How To Create TELECLASSES That Sell

Checklist and Step-by-step Instructions

by

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own your DREAMS without selling your soul

How to Create Teleclasses That Sell

This training content is free to current Accountability Club members. If you are not a current member, you can learn more and join at LisaRobbinYoung.com/aclub

Welcome!

TELECLASSES CREATE SALES!

Introduction

I appreciate you taking the time out of your schedule today to dig into this material with me. I've been hosting teleclasses, telesummits, webinars, and other virtual events for nearly a decade. During that time, I have learned a lot about what works and what doesn't. I've had my own share of calls where there was no one on the line, and other times when we were so full that we broke the conference line.

Through years of trial and error I developed a natural, non-salesy approach that consistently turns 25-50% of my live listeners into clients, and I want to share that approach with you today. Some of what you'll learn probably isn't new – like the idea of rehearsing your material – but some of it might be.

This program is designed for people who have decided to get started with teleclasses, or people who've seen lackluster results with their past teleclasses. I'm not going to convince you about why they are right for you – because they may *not* be depending on who you are and what you're about in the world. I'm assuming you've decided they're at least worth trying. I also won't bore you with a long story about me, because, frankly, you don't care about my credentials. You care about results. So let's get started, and I'll share my credentials as we go.

Teleclasses that sell – Step-by-Step Checklist

1. Decide on date, time and topic of class. Will you do Q&A? Incentives for being on live?

2. Collect dial-in details from conference provider. I use Freeconferencing.com

3. Create & Publish event confirmation page with dial-in details.

4. Create opt-in list for event. I use MailChimp. If you have a large list and more technical proficiency, you can do list segmenting.

5. Edit/create opt-in form for list (in MailChimp I use first, last, and email. Only email is required). Cell number if you want to do text message reminders.

6. Confirm the contents your double-opt-in notification page. Mailchimp calls this the "signup thank you page" - I use the default page at Mailchimp asking people to check their email and confirm their subscription.

7. Edit/ opt-in confirmation email for list. (Make sure you tell them that they won't get the details if they don't confirm their email address!) Include link to your confirmation page and dial-in details, just in case they don't get redirected automatically.

8. Edit redirect URL of confirmation "thank you page" for list to your confirmation page on your website.

9. Update the "final welcome email" to match your confirmation page (I literally copy and paste the contents of the page into the email).

10. Create the event registration web page and install your opt-in form.

11. Test the system by signing up for your own emails. DO NOT SKIP THIS STEP. For every person who tells you there is a problem, there are 30-50 more who won't say anything.

12. Create & schedule your pre-event reminder email(s) (At the minimum: 1 day before, 1 hour before - with links to purchase and/or listen to the replay as appropriate) more or less according to your audience. Better to oversend than undersend... even if you think you're being pushy.

13. Craft your "Thanks for listening, here's the replay info" email, but don't schedule it to send until you have the recording ready - after the class.

14. CELEBRATE! You've just completed the entire pre-event registration process!

15. Outline or script your talk. What's the offer or CTA?

- 5 minute introduction. Position your audience, your talk, and the offer if applicable.
- People don't care about you, they want results. Sprinkle in you and your story as it's relevant to the content of the class.
- 30-50 minutes of teaching (focus on 3-5 points max, including transitioning to your offer, if applicable).
- Final 5-9 minutes Q&A and offer as applicable. You don't need a 50 minute sales pitch. Share the offer/bonus while you wait for questions (if applicable). Answer questions.
- Final minutes – close the call with your call to action. THANK people for attending, and preview upcoming events as appropriate.

16. Rehearse and time your talk. Edit as needed.

17. Practice with your conference line provider. Record a practice session (optional, but valuable, if technology wants goes wonky).

18. Promote your call on social media and other channels as appropriate (blog, etc.) You might start this earlier in the process if needed.

This can be as simple or complex as you have time and creativity for. Obviously, the more you reach out to your right people, the better your turnout. Here's what I typically do:

- Weekly posts in various FB groups on their promo days.
- daily posts on twitter in the weeks before an event. 2-3 daily posts the week of the event. Hourly posts starting a few hours before the call, and a wrap-up tweet after the event.
- Branded image posts on Instagram (which cross post to my facebook page. Then I share to my personal wall if appropriate).
- Depending on the topic, guest posts on other blogs - *minimum* 6 week lead time.

Choose the platforms that work for *you* and your business.

19. Celebrate! You've just completed all the pre-event prep.

20. Get plenty of rest and make sure you're in good voice for the session

21. Make sure you hit RECORD to record the session. Start any back up recordings.

22. Do the session (take questions, if appropriate)

23. End the recording. Edit, if needed. Forward to your transcriptionist, if appropriate. Upload to your server.

24. Set up your download page or service (if paid).

25. Put the download/purchase details in your "Thanks for listening" email.

26. Send a test email to confirm everything works. (optional, but useful)

27. Schedule the email and send it.

28. Handle any after care from listeners or buyers.

29. Send out a "last chance" email 5-7 days later if you are closing a cart or ending availability of the recordings.

30. Celebrate! That's the entire call sequence!

Now, just rinse and repeat!

Special considerations for different types of calls:

- One-off teleclasses need about 3-4 weeks lead time (prep and promo).
- Calls that are part of an ongoing series need less lead time over time because people will already expect them – and you'll likely have the marketing systems in place. You'll need about 1-2 weeks for prep and promo. This call, for example is part of an ongoing series with my Accountability Club, so the members know there is a monthly call. New people who are listening for the first time then learn that I calls every month, so they are primed to expect a new class on the last Saturday of every month.
- If your calls are part of a product or event launch, you'll want a couple of months for the entire prep period, plus another month to promote, and about 2-3 weeks during the "cart open" phase for marketing, lead generation, and sales.
- If you're doing a telesummit series, you'll need multiple emails every week, and you'll want to have plenty of time to craft them, consult with your guest speakers, and all that good stuff… which we can't cover here. You'll need several months, ideally, to pull off an effective telesummit, unless you've got a team to help you pull all the parts and pieces together.

Teleclass Transcript

Today's class covers two big areas: crafting the class itself, and marketing the class. That's a lot to cover in an hour, so obviously, we're not going to get too heavy into details. We are going to go through everything in somewhat of a chronological order, that way you know what needs to happen when. I'll do my best to keep things organized so we don't need to jump back and forth through the sands of time.

What many people don't realize is that crafting the call actually happens after most of the marketing is complete. Yes, you'll want to pick your topic, so that you know what you're marketing, but beyond that, a good portion of what you'll teach can come from your potential customers. And when possible, that's what I encourage.

For example, with this class, I put out a call to my clients and asked them what they'd like to learn. The response was "how to do a teleclass." Cool. There's my topic for the call. This works for nearly any business in any industry. If you're a designer, people always have questions about what makes for good design, so you could do a class on design mistakes. If you're an artist, consider doing a class that goes behind the scenes in one of your techniques – or if it really needs to be visual, consider a webinar. The process is the same, it's just a different platform. If you sell cosmetics, you can talk about color trends. The key here is to find a topic related to what you do that people are interested in learning more about. Most of the time, if you've got an audience, you can ask them for suggestions. A very EASY teleclass to produce? ASK ME ANYTHING – type calls make it simple. Just be ware that you may need to give them some ideas about questions to ask. You also have to be prepared that they just might ask you anything!

Once you've got the topic, it can be helpful, but not always necessary, to ask more questions of your audience and see what specifics they want you to cover. Again, using this class as an example, I had two particular things my clients asked me to cover:

how to get people live on the line, and what the order of operations is to market and promote a teleclass.

So guess what this call is covering? How to market the call as well as how to get people live on the line.

See how that works? The more you can tap into what your potential clients and customers need to know, the easier it is to craft a compelling call for your listeners.

So the first step is to decide on the topic, followed by the date and time of your class. Here's a warning: no time will work for everyone, so don't bother trying to please everyone. Remember, you are building YOUR business around who you are and what works for you.

In my experience, somewhere around 70% of people that register for a teleclass don't attend live and only about half of them actually download the recording to listen at a later date. Whether or not they actually listen, or if it collects virtual dust on their computers is still a mystery to me.

So if that's the case, it makes sense then that you'll get the most bang for your buck by focusing your attention on the live attendees. Think in advance about what your offer is, whether or not you'll do a Q&A session, and what incentives you'll have for people who join you live. You'll need some of that for your opt-in page and email.

I come from a direct sales background where I did home parties. The similarity here is that I would often send out 40 or more invitations to a party and about half of them, right off the top, would not be able to attend for some reason or another, of the 20 that could attend, something would happen at the last minute and they'd be unable to attend, leaving about 8-10 people in attendance at the party. And a small fraction of those who didn't attend would later place an order if I followed up with them. That seems to be a pretty fair illustration for teleclasses, too. If you actively invite 100 people to the call, you'll probably actually have about 25 live on the line. This is more important when you're dealing with paid conference lines, which we'll get to in a minute. You don't want to be overpaying for space that won't get used.

Once you've got your date and time set, you'll want to select a bridge line provider. If you're just getting started, freeconferencing.com is a fine solution. You don't need to drop big bucks on maestro conference, or offer your credit card up to InstantTeleseminar until you know you're ready to do this on the regular. If you're doing regular calls and your business income can support the expense, I recommend a paid provider like Instant Teleseminar, but if you're just getting started, stick with something free.

There are people who will say that you lose credibility for using a free line – and if this were your bread and butter, I might say yeah, but the technology has improved greatly on these free lines, and I rarely ever have an issue with them anymore. And yes, I still use a free bridge line for my free-to-the-public calls. When I'm planning a telesummit or a paid virtual event, I sometimes opt to use a paid platform, depending on what I'm doing.

But for you, right now, just getting started with teleclasses, save yourself the expense.

Here's where we start to get a little tech-y, and if you've got a support person, a VA, you can pass these next few steps off to them.

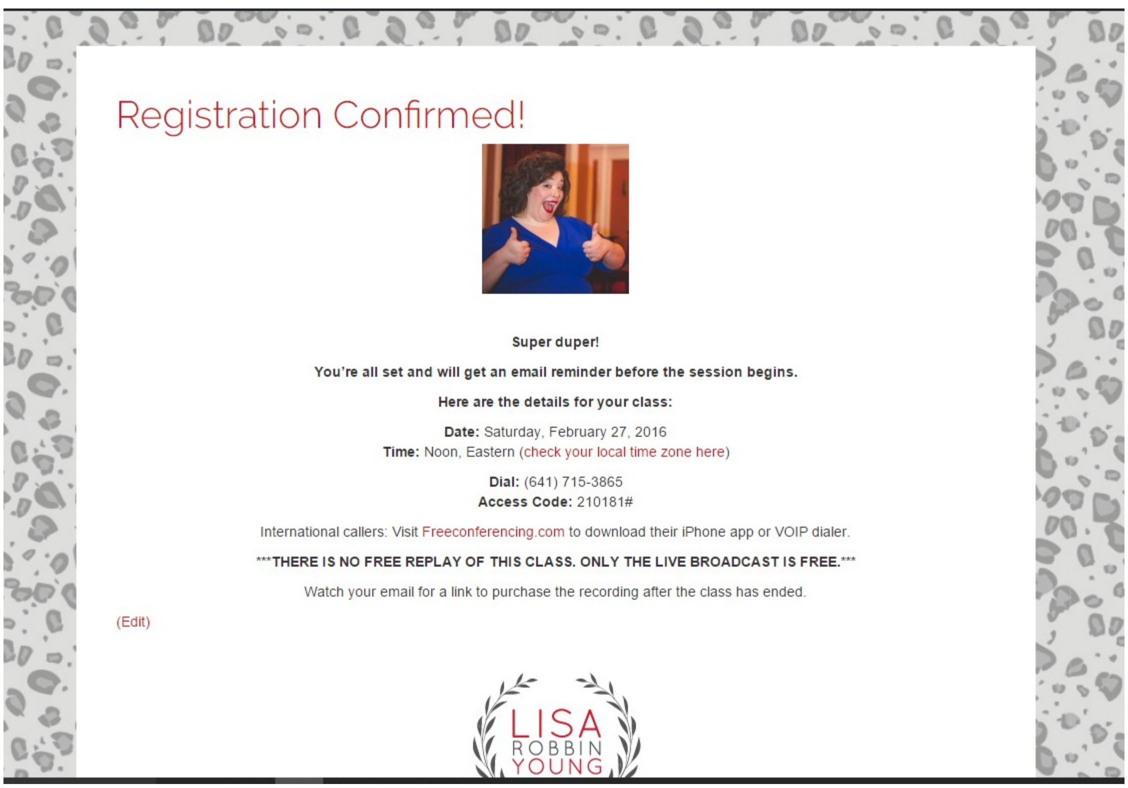
Once you've got your topic, the date, time, and dial-in details, you need to create a web page that holds all that information. This is your Registration Confirmation Page. This is the first page you create, but it's the last page your attendees will see in the process. In the PDF you'll see examples of all these pages and emails, so that you can better understand how to do this.

Just a quick note about these examples: they are for you to model, not to copy. Please use your own tone of voice, your own catch phrases, your own lingo. Make it sound like YOU crafted the page. That's the whole point of learning this. I've seen people copy a page word-for-word, and it sounds wonky because it's not the kind of thing you'd ever hear them say.

My own confirmation page has a picture of me giving two big thumbs up to congratulate you for signing up. People who know me, know that's my personality. IF you tried something like that and it didn't mesh with who you are, people would get confused – or worse, think you're a fake and a phony and stop doing business with you.

So ANY time I offer you word choices, please edit them so that they sound like you. I will always tell you why I chose the words I did, so that you can use that reasoning to craft compelling copy that works for you.

Registration Confirmation Page



(http://lisarobbinyoung.com/registration-confirmed/)

Keep it simple. There's no need to put a lot on the page. Most people don't pay much attention anyway, but in case they don't get the email, this page is visual proof to them that they are registered. You'll copy and paste this same information into your confirmation email, which we'll get to in a minute.

Before you can craft that email, you have to have a mailing list to send it to. I use and love MailChimp, so my instructions will be MailChimp-centric, but should apply fairly well regardless of what mailing list service provider you use.

And lest you think you can just email people manually, Nope. You need a mailing list service provider. MailChimp is free for the first 2,000 people on your list, so I recommend it. If your teleclass puts more than 2000 people on your list, you shouldn't need to take this class in the first place!

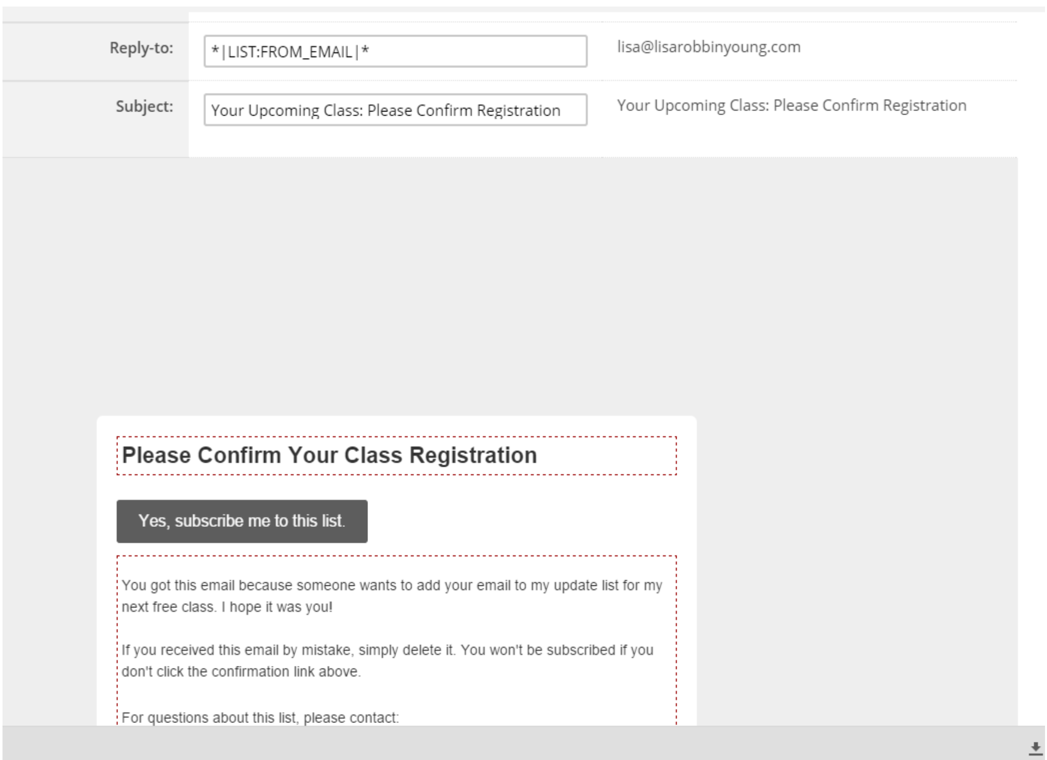
If you have a larger list and you're just getting started with teleclasses, you'll probably want to create a list segment for your teleclass participants, but that's advanced stuff we're not covering in this program. For today's training, just know you need a list that's dedicated to emailing the people who've signed up for your teleclass.

Once you've created the list, you'll need to edit or create the opt-in form that will get put on your website. At a minimum, you'll need to collect their email address, but most people want a first name to go along with it so that you can personalize the emails you'll be sending. If you've got a fancy advanced mailing list, you might also want a mobile phone number so you can send text message reminders before the class, but again, that's advanced stuff that probably doesn't apply if you're just getting started.

So now we've got a list, and we've created or edited the opt-in form. In MailChimp, the next thing you'll need to do, since you're already in the “forms creation” section, is to confirm the contents of your opt-in notification page. It usually says something like “just one more step, please confirm your email and you'll be added to our list.” MailChimp calls this their “signup thank you page,” but the words “Thank you” don't appear anywhere on the page. This is the email security step that validates their email address and makes sure they entered it correctly. It's also called “two-step verification” or “double opt-in”. Essentially, they won't be added to the teleclass mailing list if they don't confirm their email information - and *this* is the page that reminds them to do it. I typically use the default message because people don't send much time reading it anyway.

The next step is to edit the email that goes out for that confirmation step. This is one step I take the time to customize.

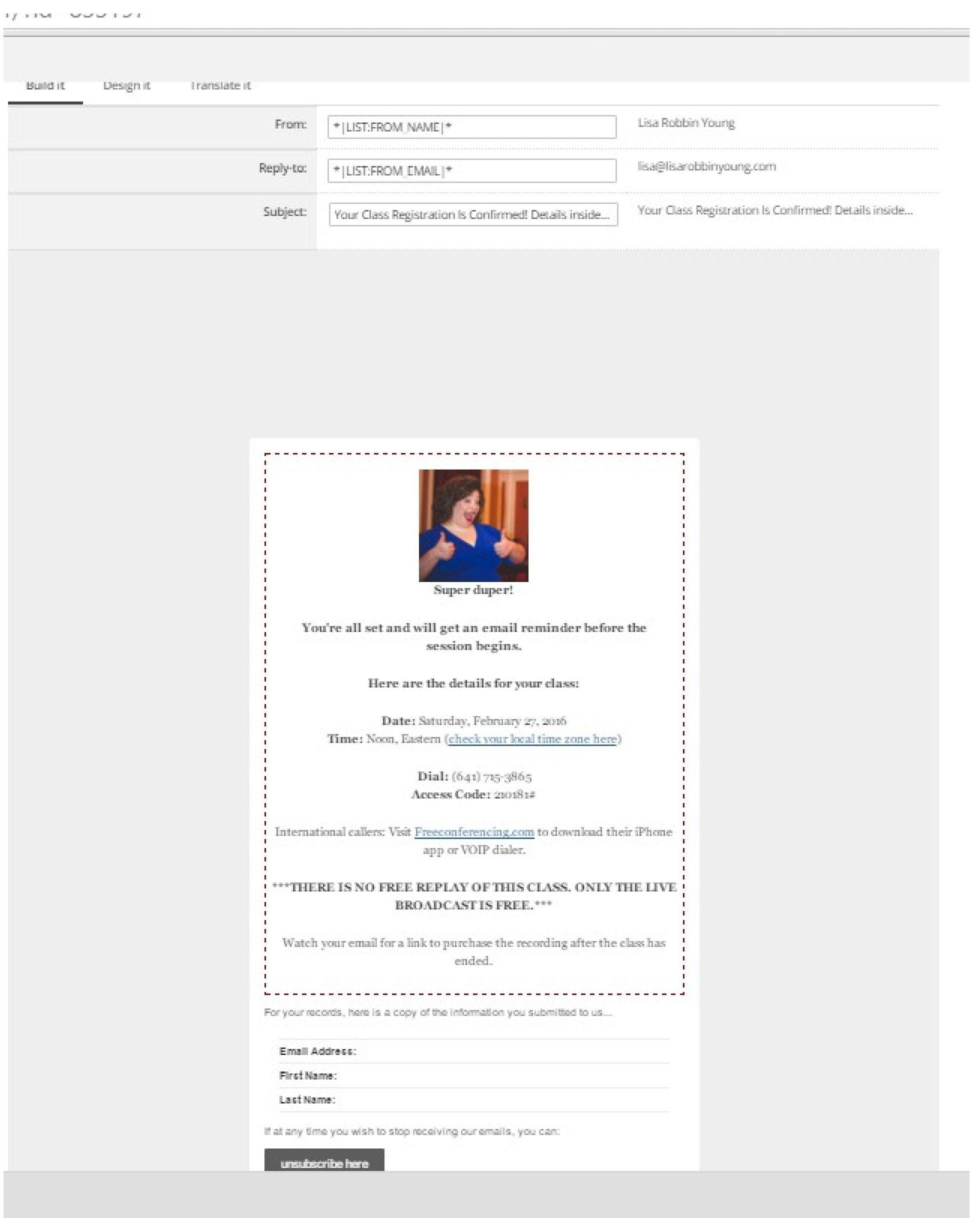
Opt-in confirmation email



Notice I changed the message, but not much. You don't have to do much selling in the confirmation email. This step isn't required by every mailing list service provider, but Mailchimp does require it. While it does slow your list growth by a small percentage. It helps to ensure you're getting valid email addresses on your list. If you use the same list for all your teleclasses, like I do, you'll only have to set this up once.

If you're not using double opt-in, you can skip this step.

Registration Confirmation Email



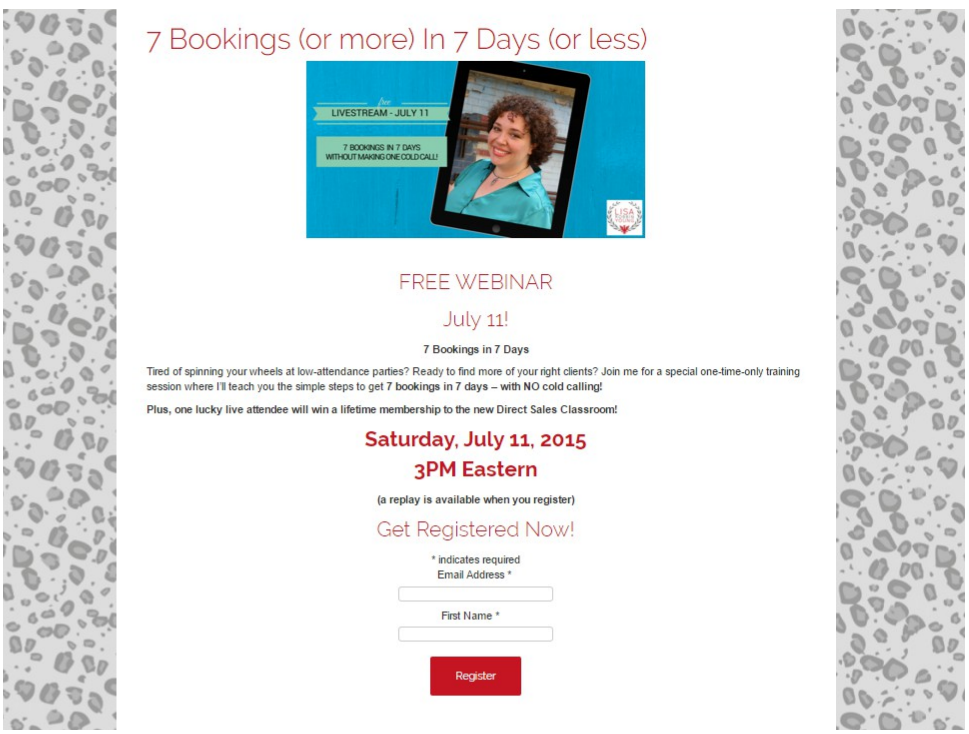
Now we need to set up the Registration Confirmation email. Remember the page you created to confirm all the class details? Well, this is where you copy and paste the content from the Registration Confirmation page (on your website) into the Confirmation Email they will get once they've registered.

Just a note here: I only send people that are new to my list through the registration process. Why? Because the whole point of an opt-in is to collect an email address and get their permission to contact them. Once you've got that, you don't need to keep asking for it – because, quite frankly, it irritates people.

People who are already on my list get a direct link to the Registration Confirmation Page. If they click that link, they are “tagged” by a link tracker in my email system. That way I can send them follow-up emails without having to bombard the entire list. This is a more advanced technique, and it's handy as your list grows, so that people don't have to keep typing in their email address all the time. Your audience appreciates these little gestures to save them time and a clogged email inbox.

Remember, the easier you make it for your audience to say “yes”, the more likely they are to do business with you.

Registration (Opt-in) Page



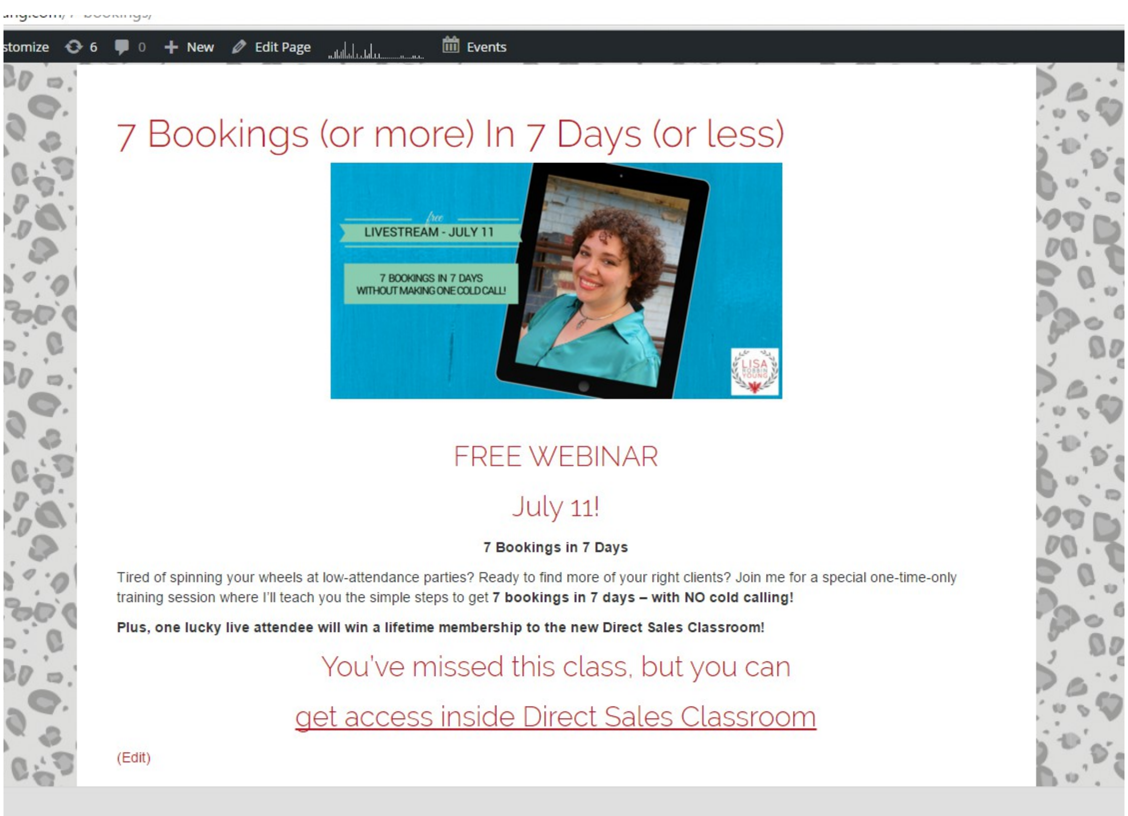
Once you've created your list, and tested your emails to make sure everything is working properly, you'll need a page to hold the registration link. Again, it doesn't need to be too fancy, but it should list the specifics of what you'll cover, as well as the date and time details, so that people can decide if it will fit their schedule. Also, let them know if a recording will be available, and if it is a free recording or if there will be a fee. Knowing there's no free replay is one of the reasons I've had better than average attendance on my calls. They either have to listen live, or they have to purchase the replay. This gives them a reason to show up live on the line (so they don't have to buy a recording!).

Here's the reality about teleclasses and webinars. In general, they have a very short shelf life. Yes, in theory, they are "evergreen" and you can sell them forever once they've been created, but you still have to market that class if you want to sell it. Unless you have a large audience, it's not likely that you'll sell copies every day with no marketing effort.

That's why you see marketing launches and big pushes when a new book comes out. There's a flurry of marketing activity in hopes that they'll sell plenty to float the project for a while. Then, they only have to market it occasionally during the year. Or, in the case of some online courses, they do one big push every year and then close enrollment. There are pros and cons on both sides of the fence – something we don't have time to dig too deeply into here, but suffice it to say that the biggest consideration is how YOU want to show up in the world. If you want to do one big push a year to bring in revenue to use the rest of the year, or if you want to market your work periodically throughout the year to keep momentum going.

Remember, it's your business, you get to decide: a LOT of work all at once, or a little bit of work throughout the year. Either way, once the class is over, you can convert the registration page into a sales page by removing the opt-in box and putting up a payment button. I've used all kinds of tools, and at this stage of my business, for what I offer, a simple paypal button works great.

Event Sales Page



Remember, you won't do this until AFTER the event is over. You are using the exact same page you built the opt-in on. All we've done is take out the registration form and add a link to where they can purchase the recording of the teleclass. That way, if people click on a link in an old email, or they find your event long after it's ended, they can still get access, and you get to keep reaping the benefits of the marketing you did for the call.

I still get people who occasionally sign up for some of the teleclasses I taught years ago. It's not a steady stream, but every link helps boost my credibility online and every sale helps me have a profitable business.

The final step in the prep for the event is to sign up for your own email and test the entire process. Make sure everything works. This is SO important. You don't want to get emails saying I can't register, or emails saying the link is dead - or worse, no subscribers at all. For every person who tells you there is a problem, there are 30-50 more who won't say anything.

Test EVERYTHING.

If it's all working properly, you can celebrate! The hardest part of the process is done! Now you can get to marketing!

Marketing via Email

There are myriad ways to market, so I'm focusing on three here: email, social media, and affiliates. These are the three primary ways you'll typically promote your teleclasses. You'll email your list, you'll use your appropriate social media channels, and you'll probably have at least one or two people to help spread the word for you. If you're in the Accountability Club, I hope you're asking members to share your Great Work as appropriate. That's what we're all about, inspiring, encouraging, and supporting one another, and that's an easy way to lend a hand.

Email is an absolute must if you have a list. You've already been sending them the confirmation emails, but you've also got to craft some kind of an invitation to your call. It doesn't have to be formal, and it doesn't have to be lengthy. Again, just like your opt-in page, you want to cover the basics, and give them a reason to say yes.

For people already on my list, as I mentioned before, I just tell them in the body of a newsletter with a link to click to say yes. I sometimes will send a solo email – where the only thing I'm talking about in the email is the upcoming teleclass. The point here is to make sure people know about it. Then, you can let the event list do the bulk of the marketing.

There are two emails I send to my entire list – the first one inviting them to the class, and one I send the day before the call to give them one last chance to register. As long as those emails are at least a week apart, I don't tend to get much in the way of complaints or unsubscribes. Sometimes, if I'm doing a call series, that first link might go out a month or more before the first call happens.

In general, I run on a 3-4 week schedule. From invitation to close of the call is rarely longer than 4 weeks, and rarely shorter than 3 weeks. Why? Because you need time to prepare, and people need time to check their calendar – or get the funds together to purchase the recording. 2-3 weeks tends to be ideal for a promotional period, which gives me a week or two before I start promoting to get all my moving parts and pieces handled.

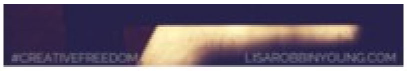
In a series, sometimes you need as much as several months before you start the actual promoting to the general public. There are a lot more logistics for those types of calls. But for a typical stand-alone teleclass, if you've got a 2-3 week public promotion window, that's perfect.

The first week you'll start building traction – people will just start hearing about it. The second week, you'll gain momentum, because hopefully you're not the only one talking about it and people are getting excited. If you're using your social media channels to stimulate interest and conversations, by the third week, people will be eagerly looking forward to your call, and might even be sharing it with their friends and colleagues.

Then, as I said on the day before the event, I send a reminder email to my general list. For folks that are already on the event list, I send a reminder email just an hour or two before the call. Both emails are essentially the same, in terms of what they say. The difference is that the call in details go into the reminder for people already signed up for the call, while the reminder to my general list only has the link to the confirmation page.

Occasionally, I'll skip the separate list and just invite everyone on my general list, but that's not common. That's a technique you can use when you're launching something new and want to keep the barriers to entry as low as possible to get as many people as possible on the call. Once you've got a growing audience, or if you're running multiple promotions during the same time, it's helpful to segregate the lists so you don't bombard people with too many emails.

Reminder Email



Are you over it, yet <<First Name>>?

Or are you one of the 8% of people still charging ahead on the dreams, goals, plans, and resolutions you've set for yourself for 2016?

Most people have chucked it all by the end of January, but if you're still holding on, I've got some great news.

This Saturday, I'm hosting a special teleclass to share my personal productivity routine that helps me **stay focused** on what really matters, and **get more of the right things done**.

It's how I was able to not only take almost half the year off for self-care, but also be prepared when my business only made $3k - and *not* go back to a day job.

I've been an entrepreneur for decades, and believe me when I tell you that the ups and downs happen to everyone. It's how you handle them, how you're prepared for them when they come that determines whether you can stay in the game as a creative entrepreneur or go back to workin' for "the man" every day.

More importantly, there are some goals that can be downright dangerous to your business, depending on your Creative Entrepreneur type. Each type has blind spots, and if you don't know what they are, you could be an entrepreneurial disaster waiting to happen.

If you want to clear your blind spots and get focused on having a 2016 with more meaning, more fun, and more abundance in your life and work, then you owe it to yourself to join me on this free call. You can learn more here, but **you don't even need to register because you're already on my list!**

Here are the call-in details:

Date: Saturday, January 23, 2016
Time: Noon, Eastern (check your local time zone here)

Dial: (641) 715-3865
Access Code: 210181#

International callers: Visit Freeconferencing.com to download their iPhone app or VOIP dialer.
A reminder email will be sent the day of the call.

You can also take the free Creative Freedom Entrepreneur Type Quiz so you'll know your type before the call.

*****THERE IS NO FREE REPLAY OF THIS CLASS. ONLY THE LIVE BROADCAST IS FREE.*****

Members of A-Club will get free access to the recording. Not a member? You can **register here**, or watch your email for a link to purchase the recording after the class has ended.

Hope to "see" you on this call!

-Lisa

P.S. If you know someone that could benefit from being part of our community, please invite them to join us!

The more time between you and the call, the more reminders you may need to send. These are typically pre-scheduled in your mailing list provider. When you pre-schedule this reminder, you can choose to send the exact same email out each time, or tweak it a little so it doesn't look like you sent out the same email.

At a minimum, you need an email reminder the day before for your main list and one the day of your event for folks already opted-in (typically about an hour before your call begins). You can send more or less depending on the behavior of your audience. Some people need more reminders than others. Trust your audience, NOT your gut. Your gut will tell you three emails is too pushy, when your audience is saying "I didn't even know you were doing a teleclass!"

Wrap-up Email

If you missed today's call, here's how to get your copy of the recording.

View this email in your browser

ACCOUNTABILITY CLUB

Howdy <<First Name>>!

Today's call was a blast! I covered a LOT of ground, and hopefully you now have exactly what you need to achieve upwards of 75% of your goals. There are 3 ways to get today's audio:

- If you missed the call, you can buy a copy of the audio recording here.
- If you are in my Dreamblazing program, the audio and bonus workbook will be added to the course area before the end of the month.
- If you want the audio and bonus workbook, along with some ongoing support and accountability, I encourage you to ***join us in A-Club***, where you'll have the best chance of achieving more than 90% of the goals you set for your life and work.

The research shows that weekly accountability with a supportive friend is the best way to achieve your goals faster and with more ease. A-club is a small, intimate group of friends, and right now, you can join for $20. The rate goes up on Feb 1, but you can ***lock in that $20 rate when you join A-Club today***.

Questions? Just reply to this email. I'm here to help!

Until next week!
-Lisa

Once the teleclass is over, you'll want to send out a thank-you to the folks who signed up for the class. This is your biggest sales tool outside of the teleclass itself. For people that missed the call, this will be your chance to let them know what they missed out on and share any time-sensitive offers that are going on. For people who were on the call, this will remind them of everything you covered during the teleclass.

Re-cap what you covered on the call and if you're giving them a replay, include the link. If you are selling the replay (or another offer), include the purchase link. It's important that this email have SOME KIND OF CALL TO ACTION. People expect something to click on in this email, so give it to them!

Do NOT pre-schedule this call in your mailing list service. Craft it and have it ready in your drafts, but do not schedule it to send until after you have completed the teleclass. That way, if something wonky happens on the call, you can fix it, or re-record, or do whatever you have to do before the replay email goes out. I can't tell you how many people I've met that tell me horror stories about that after-call email that was scheduled to go out an hour after the call ended... but there was a problem on the call, so none of the links were working!

Don't let that happen to you. Once your recordings (or buy link, etc), are ready, THEN you can send out this email. Make sure you test it first!

NOTE: If this call is part of a series, like telesummits, or my monthly calls for the Accountability Club, it can also be useful to give them a teaser of what's coming next. By setting expectations and creating interest in the next class, you'll increase your attendance on future calls.

In some cases, you might want to send a follow-up reminder email if the class is part of a series, or connected to a launch with a cart that's closing. But for a basic teleclass, this is the extent of the emails that I consider must-haves.

Marketing via Social Media

As soon as you have your opt-in form ready, you can begin using social media to promote your event. And it IS an event! Whether you're launching or teaching, or offering a morning meditation, you must treat it like an event – like a happening party. You are extending an invitation to your party every time you post the link somewhere. If all you do is say "check out my teleclass this Saturday" - and I've done that – you'll get smaller response than if you say "Ever wondered how to run an effective teleclass? Join me on Saturday, where I'll reveal all my magical secrets!"

That second invitation is more fun, more appealing to my audience, and more likely to get them to click.

That's the whole point of any social media marketing you do – get them to click. Get them to your opt-in page. If social media is like a cover letter and resume, the opt-in page is the interview. Your social media marketing efforts are designed to do one thing – get the interview. Get them to your opt-in. From there, your opt-in should give them enough reason to say Yes and join your list. Yay! You've got the job! The job of leading your teleclass or webinar.

See how that works? I'm not going to dig into each platform, instead, I want to encourage you to think about how you can use the platforms you're already on in order to bring more people back to your website, back to your opt-in if you're leading a teleclass.

Can you give your dial-in details away on social media? Yes. I've seen it done. That's a great way to get people to join you live during the call – especially if you haven't had a tone of signups. When I was working with a client doing twitter chats, we'd have a live call going and broadcast the call-in number a few minutes before and during the tweetchat, so that people could listen in to the conversation and comment on twitter.

But if that's not your bag, then think about how you like using social media. What's your favorite platform. If it's instagram, can you create some images with the URL for your opt-in page on them? Can you comment beneath your post with the link? Use hashtags that will get more people to see your image? That's a start. Remember, this doesn't have to be intensive work, just do what you can, what makes sense for you. Facebook gives you the most latitude to post, describe, and share. Twitter requires you to be succinct. Both have their pros and cons. On Facebook, however, I'd challenge you to look at your page statistics and see what kinds of posts get the most reach for you. My instagram pictures get the most reach, so I try to do double duty there. I don't want to gunk up my images with a bunch of URLs, so I typically put my link in the comments or description. That way, when the image gets shared, so does the link.

But I've had periods where my longer text posts were getting more visibility. So I did that instead. You've got to pay attention to what's working for you – because it might be different that what the gurus are telling you.

Do what works for you, end of story.

Marketing via Affiliates

This is where you can really leverage your marketing efforts. You may have even experienced affiliate marketing yourself – some of it is done remarkably well, while others make me want to turn off my computer until the launch season is over.

Affiliate marketing, in short, is where other people promote your stuff for you. Often times, they collect an affiliate fee, but not always. Any time someone offers a word-of-mouth referral or endorsement for you, that is affiliate marketing. Any time you can get people saying good things about you or your Great Work without having to compensate them, you know you've got a good relationship that you need to nurture.

“Dig your well before you're thirsty” is a phrase you've probably heard before. Harvey Mackay wrote a book by that title in 1997, which explains the benefits of building your network before you need to ask for help. So my best advice to you is start now building relationships with people who could help spread the word about you.

When I launched The Secret Watch, I knew I needed to get some cover quotes and endorsements for the book. I made a list of 30 people that I thought would make great endorsements. Of those 30, five said yes. Then, I made another list of people who I knew that liked to read that might enjoy the book and be willing to offer an endorsement or help spread the word. All of them said yes. For no money, I might add.

So you don't need a huge budget to get people to endorse your work and spread the news. What you DO need is to start thinking about people who'd be willing to tell their network about your Great Work. Maybe you already know people like that, if so, great. If not, now is the time to start looking. And remember, inside the Accountability Club, there are people waiting to help spread the word about your awesomeness. All you have to do is ask.

Do the math, if you reach out to 40 people, and half of them say no, you've still got 20 people who might share your link on social media, or send an email to their list on your behalf. If each of those 20 brings just 1 new subscriber, that's 20 potential customers coming to your list. If you're brand new, that could be a windfall. If you've been in business for a while, that might not seem like much, but it only takes one customer to change the face of your business.

When I was a direct seller, I had one host who held a party for me. Just one. She never held another party, and her show was about $500. About average for me. But about a year later, I looked back at all the business that came to me because of her one party.

Her one party led to three more. Those three brought in sales and more parties. And a few new recruits that led to even more sales and more parties. Thousands of dollars in income for me – and my growing team – all because that one person decided to say yes.

That's the potential you have at your fingertips.

Scripting Your Teleclass

Now that we've talked about marketing and setting up the call, let me briefly give you an outline of how to run a call – so you can get the most out of each session. I used to tell my direct sales team that the only difference between a $1000 show and a $200 show was the number of people in attendance. You'll do about the same amount of work either way, so the more people you have in attendance, the better.

That's why I made the decision to switch to teleclasses that are free to listen live. People who listen live take action. I know that my calls don't accommodate everyone's schedule. It's just not possible. But the reality is that I'm growing my business based around what works for me – and that's what I teach other people to do.

There are LOTS of people teaching how to do a teleclass, so you don't HAVE to learn from me, but if you want to learn from me, you either attend live or you drop a few bucks for a recording. That has been the approach that's worked best for me over the years – and I've been doing this for about ten years. I get the best attendance this way, I also get the highest sales conversions this way.

Why? Because people on the line who've taken the time out of their busy schedule want results. And often, they're willing to do what it takes to get those results. So if I can show them how to get results, they appreciate that. Then, when they're ready for more results, they come back to me. And often times, they're willing to pay for that privilege.

And the people who are willing to pay for the recording are more likely to actually listen to it and put it to use.

So let's look at the flow of your class. You want to at least outline the call if you're not going to script it. Are you just teaching, or are you offering something for sale? If you're selling something, you need to leave room in the call to make the call to action. You also need to frame the call so that people know there's a call to action. No bait and switch, or you'll turn people off.

Begin with a short (and I mean short) introduction. You don't need more than five minutes to position the call – let people know what your topic is, and who this call is for. Tell people *briefly* who you are, and then get into the content. If you're spending 15 minute talking about your awesomeness, you're killing your attendance rates. Let people know up front what you're covering. They may be hopping on cold, or didn't read the email closely enough to know what you're teaching. That's okay. Just refresh their memories – you can even read the opt-in page copy if that makes sense for you. That's what I did when I was first getting started.

The whole intro should take about 5 minutes. People don't care about you, they care about the results you've promised them – to solve their pain, or make them feel even better because of being on part of this class with you. Sprinkle in your story and testimonials as they are relevant during the training.

And that training should run between 30 and 50 minutes, depending on the length of your call, and how much Q&A you're doing. Focus on 3-5 points. Today, for example, I'm showing you how to do the call, how to market the call, and how to get more people live on the line. Even that is a lot for a single class, and I could probably teach an individual class on each of those topics. Today you're getting the 30,000 foot view, but I'm also giving you a checklist that you can run with on your own after the call is over – so that you can get results right away with what I'm teaching.

To me, that's critical. When a person can walk away with results, they trust you. That builds your credibility more than any testimonial could, because they are experiencing the transformation right in the moment with you. That's powerful.

As you're teaching, you'll want to sprinkle in mentions of what's coming up in the call. For example, I just mentioned how you are getting a checklist for staying to the end of the call today. That was me sprinkling. It doesn't have to be fancy. It keeps people engaged, keeps curiosity high, and encourages them to stick around to get what they want.

Save the last 10 minutes of your call to do your closing activities. 5-9 of those minutes will be handling your Q&A and presenting your offer or call to action, if that applies. You don't need a 50 minute sales pitch. This is where you share the link for your offer or bonus for people who stayed to the end of the call. While people are hopping into the queue for questions, take that time to present your call to action or offer. Then answer the questions until you only have about a minute left.

In the final minute, you want to close the call with a recap of your call to action. Thank people for attending. Provide the link to your offer or bonus one more time, preview any upcoming events as appropriate. Basically, you're repeating a condensed version of the offer you made as people were lining up for Q&A.

That's everything you need in your call. You can do more Q&A or no Q&A, that's up to you. Sometimes I do them, sometimes not, depending on the nature of the call. But I always close with a call to action – even if it's just to visit my website. And I say thank you and good bye in my signature way. You'll hear it when we come to the end of this call, you'll know what I'm talking about.

Again, it doesn't have to be elaborate. Just cover the basics.

Once you've scripted or outlined the call, you need to rehearse it and time it. Chances are good you'll run long and need to edit. It is very common to try to share too much... and I may have done that here, but in my mind, so long as I can pack it into an hour, it's just right.

Sometimes, you'll find you don't have enough content for an hour long teleclass. You can either shorten the format, or add another point to your talk – but don't just add fluff and filler. Remember, people are investing their time, energy and money to be with you. Make it worth their while!

Practice is important. Not just rehearsing your class, but also practicing with your bridge line. If you've never used your conference line before, it makes sense to hop on and play around before your call so you can get comfortable with how everything works. I like Freeconferencing.com because there's a visual dashboard that lets me see everyone on the call, and it also has touchtone controls to navigate the system if my internet goes down and I can't see the dashboard.

It's also helpful to record a practice session in case something goes wonky with technology, or you get sick – in which case, you can run a replay of your rehearsal. I've only had that happen once, but it can happen, so be mindful. You can either reschedule, or you can use a recording. Which would your audience prefer: you in real time at a later date, or a recording right now? Make your decision based on what works best for YOU and your business.

At this point, if you haven't already started, this is where the marketing and promotion of the event gets serious. Now that your confidence is a little higher, and you know everything you're covering, you can start ramping up your promotional efforts, inviting affiliates to share your posts, and generally get the word out about your call.

You'll find my typical promotion routine inside the PDF guide. This can be as simple or complex as you have time and creativity for. Obviously, the more you reach out to your right people, the better your turnout. Above all:

Choose the platforms that work for *you* and your business!

Okay, take a break for a second and celebrate, because NOW you've covered all the pre-event set-up and promotions. Now all that's left is to do the call and handle the post-even promotional activities.

We're heading into the home stretch here. Make sure you get plenty of rest and take care of your voice in the days leading up to your session. Hydrate. Avoid shouting or consuming dairy products because they can congest you and give some people difficulty breathing during their call. It can be annoying to have to keep clearing your throat for an hour – for both you and your audience!

When it's time to do the call, make sure you hit the record button and make sure it's working! I always recommend having a back-up device to record my calls, just in case. For example, if I'm calling in on my phone, I'll use the voice recorder on my laptop, or my handheld voice recorder if I'm away from my laptop, just to have a backup recording. Technology doesn't always cooperate. Have your failsafes in place to prevent losing an entire hour or more of your life.

Then just DO the session. Let go of the outcomes and focus on serving the people who showed up. What if NO ONE shows up? Do it anyway! Record it, and follow all the post event marketing steps because research shows that you can gain an additional 30-60% in sales after the event from people who learned about it late or just couldn't make the call live.

And record it as if the room is FULL of people. Even if only one person is on the call, treat them as if they are part of a larger group, because you don't want them to take over your call. Above all, focus on serving, forget about YOU.

Once the call is over, be sure to end your recordings. Edit them as needed and if you're having a transcript made, send the final version of the recording to your transcriptionist. Upload your edited content to your server, and grab the download link

You'll put that link (or the link to purchase your offer) in your post-event emails.

I this is a call for a paid offer, make sure you've got the download or purchase page ready for people. Add the appropriate links to your follow-up "thanks for listening/here's the replay" email.

Make sure you test that email before you send it out. Then schedule the email and send it.

Over the next week, you'll likely get emails or questions from listeners or buyers, you'll want to handle any after care that comes up, because this is part of the buying process.

Then about 5-7 days after the call, send out a "last chance" type reminder email if you are limiting the availability in any way. This is particularly important if this class is part of a launch where the shopping cart is closing, or if payment options are changing. In short, any time there's a reason to email about the offer, you want to keep your people in the loop.

And that's it! Huzzah! Celebration! You've just run the whole process end to end!

I realize that's a lot of material to digest, so if you have any questions, please ask them in the Accountability Club group. I'm here to help!

Until next time, this is Lisa Robbin Young signing off, in blessings and peace, have a great day!

ABOUT LISA

Lisa Robbin Young is known as "The Courage Catalyst" and believes the best way for entrepreneurs to be successful is to be themselves fully and completely, and define success on their own terms. With more than 20 years as both a performing artist and entrepreneur, Lisa has helped hundreds of clients, including best-selling authors, expand their reach, build a Noble Empire and live an inspired life.

An award-winning author and composer, Lisa's currently working on a project to record 300 songs in a variety of genres, including jazz, pop, swing, and blues. Her book, The Secret Watch is a success parable written specifically for entrepreneurs.

I'm Lisa Young and I love sharing stories that inspire you to take action to own your dreams and achieve the greatness meant just for you.