

Dental Consultant Master Academy

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Transcript - Week 16

Teleclasses Part IV

Hello, this is Debbie and welcome to this week's training video. Today is the final video in this four-part series around teleclasses and webinars, and how to use those to boost your business.

Today I'm going to be diving into the web pages and the email copy that you need to promote and effectively use a teleclass. Now, remember, when I say teleclass, you can use it interchanging with the word webinar.

The principles are universal and can be used for both. I am specifically talking about delivering a free teleclass or webinar in order to get somebody to take an action, to buy something with you, or to move forward with you in some way.

Here's what we're going to cover in today's video. It's going to be very much a packed video, so you're going to probably want to leverage that action sheet that comes with this particular video, because there's just a lot of information in this one.

I'm going to show you the four web pages that you need for your teleclass. I'm going to show you the eight elements that you need for that registration page in order for it to convert really well, and the five elements for a successful thank you page.

Then, of course, we're going to talk about you've got to have recording of this call. What are the elements needed for that winning recording page? I am going to talk about the top email strategies that you can use to promote and follow up on your teleclass.

Now, here's how this whole funnel works. This is universal for whether it's a small little teleclass that you're going to just promote a small offering, or you're doing a big launch for some big, big program that you're launching and starting.

The three phases are identical. The first phase is the promotion phase, and this is where you're ramping up and getting ready to open the curtain to something new, something wonderful. Think about how, for example, how will Apple launch a new product?

A lot of times you don't even know what the product is going to be. I remember when the iPad came out. People didn't know what it was going to be called. They kind of knew it was going to be a tablet device, but nobody knew the details. That promotion phase can be a lot of curiosity building and a lot of excitement around some event.

That event enters into phase two, which is the teleclass, the moment where you deliver some amazing content, a teleclass and a webinar, and you introduce some offer. Again, phase one is all the promotions leading up to and getting people excited for the teleclass.

Not for your offer, but for the teleclass. Again, you're pointing to an event that you want people to attend. Then phase two is the event, the teleclass, the webinar, the thing you're delivering. During that time of that teleclass, that's when you open the curtains and show what it is you're offering, and you make an offer on a product or a service.

After that teleclass, you move into phase three, which is now the sales phase. Here, again, you're reaching out again to the list and saying, "Hey, I launched this new thing on this teleclass. Here's what it is. Here's how you can take advantage of it, too."

Just keep in mind this is quite simple. This does not have to be complicated. Only think about these three phases. You have to plan out your launch or your teleclass with these three phases in mind.

Now let's just talk about the four main web pages that you need to have and need to get prepped for that teleclass or that webinar. You're going to need a registration page, and that is the good old fashioned classic opt in page that we've talked about previously.

You want to have a thank you page with the call in information on it. In other words, somebody comes to the page. They put in their name and email to register for the call. In doing that, remember, they've opted into your list. This is an excellent list building strategy.

After they opt in, they come to that thank you page. You need that thank you page, because you need to say to them, "Great, you're registered."

We've got you. Here's the call in information." You're also going to need a page that has the recording prepared for after the live event itself. In other words, you give that wonderful call, and then for those who missed it, you want to have a page available for people to hear the recording.

Then finally and fourth, you need a sales page for the offer, whether that's the product or the service you're offering. It doesn't matter. You need a sales page. You need to point the people to some page during the live event, the teleclass or webinar, in order for them to buy, in order for them to take the next action.

Now, remember, the excellent strategy, if you have service you offer, you can also offer that they have that enrollment conversation with you for free. In other words, people will apply to have that conversation with you.

That's what you can offer on that free teleclass is a free conversation to explore what's possible for them and how you might be able to help them. Well, that is also a type of sales page. You also need a page for them to go to in order to apply to have that enrollment conversation with you.

Even if you're not selling something, but you just simply want them to take the next step, there has to be a page for you to point them to in order for that to work. It's very simple, really. Now let's break these down, and we're going to first look at that registration page, again, that opt in page.

Here are the eight elements necessary for creating a page that's going to convert really well. You need a title for the call. It's kind of obvious, but the title really, really matters. It's so important. It's probably the most important thing on that opt in page.

It has to be a compelling, interesting title. Again, no generic, abstract, clever language. Go right to the heart. Tell us what we're going to get when we attend that call. Ideally on this page and it's not a hard and fast rule, but ideally there is no navigation.

You don't want people clicking around and surfing and going elsewhere. Keep the site focused on this one objective, which is you opt in for the free call or you don't. That's it. Just give them those choices.

Of course, you want that opt in box and ideally, of course, like we've said before, above the fold, meaning that when you look at a page and it comes up, you can see the opt in box without having to scroll down to see it. You want to have the date and the time of when the call is going to happen.

Definitely a photo of you, and if you have a guest, you want a photo of them, too. Then really powerful copy about what they're going to get on the call. This is actually quite important.

Don't underestimate the power of really putting some focus on what copy is going to move people to take action, to sign up for your teleclass.

Seventh—and this one is optional, but it's nice to have if it's appropriate—is to have some testimonials of people, some credibility builders. This could be either from clients that you've worked with.

Or oftentimes actually, for a registration page, your testimonials can be from well known people in the industry who simply say you're an amazing person. You're a great presenter. You give great content. It's boosting you up as a credible expert in your field.

The eighth element—again, this one is optional. There's certainly not a hard and fast rule on this one. But you might want to have a little bio about you. Nothing fancy, but just a little bit of context about who you are if they don't know.

Remember when creating your teleclass title determine what is the number one core issue they are struggling with? Precisely what do you think they are struggling with in their life?

Tell you potential audience what they are getting into when they attend your teleclass. You can add quotes that may pertain to your topic and/or their pain. Add testimonials if you have them. Especially if you have testimonials from well known people. quotations, the testimonials, from other well known people.

Now let's talk about your "Thank you" page. This is the page they will see when they register for your teleclass.

There are really five key elements that you want in your thank you page. The first is simply congratulating the person for taking the action. It says something about the person, what do you believe they are ready to step up and what will they do to have those problems solved? This is what you will have in your title and in the copy. Address these problems in their business and what is this creating in their life. Now they need to take some action to correct these issues.

Congratulate them on this. Then explain in very clear language how it works. In other words, you're going to call in to a conference line, or if it's a webinar, you give instructions on how that works. Spell this out as clearly as possible. Don't assume they're going to know.

Whenever I have dentists opting in to any offer, I know I have to really spell it all out. I know it may sound crazy but you have no idea how many dentists don't understand that when they click on a link something will be emailed to them. (in particular—I am sad to say—dentists have so many problems understanding that they are going to get a link emailed to them)

I have seriously spent hours writing emails to—Dentists in particular—who have opted in to something and they tell me they didn't receive what they ordered or opted in to. I have spent hours responding to them and my tech team has spent hours researching to make sure the links are working—The final link---AND I have learned that I have to really spell it out in bullet points---what they need to do—for example "click the link" and then what happens step-by-step when they do click the link.

This is where it gets semi techie for people. Even calling in on a bridge line, if they've never done it before, hey, they're not going to know exactly. Spell this out for them. Be sure to give them the proper call in information. That is the phone number, the pin number. If it's at a conference line add the date the time and what time zone, when you send them the information.

Now, this fourth option is actually optional, but it's a smart idea, I would say, to encourage people to share with others via the social media. You can use a wonderful plug in like AddThis.com. Basically, this is just going to drive more traffic to the registration page.

Finally, again, the fifth, and optional again, but the fifth element is give them the download link for them to download that handout. Remember, we talked about this in the earlier videos on teleclasses that if you want to improve engagement and more people showing up on the call, give them a handout.

Let them fill in the blank in that handout and walk them through what to do. This page is where you give them that download link so they can have that right away. It actually encourages them. When they see it, they get excited by what they're going to learn even more.

You're going to see an improvement and a boost in how many people show up on the call.

Here, look at the elements that should exist on your Thank you page:

"Congratulations. You are registered for Add the title of your teleclass or webinar. Thank you." A little bit of copy. Instructions "Mark your calendar." It gives you the date, the time. Give them the time and the phone in number which to call. You can also put that call in information in an email that you send a day before and one hour before the teleclass.

Next will be your share buttons, where people can send an email to their friend, post on Facebook or on Twitter. What is also nice is to give them the different time zones, because if you have clients from all over the world calling in this will be very helpful.

If you want more engagement do plan to have a link to provide a handout. They use the link to download your handout.

As you start to bookmark other teleclasses for yourself and as you are registering for different teleclasses, you will notice little things like this. I didn't put this on the list about the different time zones, but I do recommend you do this

Start to observe what others are doing and you can learn a lot about what is working out there. Really be analytical about what's working and what's not working, and how you can apply that into your business, too.

Now let's talk about the elements that you need on the page for your recording. Again, remember, they register for the call. They get the thank you page. Then you wait. You wait for the actual event to happen.

Then you give a wonderful teleclass or a webinar. The next morning after your call - you should be sending out another email to say to people, "If you missed the call, here's the recording."

That's why you need the recording page set up. Again, pretty simple and pretty logical, just the title of the teleclass, an easy way for them to play the button. I would say give them a download option as well, and a clear call to action. The offer has already been made on this teleclass.

But in general, if you're having a big launch, a new offer, you're going to send more emails in order to promote that free teleclass, at least five I would say, probably more.

But if you're going to do a smaller size launch, as I've said, or a quarterly teleclass, you're repeating the same call over and over again; you really don't need to send as many, maybe just a couple emails.

You have to use your discernment to gauge how many emails you want to prep and send out, depending on the size of this particular launch.

Let's first look at a scenario. I'm going to give you a real life example of how an email sequence could look to start with for a big launch.

The first email, and this is simply you're announcing the teleclass. Now, I've just randomly picked some dates here to give you context as to the timing of these emails. This is really helpful for you. You can do exactly the same thing. You're just going to map it out on your own calendar.

You're going to start with, of course, the live event, and the free teleclass. Then you're going to work your way backwards using this template I'm about to give you right now. The first email is simply announcing that there's going to be a free event.

Let's say this happens Tuesday the 9th of the month. This is about nine to 10 days in advance of that free event. Then the second email goes out, and this is a content email. In other words, you're starting to give some of the nuts and bolts of what you're going to share and give some good information here.

It's not just a promotion. It's not just an announcement. You're giving some content here. This one, let's say, happens a couple days later. If the first one was sent out on Tuesday, this one is sent out two days later, on Thursday the 11th. Start to tease what you're going to be covering in the teleclass.

Now you have a third email, and this could be a case study email. Again, this is a type of engagement. Remember, you want to not just promote, but you want to give content, and you want to engage. Case studies are excellent ways to engage with your list.

You can send this out the following week, let's say Tuesday the 16th. You're starting to show the results of other people who applied what you're going to be teaching in your teleclass. Then we come to the fourth email. This is a promotion email sent out on the Wednesday.

Really, just direct promotion. You're encouraging people to sign up for the free event. The fifth email goes out, and this is a reminder on the morning of the teleclass. Let's say the teleclass is on Thursday. You will see a definite spike in the amount of attendance that happens.

People are really last minute. Just send that email out an hour before the call starts. Make sure it goes out and is out there an hour before. Sometimes your email management system needs some time to get through the queue, so kind of prep that one a little bit in advance.

Then you have your teleclass. Let's say again in our scenario here it's happening on Thursday, the 18th of the month. Again, this is in your action sheet. You have this map.

Since this is in your Action sheet you can just take that, print it out, and map out your launch accordingly.

Now, let's talk about a general email list series for a small launch, again, maybe something you're doing every month. Let's keep it low key here.

You send out that first email. This is simply to announce that the teleclass is happening let's say for example on Tuesday the 16th. You send this email out on Tuesday, and it's two days in advance of the event. The second email goes out, and you're just simply reminding them the morning of that teleclass. The teleclass happens on the 18th. Again, the third on, about an hour before the call, just a little reminder.

Really, two days of emails being sent only, one on Tuesday, two of them on Thursday, and your teleclass is happening on Thursday, let's say the 18th of the month. Pretty simple. Very low key.

Now you want to have emails prepared that you're going to send out to affiliates and to other people who are going to be promoting your teleclass. Generally, and you'll find this to be true, and that is your affiliates will send usually only about one email to help you promote a teleclass.

It depends on how big your name is and how big the offer is. But generally you're going to get about one email from an affiliate. I recommend that you really write it differently than your particular emails that you're sending to your list. Very important, really.

Give them a different version of it, and try to write it from their point of view. It's going to be a little more generic in some cases. Of course, you encourage them to customize it. That's ideal. Not everybody does it, but the smart thing for them to do is to take what you give them and then use that as a springboard to rewrite it in their own language.

Ideally, you encourage them to, "Hey, here's the template. Rewrite this based on your experience." That will help their conversions ultimately. I would recommend that you also give your affiliates and people promoting three different versions of the same email, even different subject lines in some cases.

But really, the length of it, because you don't know what style people have in their promotions. Give them a short, a medium, and a long version of the same email, and, yes, maybe three to five different subjects. Just let them choose which subject line they want. Another thing I have done is recommend the date and time when they will send this email out to their list. I have found this suggestion to my affiliates to be very helpful and it also let's me know when I can expect them to send this information to their list.

It's pretty simple, right? Just a variation of the emails you've already written.

Now we have this other list. These are people who have already registered. They're your bucket list sometimes we call it, meaning they're already registered. They're in the bucket.

You do want to have some emails written specifically to them. The first email you're going to want to write is the thank you email that as soon as they register, they get that thank you email. In that thank you email, you have the similar elements that are on the page, the thank you page.

In this email will be the title of the class, when it's going to happen, where it's going to happen, the call in information. Keep it pretty simple. You really can just kind of rewrite that thank you page and put it into the email that goes out to them. Remember, this email is an automatic email. It's not manual.

This is done automatically with your email management system. Then you do want to send out a broadcast email. This is because they've registered for the call. You do need to send them that reminder that the call is today. Let's say it's happening on Thursday the 18th.

Well, you do want to send that bucket list that reminder that the teleclass is happening on the 18th of October. Then you have the teleclass. It's on that Thursday night, for example. Then the next email is the next day, I would say in the morning, you invite everyone who opted in the opportunity to hear the recording.

That email would go out in our scenario here on Friday the 19th of October. Very logical, right? Again, you want to have these prepared in advance of your launch. All you are doing is you are writing up a handful of emails: the thank you auto responder, a reminder email the day of the course, and then the second broadcast email that goes out right afterward to say, "Here is the recording."

Now you have another set of emails that are going out. Remember the three phases of the launch. You have the promotion. That's really everything we've talked about up to this point. Then you have the actual teleclass, number two, phase two.

Then third is now you do the sales, the sales of the offer, the purpose why that teleclass existed in the first place. Now you want to do a series of sales emails that happen after the teleclass, or after the webinar. You want to send that email out to your entire list.

Basically you are saying, “Hey, I just had an amazing event, a free teleclass. During that teleclass I launched this,” and you talk about the program. You send people directly to the sales page. How many emails do you send out?

Well, that really does depend on you, your offer, and the list. You have to gauge that yourself. But oftentimes your offer has some sort of a time limit bonus. For example, during the live teleclass that you gave, let’s say you delivered on a Thursday, and there’s an early bird special to your program that ends the following Monday.

Well, you will be sending out a number of emails the next few days telling people, “Hey, don’t forget the early bird special for everybody is going to be ending on that Monday.” In addition, not only do you have those email promotions, but you want to use and leverage your social media to promote your event as well.

Again, I would recommend you prewrite all of your social media posts. This really is not difficult, because you’re going to pull the same copy and the same ideas that you have in your registration page that you have in your email copy. A lot of this is actually duplicated.

With social media, you can be starting to promote that event, that call, anywhere from 10 to three days in advance. With social media, it’s definitely more lenient than it is your actual true list. You can be promoting every single day. Just send them another reminder every day about that teleclass with the link going to the registration page.

Encourage your friends to forward those emails, the people you actually are friends with and your business colleagues. Encourage them to post your promotion on their wall as well, to retweet it. Or you can also just give them copy directly to start promoting these calls for you as well.

Alright, here are your action steps for this week. This is just a simple planning phase. When you are ready to do this launch, you are going to be planning out all your emails and your social media into your promotion calendar in advance. Set the date of your teleclass, and just do it.

Really, there is nothing else to say at this point. You have so much information now and understanding and context as to how a teleclass really works. Just go out there and start doing it. Don’t worry about making it perfect at first. All these little moving parts, I understand.

Just get out there and do it, and the second, the third, the fourth time you do it, it's going to get better and better and better. You can add in more details as you progress. The most important thing, though, is get out there and deliver a teleclass or a webinar.

No matter what your specific niche is, you will be shocked at how much of an engaging tool this is to build your list, to engage with your list, and to make sales.

Remember, the best way to boost your business is to take action on everything that you are learning in the Dental Consultant Master Academy.

With that, this is Debbie signing off. Everyone, have a great week and I will see you on next week's video. Bye for now!

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