to do a lot of teleclasses and this is really going to become a big part of your marketing energy, then I do recommend you invest in a good phone. The phone that I've used now for, what, six, seven years is the AT&T EP5962. What I love about this phone is it has a large base unit that I can actually plug my headset directly into.

In other words, I can, if I wanted, plug it into the handheld part, but I just as easily can plug it into the base unit, and it tends to have a better sound quality then.

The headphones. This one is really important. I use the Plantronics. It's called the m214c. It has adjustable volume and a mute button in the wire from the phone to the headphone. I've used these headphones for years now, and it was only \$13 on Amazon, so this is the one I've always liked. I encourage you to get this one too.

Now, it is important that if you are giving teleclasses, ideally you do not use a cell phone to do that because the reception is terrible. Or, you don't use one of those phones that plugs into the Internet directly. Those tend to be very scratchy and the reception is not great. However, if you do and I encourage you to consider using some service like Skype. Skype is using your computer as basically a phone. You can use it to call any number, and of course, you can call people Skype to Skype.

What's so nice about Skype is you can use this while you're traveling. All you need is a good Internet connection.

Now, I do want to share with you what I would say is kind of a new service that I think is, in reality, actually better than Skype. That is what's called Google+ hangout. What this is Google+ is an application that is attached to your Gmail account.

What I've found and many others is that the reception is just better than Skype. The phone won't drop as much, nearly as much. I've never had a drop, actually, much better than Skype. It's also free. It's easy to use. It's just that Skype is more universal, but this, I think, has a better sound and its better quality than Skype. Really, you have options available to you.

A good USB headset, I recommend you use is from Logitech. It's the h390. If you have a new laptop, there's a good chance that you're good to go without the need of the headset.

Now I do have to share with you the ultimate geek setup. It's actually quite inexpensive to do, but this one is really the way to go if you're serious about doing, let's say, podcasting also, or you're a regular guest on any kind of teleclass and you really want a good quality sound to go with your recordings.

Here's how it works is you are listening to the call and to the person who's maybe interviewing you or people who are asking questions. You have a USB headset so you can hear the call, but you're not using that USB headset to actually talk into. What you are using to talk into is a high-quality condenser microphone. This is the Audio Technica AT2020 is the one I recommend. The microphone. The AT2020 is probably even a better sounding one than the mic I am using now. Does my microphone sound good? What you do is you simply use that high-quality microphone, which is only about \$100. Set it up on a nice mic stand. Put up a POP filter, which prevents—it's the nylon cloth that prevents the P's from popping the sound. The whole unit is less than \$200. The quality is outrageous. So here's the setup. You're listening to the interviewer and the other people using your headset, so you're actually closing out all the outside sound, but you're speaking into this high-quality microphone. This makes, again, the best quality sounding calls that you can possibly get. You're using, of course, an Internet service like Skype in order to do these.

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Ok let's move on. I want to talk about how to record your call. This is quite simple, but it's important to do because you're going to repurpose this content, ideally, in other formats. You do a recording of a teleclass. You want to use that as maybe a free bonus to a product or service or part of your opt-in offer in the future.

We always recommend that you actually have a backup recording in addition to the main recording. If you're going to use a conference line and there are lots of free ones out there. I'm going to share with you in a moment what those are, but they almost always have an option to record directly from that free conference line. That's going to be your probably first recording. But again, you want to have a backup recording.

One system that many of my colleagues have used is Audio Acrobat but this cost you a bit of money. The service costs at least \$10 month. It's fantastic! It's easy to use. You can always now have a backup recording whenever you have your primary recording on your conference line.

The best bridge lines to be using are free to use and you will have a main phone number where everybody around the world will be calling into. It's kind of like where the party is happening. Freeconferencecall.com is one I have used for many years. The best one I have come across is www.freeconferencecallhd.com.

Number one, it's free! Number two, you can access it on the web during the call. You can mute specific people. You can mute everybody. You can unmute people. You can record. Everything is done from a dashboard online.

If you have larger numbers, you're going to need probably a for-fee service that allows you to have, oh, let's say, over 250 people on a bridge line. The service that I have used is

Black and White Communications. What is great about Black and White Communications is you also have the ability to have an operator so people queue up to ask you questions. The operator manages it all and interacts with the host, who's leading the call. It just sounds Very professional!

Another excellent service that has been around for a very long time, and it's very good because they keep updating and adding new features to it, and that is Instant Teleseminar. This is a for-fee service, but you can also do webinars with this. It has a lot of features that allow you to record and manage people. It's fantastic.

Let's talk about webinars for a moment. There are really two main services. The first one is GoToWebinar at www.gotowebinar.com. This one tends to be a little bit on the techy side, but people, once they get used to it, they really love this particular service for webinars. This, again, is allowing you to use PowerPoint as part of your presentation live with a group of people online. Then, here again is Instant Teleseminar. That can also do the same things as GoToWebinar. I have found it is just fine to use www.gotomeeting.com and it is a lot less expensive than gotowebinar.

Now, I want to talk about a way that you can be improving the number of people who actually show up on your teleclasses. Because remember I said, "Only really about 20%, 30% of the people who register will show up," but you can get more. Let's say 30% to 40% of people showing up when you have a handout. All this is is a simple fill-in-the-blank PDF. One inexpensive way to create a PDF is to use www.cutepdf.com. Your handout will not be anything fancy here. I'm talking two to three pages, and you just have to keep it simple. You create this in a Word document, for example. You basically can follow your outline and the steps you're going to be presenting the information with the exception that now you're going to leave certain words or phrases blank. This allows the participant to fill in the blanks as you're going along with your teleclass.

It really just increases the engagement. It keeps them away from answering e-mails and going on Facebook while you're delivering a teleclass. Also, they're going to learn better when they have an actual thing that they've printed out and they're taking notes on. You're just going to do good for yourself and increase engagement when you have a handout.

The other thing that's going to help you tremendously in your teleclass delivery is going to be a call prep sheet. I do a call prep sheet for absolutely every single call I do. Every Access call or every training call I've ever done, we have a page that is just like the one you see here in your Action Sheet this week. You can customize this to fit your needs too.

But basically, it gets you squared away so you don't have to think so much about the technical things. You're not frantically looking for the phone number to call in or who's going to support you or what's needed to push pause or mute people. It's all on one sheet that you use. You fill out well before the teleclass time, and then this is your anchor, and it helps you calm your nerves so you can focus on delivering excellent content and not worry so much about the technical side of things.

That's it for this particular video. I have a lot more to share with you in the upcoming videos, but for now, all we want you to do with the action step for this is simply use all these recommendations that I'm giving you here in your next teleseminar or your next webinar. Consider also doing that action guide. That's going to really boost your attendance during the call.

Now, in the upcoming videos, I'm going to be introducing to you the five steps to a successful and profitable teleclass. These are the main five steps you're going to do with every teleclass or every webinar you give. What I'm going to cover on the next video includes how to choose your topic and the title. I'm also going to be sharing with you how you want to position your product etc., or the close of your teleclass, and I'm going to give you one really very cool secret strategy that is very unique and not used very often, but it's quite powerful that will actually boost your sales even further.

OK. This is Debbie signing off. Have a great week and I will see you on next weeks training video.

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