

Dental Consultant Master Academy
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Week 14

Teleclasses Part II
Transcript: Teleclasses Part II

Hello this is Debbie and welcome to these weeks Master Academy Video. We are continuing our series about how to boost your business with teleclasses. This is Part 2.

Here's what we're going to be covering in today's video. I'm going to share with you the insider secrets to successful teleclasses. A lot of details now about how to choose the right title and the right steps to follow when creating your teleclass.

I'm going to talk about, the two best ways that you can be presenting your information. There's actually one of two possible avenues you can go down, and I'm going to share with you how to write a winning teleclass title, as well as a very cool and very advanced strategy to close more sales in a teleclass. It's actually quite easy to do. It's a new technique that has been out there in the marketing world, and I'm going to be sharing that with you today. So let's get started!

Now here is how you want to think about how teleclasses work and the whole process of registering for a teleclass. This is really the insider secret to how teleclasses can become successful.

You want to think about it like this. The opt-in page or that registration page when somebody comes in and they're going to learn about your free teleclass, that opt-in page copy and the title and everything around it actually presents a problem in which the only solution is presented in a free teleclass. In other words, the copy and everything—so in other words, the title, the copy point to, "Hey, there's this problem that exists out there, and I'm going to tell you the answer to it in this teleclass." That motivates people to register for the teleclass.

Once they are in the teleclass itself and you're delivering the content, here's the next secret. The teleclass itself presents a problem in which the only solution is presented in the offer. Let me review because this is really important for you to understand.

The opt-in page has a hook. It presents a problem or a core desire of your marketplace, and in order for them to get the full resolution or solution to that problem, they have to attend the free teleclass. That motivates them to register.

During the actual teleclass, you're delivering amazing content that, yes, is answering that problem that you presented in the registration page or the opt-in page, but in addition to that, you are also presenting a new problem, a deeper problem that really the only solution to resolve that problem is to buy the offer at the end. This is the psychology behind successful teleclasses.

It's really not that complicated if you just kind of think of it in these terms and you start to focus your marketing energy and your message for both the registration page and for the teleclass in this way. It's a problem/solution, step-by-step process.

I'm going to be covering in this video as well as the next video --I will be sharing with you the five steps to a profitable teleclass, which includes Step 1 and this is how to determine the objective of your teleclass. It always starts with that.

You need to find out --what is your goal here by having this teleclass? Second, you have to choose the right topic and a great title that's going to entice your audience to sign up for that teleclass. Third and this is really in sequence of how you do it in real life, third is we actually script out the close or the sale that we're going to present at the end of a teleclass.

I'm going to share with you how to do that in today's video. Then, on the next video, it's going to be a continuation and I'm going to talk about how to prepare your content outline, the rest of the teleclass. I'm going to give you some tips and some hard learned lessons on how to deliver a very powerful teleclass as well.

Let's dive right now into Step1 of a profitable teleclass and that is to determine your objective. All of these questions I'm about to ask you are really asking the same thing. I'm just presenting it in different ways so you can start to think about it.

You have the idea. You want to do a teleclass. The first step I need you to do is what is your primary objective of the teleclass? In other words, start with the end in mind. What do you want to accomplish with this teleclass for you?

Another way of looking at this is what is the one action that you want the audience to take when you complete the call? Again, you can picture yourself. You're delivering a great teleclass. People are engaged. They're loving it. For what purpose? Where are you pointing them to? What is the one thing that you're selling in this teleclass? What is your offer?

This is important to determine first because you have to realize the whole purpose of you having this teleclass is to point to that logical next step where people are going to buy your offer at the end of the teleclass. In the teleclass, you're giving great content. You're awakening new ideas.

They're getting "aha's" and insights, but you're also presenting another problem, and you're presenting something that there's a tension inside of them and they want resolution. The natural resolution to that is going to be take the action.

I want you to consider having a monthly, a quarterly, or maybe every other month, a teleclass that you use to reconnect to your list, your tribe. It could be an open Q&A. it could be a content call that you give over and over again, but every time you're pointing to one particular product or service.

A very important key strategy, especially for a lot of service professionals out there could be to simply deliver a teleclass so that people sign up or apply for that enrollment conversation that you would give, that sales conversation. In other words, the teleclass introduces yourself and they get connected to you, but really the next logical step for them to take is have a private conversation with you where you look at what is it that they ultimately want and how you might be able to help them get there through your products or services.

This is actually one of the strongest ways you're going to get sales from a teleclass, especially these days. People want that high-touch, human touch experience in order to really pull out the credit card. They need to feel comfortable in what they're buying.

Oftentimes, it's actually a really great strategy, although it takes time. I understand, but it's a great strategy to increase sales is at the end of the teleclass, they basically—the call-to-action is basically apply to have a conversation with you.

Now let's look at profitable teleclass Step #2. That is to choose a topic and a title. Here again, you're just using all of the skills that you've acquired up to this point in this program, which has been vast. You probably know more than 95% of your competitors or anybody in your industry at this point.

Keep the topic and the title benefits focused. What's interesting, what's most urgent for your audience? Now there are really two possible options in choosing a topic and how you're going to present your information. This is actually quite interesting, and I think you'll just get an "aha" watching this little bit right here because one of the possible options is you give an overview of your solution. I'll give you an example of these in just a moment, but let's say you have a 5-step process to XYZ thing. Well, your teleclass is basically a brief overview of these five steps.

The other option, which is equally powerful, is instead of giving the overview of the whole system, you just focus in on the first step of the whole system. Step #1 of 5. In other words, you're working on a specific step of your overall solution.

Let me just give you an arbitrary example of how this might work. Let's just take this random example here that you're going to offer a course on how to connect with your tribe. Let's just say that you have a 3-step system in order to do that. First is you get your clients to start set up social media. Second, you take them through a process to cut the build trust with their tribe, and third, you show them how to get their tribe on a list to continue the connection.

Okay, easy enough. Here's the way you can present a teleclass with this signature system that you've developed. If you're doing an overview teleclass, well, it could be called, for example, "The 3 Keys to Connect with Your Tribe."

What do you think those three keys are? One, Set up social media. Daily send a message out to them or a few messages Three, could be get them on to your list. You just simply spend a little time on each of those three and kind of give them an overview of, "Look here, this is how it really works to connect with your tribe." If people really want to take the action and deep dive into it, they're going to buy your offer at the end of the teleclass.

When you give your teleclass, all you have to do is give an overview topic or are you going to just focus in on the first one, maybe two steps of your whole system? That's one of your core decisions you're going to make before you even start designing your teleclass.

Here's the golden general rule here for all teleclasses and webinars. You tell them the what and the why, but not the how. In other words, what is it that you need to do to connect with your peeps –your tribe? Why do you want to build a connection with them? What does a real connection with your tribe look like? Well, there are these three steps. What is it? Well, the core one is you want to gain their trust. You'll give them an overview and a general understanding of why they want to build a connection with trust and what it is that they want to do to build a deep connection with their tribe, but you don't go into the details of how to do it. You hold that for the product that you're offering.

When you hold to this golden rule of teleclasses, what happens is the person is listening to the teleclass and they're getting amazing insights. They're getting "aha's" as they're listening to you speak. They're seeing things that they hadn't realized before about your topic because you're talking about the what and the why.

In this same moment, they also now have a desire to know, "How do I do this? How do I take this and apply this into my every day life?" That again, points directly to your offer.

Knowing what you know now, even up to this point in this video, I want you to really start to pay attention as well to the teleclasses that you might be attending or the webinars that you see out there and notice how successfully or unsuccessfully a person leading it will do these things, will generate curiosity, will give "aha's" without having to give away all the cattle in the farm. It's really not that difficult to do.

Now let's talk about, though, choosing a teleclass title. Hugely important because this is what's going to cause people, largely, to opt-in, and register for this teleclass you're giving.

Here are some general rules and these are universal, so nothing set in stone, but this will spark some ideas for you. Numbers are always good. It seems like when you give a number in a teleclass title it gets people excited.

They feel like there's a beginning, a middle, and an end, that they're going to walk away with something concrete. That motivates them to opt-in.

Here are some examples. "9 Strategies to Build a Trusting and Lasting Relationship with Your Patients" or "The 7 Ancient Secrets to More Happiness and Abundance Found in the Dental Office." Do you think these titles are pretty cool? Do they sound interesting to you? Are you just a little curious by these titles? You can also be using hot key words in your titles. In other words, words that get people excited. Things like easy, secret, free, now, hot, revealed, and tips. All of those are excellent.

I just made these titles up right now as I am writing this week's video.

Go ahead right now think about this for yourself of your topic and just say, "How to Blank," and that's your title of your teleclass. Very simple. The key, though, with your title is you want the title to point to the ultimate benefit of what you offer. I'll be showing you some examples of that right now, but also if you want to see some excellent examples for yourself you can go to this website. Its learningannex.com, and they do courses and different things, but I've always noticed over the years they have really good titles. You can go there for ideas. Here's the first one. It's "Calling in the One." That's the title of the teleclass

What I don't want you to do is try to be overly clever and complicated in your titles. Sometimes people want to create acronyms or they want to create something that's too clever. No, don't do that. Save that for something else. Focus on the simplest, most direct, conversational language you can use to describe the ultimate end result.

I randomly pulled up pages from learningannex.com. Here's one. "Real Estate Investing in 10 Simple Steps." "Advanced Foreclosures: How to Find the Deals and Avoid the Dumps."

That's great! "Aging Backwards: Exercise in the Fountain of Youth." That gets a little bit clever, but it's still curiosity building.

Let's move on now, and I want to talk about profitable teleclass step #3. This is a really important step to do before you even start thinking about your content and all of that. You really want to script out your sales and how you're going to invite people to the offer that you're giving.

One of the most important things you can do, again, as soon as you figure out your topic, your title, is you want to write out at least five bullet points on why they should buy your offer. You're always pointing to in this the ultimate end result for the listener and what they're going to experience.

Again, it's the benefits. But don't underestimate the power of actually sitting down and writing these bullet points.

Here is a map to develop your call:

Spend about 25 minutes on maybe but no more than ten bullet points during your call. The bulk of your preparation for the call will be spent on these five to ten bullet points. Map out your call, and I present what you have written.

40% of your prep time and energy will be invested on these bullet points that you are going to read as you close of the teleclass. That's how important this is.

You want to spell out as well and have written out in front of you what are the features of your offer? What's included in this offer, which would be things like the dates and when it starts, what they get, things like that, because although that is a features item, yes, you still want to tell them that because a lot of people want to know, "Okay, so what exactly am I getting? I want it and I want these benefits, but how is this delivered to me?"

You also want to have prepared in advance is a very clear URL, a domain name or a page that you're going to send them to. Don't use a long, long URL. Don't use a URL that has hyphens in it. Keep it really simple.

I want to emphasize that you start to model what other successful people are doing teaching you in their teleclasses. I want you to start to listen to them and be really conscious of these core successful strategies, and then these will all start to sink into place for you.

Now I'm going to give you a step-by-step overview of how you can outline your close. This is not set in stone. This is just a solid way you can do this, but it's not the only way you can do this. Feel free to dance with this.

But let's say now you're moving into your close. The first thing you're going to do is you're going to transition from the content, the things you were teaching, to your offer. That could be a simple line as saying, "For those of you who really want to take this to a deeper level, etc." Then you move them into that direction.

You want to give the title of the offer and just briefly what it is. Now you read those five to ten bullet points, those benefits of what they're going to get as an end result from doing your offer. Then give them the order link. Give them that short URL and tell them and invite them to take the action. Then again, now you come back and you start talking about the different features, what's included, the dates, when things start, how it

works. You can also now give them the price and if there is a payment plan, if it's available.

Again, repeat the link. You're going to repeat that link at least three times. Don't worry about missing that. It's really important to kind of keep repeating it. Give the order and invite them again to take the action.

Remind them again. Come back to, "Here's what you re blah blah blah and—why you want to do this. Here are the benefits you're going to get." What's the end result? When you go through this process? Again, at the end, before you close, give them the link one more time.

Really not that complicated. Now this is your possible way to script out your close. I encourage you, even in the beginning and actually, I do it too and this is the close - - you really do script it out. It could be read, but it's important to really have that fleshed out clearly. You absolutely could read your five to ten bullet points. That is what I really encourage. You don't necessarily even wing that part, but now you have a really clean structure to follow.

I've got to share with you this really cool advanced closing strategy. It's called the "insider's close." Let me just explain how this works. This is the best way to understand this.

You're going along, and you give your call as you normally would. Let's say it's an hour-long call and around fifty minutes into the call you begin your close, the one we just outlined right there. You've completed that. You are giving the links, and it has this kind of feeling that the call is about to wrap up, but at the very end, before you do anything and hang up or anything, you say, "That for those of you who have already signed up and you already know that you—or you know that you're going to sign up," that you have something really special for them. That you just want them to stay on the line just a little bit longer because you're going to reveal a little bit extra for those who have already signed up or you know you're going to sign up.

Then you thank everyone else for coming. "Thank you. Good-bye. Hopefully, we'll see you again soon." You just have this kind of feeling of closing, but you're taking and pulling out those who have bought or who know they're going to buy. Here's the secret. Everybody is going to be curious what you're going to share, and everybody, more or less, is going to stay on the line with you.

Now you pause just briefly after you've done that, kind of like the closing of the door, the ending of the initial party.

Then what you do is you shift the tone. Now you really make it conversational and friendly. It's as if you've really now invited people to the living room, and they're sitting on the couch, and now you're just having a real heart-to-heart. The whole tone now of the teleclass moves from being kind of formal and educational to something really relaxed, because now you're talking to the so-called "remaining" people. You're talking to them as if they've already bought. You're assuming the sale at this point.

They're good friends with you now. They're in. Now you welcome them to the offer and you thank them for buying already. Now you can share or you reveal some extra little bonus that they're going to get or a little bit of information on how the program gets started, what we're going to cover first. Again, it's kind of like an insider's meeting, but everyone is on the call and you're assuming the sale.

It could be as simple as you're going to be adding in extra little information that they're going to have in the program.

This little extra bit of time can be another 10, 15 minutes, and that's fine. Now you may be past the hour mark and this is totally fine, but you have to realize the psychology behind this. Those who have not purchased yet, they're still listening in, and you're talking to the people as if they've bought. They're starting to feel like, "Well, I want to be a part of this."

Again, this is something that you might want to just try out. It's worth the experiment.

Here are your action steps for this week. I want you to simply decide if you're going to do a teleclass, what is the process you're going to do? Are you going to do an overview? Or are you going to follow one specific step, the first step in your system?

I want you to create or fine tune the topic of the title of your teleclass. Definitely, you want to script out the close in detail and again, consider doing this insider's close on your next teleclass and see if it works for you. See how well it works for you.

Now with that, I'm going to be moving forward with these five steps we've covered. So far, we've done the first three and in the next video, I'm going to share with you the final two steps of this whole 5-step process. I'm going to give you this really powerful outline that you can use for the content part of your teleclass. It's been proven to work in multiple industries, and I'm going to share a little bit about how to actually improve your delivery technique, your voice, your energy, and all that good stuff.

This is Debbie signing off. Have a wonderful week and I will see you on next week's video.

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