

Dental Consultant Master Academy

evolve ■ emerge ■ influence

Transcript - Week 15

Teleclasses Part III

Welcome to this week's training video. Today is the third part of a four-part series where we're talking about teleclasses and webinars to boost your business. Now, remember, when I talk about teleclasses and teleseminars, I also am referring to in this video webinars.

But for simplicity, I'm just going to use the word teleclass. Also, remember that this is specifically referring to that free teleclass that you give in order to enroll people, to sell people into some sort of a program. So let's talk about what we're going to cover in today's video. I'm going to continue on this journey that we started on the last video covering the five parts to a profitable teleclass outline. I'm going to show you the step-by-step guidance as to how to structure the real meat of the call, the content of the teleclass itself.

I'm going to be sharing with you the secret strategy to selling without sounding like it's selling on a teleclass. There are some really cool simple things you can be doing to do that. We also are going to talk about how to improve the delivery of your teleclass, your energy, how to convey energy and get people to take action from your teleclass.

Now let's get started on your business, especially with teleclasses and webinars.

Remember, we started on the last video the journey of the five steps to a profitable teleclass. First we had to determine your objective for the call. Again, typically these are going to be for a free teleclass that's going to sell something.

We've got to get clear about what you're selling and how you're going to ask people to take action to the next step. Then we talked about how to choose the right topic and the right title to meet that objective. We went into great detail about how to script the close.

The most important part, I would say, of the whole call is how you're going to get people to get off their butt and take action. Now in today's video I'm going to continue this journey. We're going to look at how to prep the content of the outline, the actual material that you're covering, as well as how to deliver the call itself.

Let's dive in her. Let's talk about the profitable teleclass formula—this is step number four—and that is to prep your content outline. Now, really, there are no hard and fast rules as to how you deliver the content, what order.

But having said that, this formula I'm about to give you is really the most proven tried and true way that you can organize the content delivery of your actual teleclass. We have seen that this formula works over and over again. I highly recommend that you simply use this as the structure as you create the outline for your call.

Within that structure, you're going to add in your own content, your own stories, and your own energy. While it takes a little bit of work to get your thoughts together, we're handing you on a wonderful silver platter the exact steps, the structure that you can follow.

Here are those five parts to a profitable teleclass outline. The first section, at the start of your teleclass or webinar, is going to be the positioning part. There are a series of specific things that you're going to do in that positioning part. This part usually lasts anywhere from 15 to 20 minutes.

After you complete that, it's going to naturally and organically move to the next part, which is that you will talk about the pain of the listener in the audience. This again takes about 10 minutes. No hard and fast rules on the timing either. You can go with the flow. But these are kind of general guidelines for you.

The third part is the promise, or the hope. This is where you've now positioned what the pain is and what it's costing them. Now you shift the energy and you move it towards, "Okay, here's the solution that's going to help you overcome that problem or that pain."

This might be where you get into the three steps to XYZ, or the three keys to ABC. This part can last usually around 20 to 30 minutes. Then you're also going to be talking about giving proof. This can mixed in with the rest of the call in the form of case studies and examples. Or it can also be as its own section, like here, where you go through a series of stories and case studies of clients and customers who have taken your program.

Then finally you wrap up the call with your plan. This is the close that we went over in the previous video, how you're going to move them forward to take the next step in their program. Remember, your teleclass content is really kind of presenting a challenge, in a way, a tension in the listener.

They're getting great ideas. They're getting ahas and clarity around a topic. But at the same time, there's a sense that they need to take a deeper step to really get the full benefit of the information you're giving them. Your teleclass is presenting great content and giving ahas.

But it's also presenting another problem. The solution to that problem is the offer, the thing that you take them to, the next step, to purchase from you.

Now, let's look at these five parts of the profitable teleclass outline in great detail now. The first part is you now want to first position your topic. Simply, what's possible for the audience? What are they going to get when they hear this call? What are you going to be covering here?

You want to emphasize what they're going to learn today that they can apply immediately. The more action focused it is, the better retention you're going to have on your calls. You're going to show them what's really possible. You might just drop in couple case studies to get them excited about what they're about to hear.

For example, the specific technique you're sharing today made your dental practice can grow by X percent in blank amount of time. Or you might say something like "This system took a typical dental practice three years to get to this level of profitability but this solution to I have for you on this call can really make all the difference in your efficiency and productivity which means your profits increase consistently.

This is what you will share with them on your call. You will share exactly what that solution is so you can shortcut their struggle path. Make it very simple. You just want to basically get them excited about the topic that you're about to cover on the call. Grab their attention right up front.

Next you are going to talk about positioning them. This is really simple. All you're doing here is saying, "This is really for you if..." Now you will simply define who your ideal client is. Give a description about who is probably listening to that call.

You just want to reassure them that they are in the right place and that this information is relevant to them. The next part of the positioning part of this whole teleclass is you're going to now position the talk itself, what you're covering.

Give the overview of what you're going to cover, again, with the intention that you're getting them excited by what's about to happen. This is often an expanded brief explanation of the teleclass title. It makes sense, right?

The title should be really strong, of course, but now you're going to expand on it just a little bit. Now let's look at a couple examples of, again, how you might structure this. No hard and fast rules, but these are going to give you some ideas.

You can say, "I'm going to share my story, how many offices were losing profits in the past two years," (or maybe they have been going downhill for the past three years--- for example) "and how you can do this in less time with less stress than it took these other dental practices, because until they had it all mapped for them they continued the downhill spiral. Now today, I'm going to share with you exactly how you can do it faster and easier."

You want to manage the expectations of this audience who is listening to you on your teleclass or your webinar. Be honest with them. Be up front. You're going to give great content. There are going to be so many wonderful things they're going to learn on this teleclass. "For those of you who want more at the end of the presentation, I'm going to give you an opportunity to take this to an even deeper level."

These are the kind of the words and phrases you can be using. Let them know-- "For those who want to take a deeper dive, or those who want to take a leap into higher profits

with little stress, you're going to have that opportunity at the end of this call." This is very powerful, yet gentle language. It also lets everybody know, "Okay, she's going to offer me something at the end."

They won't be upset or frustrated when that end does come and you do offer them something to buy. Finally, you want to position yourself. Tell your story. Show why you are credible. The key to the whole thing, though, and I wrote it here, is to be vulnerable.

The best stories that you can tell about your past, kind of the before and after stories, are going to position you as a real human being who really suffered, and you went through a problem, and then you found a solution. It makes you human. You want to be a little vulnerable –show them how real you are.

You want them to relate to you and have empathy with you. You don't want them to feel like, "Well, you succeeded, because you had this, this, and this in place." The more you can tell an honest, real story, the more people are going to feel connected to you.

Show how others have struggled until they had this formula – Your secret sauce!

This is the part that they will relate to the most. They don't necessarily relate to the after part of your story, because they're not there yet. I would say about 80% of the story that you tell should be about the before part, when was the struggle, when and how the hard lessons were learned and tell them something that they can relate to.

Then the last thing you talk about, "And here's what happened at the end." This is a very powerful strategy. I just gave you a very powerful strategy right there. This strategy (This system) in itself can change a lot of how your dental practice can grow..."

This is the first part, when you are just positioning the call, which takes, again, about 15 to 20 minutes. Now you will organically and naturally move to the next part of the teleclass, and now you are positioning their pain. What are the biggest mistakes that dentists make around this topic?

Draw out the pain they experience because of that mistake or situation they are currently experiencing. In other words, present the pain and then kind of show the cost of having that mistake or that pain in their life. "Maybe you have tried XY and Z in the past, but it didn't work." Paint the picture that the pain is costing them

Show them, again, that you empathize with their pain, that you want the listener to feel like you understand them in the sense that, "Wow, they've been there, too." Give the people on the call a "wakeup call", as these dentists were (For example) spending thousands of dollars on looking for new patients, they realized, "I have hundreds of

patients in my practice that I can tap into and not spend thousands of dollars trying to find new patients.”

“Maybe you are in a similar situation right now. Maybe you have 6 hours of holes in your hygiene schedule each week and you know you’re losing thousands of dollars each month because of these holes. Dentists are calling my office and asking How can I stop this financial bleeding? How are these holes in your schedule affecting your Patients health and your bottom line?”

You see how I could go on and on about this? You can do the same thing. I kind of blended the story part with the pain that they’re going through. Another way you can talk about the pain is say, “This is one key mistake that I see over and over again it is a mistake that dentists make consistently. And that is XYZ.”

How you choose to say this is up to you but the core principle here is paint a picture of the mistakes, or the pain that your ideal clients have and what this is costing them in their life. Very simple.

Now, here are some pain examples that you can get ideas from. Let’s say, “Why sending a Mailed Advertisement to Find New Patients Doesn’t Work. In the past, you might have tried this, this, and this, but these are the three reasons why paying thousands of dollars on mailings in your community doesn’t work to get New Patients into your office.”

Another one: “Why You Are Not Getting More New Patients.” If this is an example you would use then you say: “There’s one big reason why dentists are not getting new patients calling their office, and that is blank,” and you give the answer. What is that big mistake they are making?

Paint the picture of all the things that people are going through to try to find the solution to their problem, but it’s just causing more frustrations, and they’re not getting the results that they want. Don’t hold back on this part.

You want them to squirm a little bit, not for the sake of doing for that reason only, but you really do this from your heart and you have to give them a wakeup call. It’s like you have to reach out over the phone or over the webinar and say, “People, wake up her! This is a problem, and you deserve better!”

What you’re really doing here in this pain part is you’re creating the gap. Remember how we covered this actually when we talked about enrollment conversations, when you’re selling clients individually. You’re basically pointing out where they are now and where they want to be.

This is very important for them to understand the pain that they’re in now and what is possible out there. Let them know on the webinar: “Here’s where you are, but here’s where you want to be heading towards.” You want to start to seed your offer now.

What I mean by this is you're just dropping in little lines every once in a while about the fact that, let's say, you work with clients who had this problem, and you've solved this for them. Or in your program you go into this in greater detail. You're just dropping seeds of ideas that will take germination and sprout later on in the call.

In this pain point, you can also be talking about the proof section. Remember I said that the proof section can actually blend throughout this whole call. What the proof is simply giving examples, case studies, both from your life, but ideally from your client's life. You can tell a couple of stories here about your clients, the pain they were in, and how they got resolution.

Now let's move on to part number three, and this is now when you talk about the promise or the hope. Now you move from the pain, what it's costing them, to, "Here's the solution. Here is what you can do about that pain." Talk about what's possible in what you teach your clients. What can you support these dental professionals –these dentists – your ideal client with accomplishing.

Share lots of benefits, what happens to their life when they start taking these solutions. It's really important, too, that you don't overwhelm people to make it feel like there is so much work involved to do that.

How is your system, your service, your product, going to benefit them? You actually want them to feel like this is actually quite easy, and this is doable. "I can do this."

Show that there is hope for them and there is a sense if they can take action on this right away. How you do that oftentimes is you're giving away your best information up front. Remember, I believe we may have talked about this before.

It might sound counterintuitive, but the more value that you can present up here, and give really powerful, real doable action steps and solutions in your free teleclass, the more people feel a sense of, "Wow, this is a good person. They're really sharing with me valuable information. It's not just fluff here. If the free stuff is this good, then the paid stuff must be outrageously good."

Again, we have talked about this previously as well, about you can give let's say one or two of the top five steps or secrets to the whole program. Really dive in deep with just one or two steps or secrets in your whole program.

This is really the secret to having a very successful teleclass, is you give your best information, not all of it, but the why and the what of it. Get them excited by the possibility of what's possible.

You don't necessarily have to give them in great detail all of the how to steps.

But you're giving them the golden nugget that really turns the key that opens up the door for them. You give that up front in this free teleclass. It might sound contrary, and I know that, but it really does work. You think, "Well, people are going to just run off and do it." Have you ever?

Most people appreciate the fact that you're generous with your knowledge, and this is the difference. It's an energetic trust factor more than it is the reality of them getting valuable information. You just want to wow that audience with this amazing, great content.

Remember, again, you can either do one specific step, like I just said; one of the five steps in great detail, or you can give an overview of how the five steps work overall. We covered that in the last video.

Now let's talk about the fourth part to a profitable teleclass, and that is the proof. Again, this part, I've said it before, you can blend it in, give case studies throughout the call as you're giving the content. That's proof.

This is seeding knowledge that you work with clients, or that you have a program and a system that works. You are kind of selling even while you're doing that, without being overt and hitting them on the head with it. Or you can also just at the end of this solution part, you move them and say, "Now let me show you three dental offices who have had this transformation happen in their practice."

What you're really doing here is you're giving social proof. You want to tell stories of dental professionals who have done this before -- who your listener can really relate to. It's more about relatability, as well as the results they're getting, than trying to find case studies that are super polished and super perfect people.

You actually want imperfect people, because that's the one that people are actually going to relate to in real life. You can use your case studies as teaching points to enhance the principle that you're teaching.

For example, in your solution section, the part three that we just covered, if that includes let's say three key strategies, then for each of those strategies you can drop in a case study as an example. Very simple. Show how people who used your system got results easily.

Again, with these case studies, just keep it simple. You've got to be authentic. Make it real. Make sure that they're authentically good results. But just keep it simple. Don't overcomplicate this.

Then finally we move to the fifth and final part of your teleclass, and here, if it's an hour-long call, you're probably around a minute forty-five of fifty by this point. I have found that dental professionals don't usually want to go over sixty minutes so I like to keep my calls down to this time frame.

Again, this is a gentle transition. You can say something like, “You just heard a sample of XYZ, this solution. But my plan is to show you a system that can do this, this, and gives you Blank.” Blank the piece that you will give in your system or program.

This is where you now are just telling the people, “Look, you can take this to a much deeper level. For those of you who want to take the big leap, I do want to give you that opportunity, because some of you are very serious about getting this solution and experiencing this in your everyday life. Here’s how you can do that.”

Give them clear direction as to what’s next. This is oftentimes a big mistake that people make when they start doing teleclasses and webinars. They don’t actually give direction at the end of the call as to what to do, how they should take you up on your offer.

Do not assume that people are going to just figure out to go to your website and find the page and buy the thing. It doesn’t happen that way. You have to make it easy for them to buy from you.

Again, you can say, “Look, I’ve given you a big chunk, a big piece, of the puzzle here. Thirty percent of it is complete with what you have received in this webinar. This will really get you started. Now, for those who really want to complete the process, the other 70%, this is where I want to take those of you who are really serious to the next level.”

This is your transition to talk and move them into the close. Remember, again, on the last video I went into great detail about the specific points that you can use for the close itself. I’m just going to let you kind of see this again, an overview of it, but if you want the details of this, again, reference the previous video.

That’s a whole section that we have to really map out and script out for you. Now let’s talk about the fifth and final step, the final part of giving this amazing profitable teleclass, and that is how you’re going to deliver your teleclass or your webinar.

Now it’s time to go live. At first you might want to practice this in front of a mirror, in front of a friend or a spouse. That’s fine. Of course. I did the same thing when I got started. But at some point, it’s time. You’ve just got to do this thing. You’ve got to go live.

Remember, your first teleclass is going to be your worst teleclass. It’s only going to go uphill after that first one. On my first call had I think I had maybe ten people, and one of them was my niece’s boyfriend who I offer a Starbucks gift card to stay on the call and ask a question at the end of my teleclass. I think a few others were my girlfriends and occasionally in the beginning I had my husband on the calls.

Yes, I was very nervous. But, like I say, it only got better from there. You really will become masterful at this in a very short amount of time. It's actually quite easy to do. But having said that, now let's look at how you can improve the way you deliver the actual teleclass.

Now, this right here is one of the most important key elements to your success in a teleclass.

If you deliver your teleclass, you're sitting there, and you have the phone, and you're doing like you normally have a regular phone conversation, when you listen to the recording it's going to sound very flat and very dull. It's the weirdest thing. But if you raise your energy by at least two notches—don't go too hyper.

But you need to have that smile on your face. You need to up the energy a couple notches. An amazing thing happens. When you listen to the recording of the call, it's going to sound normal. It somehow balances out. I don't know what the science is or the physics is behind this, but it just is true.

Even me delivering these videos to you all the time, I'm ramping up my energy. I'm thinking to myself even right now, I'm like, "I just sound kind of hyper." But when you actually listen to the videos, it sounds like I'm having an engaging, excited conversation.

It doesn't sound as hyper as it does to me delivering it. Don't hesitate bringing your energy up by a couple notches. One of the ways that you can do this easily is if you are interviewed, versus trying to deliver your content solo, talking in front of a wall or to nobody. That's tricky.

You can do that, and you will get good at talking to air. I do it all the time. I'm doing it right now. But if you're starting out, I would recommend that you get someone to interview you and take you through your outline that you've scripted out. That will help you keep the energy up, and it's going to be more engaging for the listener.

Like I said, over time you will get good at doing teleclasses completely solo as well. Generally, do not use a script for the content. This is really important. People can absolutely hear it when you are just reading a script, and it kills the buzz. It kills the energy.

What I would recommend is you take the structure that I have just given you, create an outline, not the exact words necessarily, but basically the general structure of where you want to be in the call at what time, the beats I call them. Just know your beats and reference your outline as you're giving the call, but then speak from your heart.

Just say what's really there. This is exactly how I do all of these videos. What you see on the screen, these bullet points, these are just my beats. This is how I actually create these

videos. Everything else, is from my heart. I'm speaking to you as if I see you here, and you have a cup of coffee. I have a cup of coffee and a croissant.

We're just hanging out, and I'm covering this material with you. Again, don't script it if you can help it. If you can't, that's okay for the first time or two. But really, just go by the bullets and the general outline, and then speak from the heart.

Now, having said that, we do want you to use a script for the sales part of the presentation. This is really important and I still do this, that the sales part is scripted. We know the exact benefits. I have bullet pointed these things out. You really don't want to diverge too much off of that bullet pointed script for the close.

Now, there's a little bit that we dance around it. But basically that part is really mapped out pretty tightly. This is the key, is you do want to practice that sales part. Yes, write it out. Yes, you can read that part out at that point. It's important because you just want to make sure you're getting all the features and the benefits spotlighted properly.

It's sometimes hard to do that improv. Again, though, overall, I do want you to go easy on yourself here. It does take a little practice to get comfortable leading a teleclass talking to thin air in front of you, but it really does happen.

You'll be really surprised, pleasantly surprised, I would say, that within maybe two or three teleclasses that you deliver, you're going to be in the flow. You're going to be just fine, and you're going to get better and better as time goes on.

Here are your very simple action steps for this week, or where really this fits into your business. Outline your teleclass using the template that we've given you here. It's all spelled out for you in the action sheet. You really don't have to wonder how to do a teleclass. All the beats are there. Then practice.

Just get out there and do these calls. The more you do, the better you get, and the more you're going to enjoy these as well.

Now, let's talk about how to apply this in context to your overall business. I want you to realize the value of what you just received. This is really an important insight. I want you to realize that the teleclass outline that I just gave you can also be used identically for any keynote address you give.

In other words, any time you're out there speaking, you can use exactly the same five-point outline in your presentation. In fact, you can use this exact five-point template outline for your special report, for your audio CDs that you give away for free.

This is how you leverage this exact same outline for your teleclass, your speeches that you give, and your free giveaway. They really are the same thing, the same message throughout. You just have to outline this thing once, and then you're going to use it multiple times. Pretty cool, right?

In the next video, I'm going to walk you through how to set up your website and the web pages necessary, and the email necessary, to launch your teleclass.

As always, I encourage you to take action on what you're learning here. That's the best way to actually learn this, is to apply all of this.

This is Debbie signing off for this week. I look forward to connecting with you again next week. Talk to you soon. Bye.

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