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"Teleseminars and Webinars"

How to Use Teleseminars and Webinars to Market Your Products or Affiliate Products

Introduction

Welcome to the second edition of **Mark Flavin Blog Newsletter**, your ultimate source for the latest in Internet marketing tips, tricks and tactics!

Today, we're going to talk about using **teleseminars** and **webinars** as a method for marketing your own products or the affiliate products you promote. This is a proven method used by many of the "big guns" in Internet Marketing. Conversion rates are often very high using this tactic, so it is certainly worth your time to give it a serious study!

You see, teleseminars and webinars give you the opportunity to interact with your potential customers (usually the subscribers from your opt-in list who attend the seminar) in a way that benefits both of you.



You and your subscribers both benefit from sharing in the exchange of valuable information. You also get to "take the pulse" of your market,

so to speak, whenever you interact with them in these more personal settings. Their feedback will help you learn more about what is really important to them – and this translates well into learning what kind products and solutions they're searching for, and how they want you to sell to them.

If true marketing is all about building relationships, then teleseminars and webinars can put your business on the forefront of this relationship-focused marketing. You just need to learn how to use the technology to your advantage.

Let's get started!

Mark Flavin

What Are Teleseminars?

A teleseminar is simply a seminar given over the phone. This typically involves setting up a teleconference bridge line and assigning one or more access codes for the event. People use the code when they call in to join the conference.

The benefit here is that your attendees do not have to leave the comfort of their own homes, nor do they have to pay for any travel expenses. You and your guests both get the opportunity to interact with and learn from each other, just as you would via an in-person seminar, but with a lot less cost and hassle.

It is one of the least expensive (but most interactive) methods for getting your message in front of the people you want to buy from you.

The **pros** of teleseminars:

- The call can be recorded for later use
- A teleseminar is not a 'cold call'. You cull your participants from your optin list of interested prospects
- Low overhead expense. You don't have to travel or rent a conference room. Your guests do not have to travel.
- Requires less effort to plan and set up. Calls will typically be no more than 1 to 2 hours in length and all you need to do is focus on the topic at hand.

The **cons** of teleseminars:

- In some cases, the long-distance charges for your participants/guests calling internationally may be prohibitive

- More difficult to present visual information. At minimum, your participants would need Internet access if you want to show them images, websites, videos, etc.
- Connection issues or issues with the conferencing service sometimes occur
- More interruptions likely at home, so not all participants will be able to stay for the duration of the call

What Are 'Webinars'?



Webinars are similar to teleseminars in that they allow you to give a remote presentation to a connected audience. Teleseminars are always conducted over the telephone only. Webinars, however, can make use of the Internet and telephone simultaneously.

For instance, you might give a presentation via video conference (Internet) while speaking on the telephone. Also, with the right equipment, you won't even need a telephone – you could do a live video/audio stream using a webcam and microphone.

The **pros** of webinars:

- Participants can listen over the phone or through their computer speakers
- Text-based 'chat' conferencing can be added
- A low-cost solution for both you and your guests
- Present information in a variety of formats, such as slidshows, screencaptures, videos and websites

- Downloadable transcripts can eliminate the need for your listeners to take hand-written notes

The **cons** of webinars:

- Internet connection issues can affect everyone
- People who aren't computer-savvy may have difficulty accessing your webinar
- Interactive webinars may sometimes be difficult to follow
- You need your computer in top working order if you're going to host a webinar

How Teleseminars and Webinars Can Benefit Your Business



How can holding a teleseminar or webinar benefit your business? How can you use these events to promote your own products or your affiliate products?

There are 3 **key factors** to focus on when using these methods:

- ✓ Introducing yourself and your business to potential customers
- ✓ Sharing information and educating your potential customers
- ✓ Building trust and adding value to the relationship you have with your opt-in list

Let's look at each point in more detail.

Introducing Yourself and Your Business

One of the most important 'jobs' you have as a business owner is that of building up your 'name' or 'brand' recognition, and letting people know what you're all about.

A teleseminar or webinar will allow you to do this in more detail than is possible on your website or in your follow-up emails.

Remember: not everyone who visits your site will take the time to read all of the information you provide there. Likewise, not all of your opt-in subscribers will read all of the follow-up messages you send. It is just simple human laziness at work.

When you hold an interactive event such as a teleconference or webinar, though, you give your market the chance to develop a clearer image in their minds about who you are, what you do and what you stand for.

You can get your message and your brand in front of them while they are fully engaged and *paying attention to what you have to say*.

Sharing Information and Educating People

This is the most powerful aspect of teleseminars/webinars in terms of boosting sales conversions for your products.

Why?

The basic truth is that people are much more likely to purchase a product when they believe they can **justify** the purchase. It doesn't matter whether their justification is rational, emotional or both. What matters is that they've convinced themselves to act on the desire.

As a marketer, you share information with your market and you educate them...*in order to raise that desire*. You help your potential customer visualize the benefits of owning the product and imagining how his or her life will be made: **better**, easier, **faster**, more joyful, **more profitable**, more successful, **less problematic**, etc, by owning the product or "solution".

A teleseminar or webinar allows you to do this by exploring important issues, questions and concerns in more depth than is possible on a simple website or in a short follow-up message.

Seminars truly engage people on the gut level. You get their full attention. There is a spirit of sharing, belonging and problem-solving. This makes people much more open to your attempts to close a sale when the time comes.

Building Trust and Adding Value

Every new person who comes to your website and joins your opt-in list is going to be seeking out more information about *you*, whether they are conscious of it or not.

What your visitor can glean from your website and/or the follow-up messages you send is valuable, but it will not have the same impact as hearing your voice and experiencing a personal welcome from you.

This is really about the power of personal energy.

Imagine the impression you can make on your subscribers, on your potential customers, when they can *hear* the sincerity in your voice. Imagine how much more trusting your prospects will feel about your recommendations when they *like* you or you make them laugh, or they feel a connection to you?

This is important stuff!

Whenever money changes hands, there is also an exchange of ‘energy’. Your customer is saying: “I trust, value and appreciate the information you’ve given me.”

There are also 2 very important **side benefits** to teleseminars and webinars that I haven’t mentioned yet:

1. Having people register for your event helps you build up your opt-in list. Even if a participant doesn’t purchase the product from you, they are still on your list and you can continue to follow up with them.
2. You can create “instant” products out of teleseminars and webinars if the information you’re providing is valuable enough. This can be done by charging a registration fee and/or charging for downloadable transcripts and mp3’s of the event.

Your options are limitless and all it takes is a little creativity to turn an event into a powerful marketing tool and a value-added product.

When and Why to Hold a Teleseminar or Webinar Event

Teleseminars and webinars can be held for just about any reason. As long as you can create at least 30 to 60 minutes worth of relevant content, then you've got a potential topic for your event.

Good reasons to hold an event:

- ✓ Introduce a new or existing product
- ✓ Hold a Q & A to answer the most common questions you receive from subscribers and customers
- ✓ A simple “list wake-up”. Get your subscribers paying attention to you again by holding a value-packed, FREE event that is long on real information and short on sales pitches.
- ✓ Hold a ‘tutorial’ going over key points from your product, and let your guests know how they can purchase the product if they don’t already own it.
- ✓ Do an interview with an expert in your niche. Let your guests have follow-up Q&A session with the expert.
- ✓ You want to clear up some misconceptions or common problems for your subscribers
- ✓ You want to create a new product from the event
- ✓ You want to create a series of “tele-classes” as a product
- ✓ You want to interact with your subscribers and existing customers and get a feel for how they think and what their most pressing needs and concerns are.
- ✓ You want an effective method for carrying out a joint venture.

These are just some of the reasons that come to mind off the top of my head, and you can likely think of many more. None of this is meant to imply that you should be holding these events every day or even once a week.

The point is that teleseminars and webinars are very effective whenever you need to create a live, real-time human element in your business. In other words, you're looking for the closest thing in Internet business to a "face-to-face" meeting with customers.

If you're ever stuck for ideas, just imagine what you would do if you ran your business from a store-front and a customer walked through the door? You'd ask him if he needs help finding anything. If he asked you about a particular product, you'd explain all of its features and benefits. You'd let him know about sales and special offers.

Teleseminars and webinars are really no different. It's all about having "face-time" with your market and coming out from behind the anonymity of the computer screen.

Getting Started: Holding Your First Teleseminar or Webinar

I hope by now you're interested in trying these methods in your own business. So, how do you get started? What equipment do you need? How difficult is it to set up one of these events? We'll answer all of these questions and more as I take you through the step-by-step process.

Step One: Decide On a Topic, Outline and Presentation Format

First, you need to decide on a topic that is relevant to your business or niche. It is ok if you cannot cover everything in the time allotted for the event. In fact, that's a good thing, since it means you can break topics up and hold additional conferences.

For example, let's say that you are an affiliate who owns a website reviewing and recommending different 'dog training' e-books. You could contact one or more of the authors and have them answer dog training questions in a live teleconference. You could even collect questions in advance by having your subscribers write in with theirs.

Once you've settled on a topic, you need to create at least a rough outline to follow as you moderate the call. It is important to stay on track and keep things interesting, even when you have a guest on the other line to interview.

Just get out a sheet of paper and write down the main points and highlights you want to cover. Also write down any questions you might anticipate coming from your audience, even if you don't intend to grant them more than "listen in" privileges during the conference.

As you jot down your outline, you will begin to get a clearer idea of what is needed to make a powerful presentation. If your presentation will require a lot of graphic or video material then you'll know the clear choice is to hold a **webinar**. Likewise, if most of your presentation can be done verbally, then the clear choice is to hold a **teleconference**.

Step Two: Choose a Service to Host the Event

For webinars, you'll want to services like [GoToMeeting](#), [GoToWebinar](#) or [MeetingOnNow](#). These services will allow you to share slides, videos and 'screencasts' of your desktop, as well as deliver a live audio/video stream from your webcam.

You probably won't need all of those bells and whistles your first time, but they're good to have just in case. If you're completely new to the world of webinars, you'll probably want to get your feet wet with a simple webcast from your home office.

Any of the previously mentioned services can handle this for you. All you need is a fast internet connection, a good microphone and a good webcam.

For teleseminars, the main thing you need is a bridge line. There are literally hundreds of teleconferencing services out there that allow you to set up your teleseminar in advance, and do so right from your web browser.

You will find that there are both free and "fee" teleconference services. Free services are great to use when first starting out, and are generally reliable enough to handle small to medium sized teleseminars.

First, though, make sure the service you're looking at provides all the "extras", like call recording, downloads of the mp3 recording of the call, the ability to set multiple access codes if needed, etc.

Some popular teleconferencing services:

- <http://www.tele-efficiency.com/>
- [http://www.phoneconference.com /](http://www.phoneconference.com/)

Step Three: Announce the Event and Start Registering Participants

The next to last step involves promoting your event and boosting attendance. You can do this a number of ways:

1. Announce the event to your pre-existing opt-in list.
2. If you don't yet have an opt-in list, this is the perfect opportunity to start building one! You can use "free registration" to the seminar as subscriber "bait".
3. Work out joint venture deals with other businesses. Have them announce your event to *their* customers and subscribers in exchange for letting them promote some of their own products during the event.

Those are three easiest and most immediate ways to announce your event. However, you can also fall back on all the usual methods of driving traffic to a website, like pay-per-click or advertising on other sites, to get people to the registration page for your seminar.

Keep in mind, too, that you've got to "sell" the benefits of attending your seminar. You've got to **market it**. This means doing more than simply letting people know the date, time and topic of the event.

Instead, you'll want to write some promotional copy for it that is as compelling as anything you'd to promote an actual product.

For example, you might send you list a message like this one:

Hi Firstname,

What is your most frustrating issue when it comes to training your dog? Is it potty-training? Obeying commands? Learning to do tricks?

Whether you've got a little dog issue or a great, big dane-sized one, I know just the person who can help! His/her name is [their name] and he/she is one of the foremost experts in the fields of dog behavior and obedience.

Even better, you're going to have the chance to ask [their name] any dog-training related question you want, and receive a personalized answer!

It all happens WEDNESDAY, January 28th at 7:00 p.m. Central Time.

That's when [their name] will join me on the phone in a live interview and teleconference that I'd like to formally invite you to attend.

Registration is FREE and spots are filling up fast, so go get registered right now:

[link to your registration page]

As soon as your registration is complete, you will receive the telephone number to call along with your own special access code to join the conference.

Hope you'll be there!

Notice that the above announcement raises a lot more interest than: "Call about dog-training next Wednesday at 7:00. Hope you can be there." That just sounds like you're arranging a dentist's appointment!

Step Four: Hold Your Seminar

This last step is obvious, of course, but I wanted to give you some pointers on how to get through your first teleseminar or webinar. It is perfectly normal to feel nervous the first time (or even every time!) you take the spotlight:

- ✓ Anticipate technical difficulties. Even if everything goes off without a hitch, it is inevitable that you'll experience some technical difficulties eventually. Be prepared for this and handle it with grace.
- ✓ Use a friendly/conversational tone of voice, but speak with confidence. Your audience won't mind a few "ahhs" and "uhmms", but they'll fall asleep if your voice lacks energy and excitement.
- ✓ On a similar note, it is *your* ability to convey energy and excitement that will amp up your audience's emotions, hopefully causing them to transfer that excitement into an interest in your product.
- ✓ Make sure you remember to hit the "record" button or whatever else you need to do in order to have transcripts or copies of the content of your seminar.

Step Five: Follow Up and Start Planning Your Next Event

The day after your seminar, go ahead and send a “recap” and “thank you” follow up message to everyone on your list, whether they attended the event or not.

You want to do this for a couple of reasons:

- ✓ The recap will serve as a “teaser” to those people on your list who did not attend the event. It gives them just a taste of what they missed, and hopefully motivates them to participate in the next seminar.
- ✓ To remind people who attended to take advantage of any special offers that were made to them.
- ✓ To remind attendees of any special content downloads available to them for being a part of the seminar.
- ✓ To invite honest feedback from subscribers, so that your next event will be even better!

Once you’ve got the feedback rolling in (and hopefully some sales) you’ll have a better idea of how your audience responds to seminars as an information-sharing and marketing method. Use this information to push ahead or adjust course as needed.

If the feedback you receive is largely negative, pay attention. What are the major complaints? Are they centered around “accessibility” issues (e.g. people kept getting dropped from a call) or on your approach (e.g., not enough quality information, too much sales pitch)?

Take this feedback seriously and incorporate it into making your next seminar even better.

Start planning in advance for your next event, too, especially if you decide you’d like to hold seminars on a regular basis. Once or twice a month is usually frequent enough unless you are holding some type of tele-training that requires meeting up for “class” on a regular basis.

Some Final Thoughts

As an Internet business owner, it is sometimes all too easy to ‘forget’ about more traditional marketing methods. You know all about the latest traffic-generating tricks and techniques, but may not think to use an old stand-by like the telephone.

Technology is changing, though, and the lines between all these different technologies (phone, computer, internet, etc) is blurring. You can bank on the majority of your website visitors to have both internet access as well as phone service.

The numbers of ways you have to reach out to your market are actually *on the increase*. Take advantage of this fact.

Also, I highly recommend you give these techniques a try if you want to inject more “fun” into your business. It can get very stale and boring when a business communicates only through computer-based channels. Get on the phone and let people hear your voice! Crack a joke or two and *show* your subscribers you are just as passionate as they are about the topic at hand.

You’ll inject new life into your business, and you’ll see your sales take a significant jump, too.

Mark Flavin

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<http://www.markflavin.com/recommends/TrafficTeleseminar>



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