7 Teleseminar Tips and Tracking Sheets for Authors

Maximize Your Results While Sharing Your Message and Selling More Books

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7 Teleseminar Tips and Tracking Sheets for Authors

About the Author

D’vorah Lansky, M.Ed., Bestselling Author and Marketing Wizard


D’vorah Lansky works with authors, publishers, and entrepreneurs across the globe to effectively and affordably market their books using online book marketing strategies. She is the founder of the Book Marketing Academy and the Book Marketing Alliance, as well as the producer of the annual Book Marketing Conference Online.

**Teleseminars for Authors Made Easy**

Notes
Welcome and Introduction

Sharing your message via teleseminars is a powerful way to connect with your audience, build your brand, and sell more books! Today it is easier and more affordable than ever to conduct and participate in teleseminars.

In this collection of tips and tracking sheets you’ll have access to shortcuts and strategies to help you maximize the effectiveness of your own teleseminars.

When I first began marketing my books via teleseminars, I didn't have a clue as to where to begin. A very wise person suggested that I begin by interviewing experts in my field as a way of growing my brand and my credibility! Fast forward several years and here I am with over 100 expert interviews, a vibrant online business, and a bestselling book under my belt.

It all began with my first teleseminar, where I interviewed a guest expert. Conducting guest interviews is just one of the tips I’ll be sharing with you. I must warn you though; I am passionate about this topic and love sharing ways that authors can gain more exposure for their book and their brand.

May this resource serve as a guide to you as you begin, or continue, to conduct and participate in teleseminars as a way of promoting your message and your book.

Here’s to your success!

Dvorah Lansky

#1: Introduction to Teleseminars for Authors

A teleseminar is an online conference call that you provide to a group of people in a specific format or on a specific topic. As an author, there are many ways that you can harness the power of Teleseminars to reach more people, grow your brand, and sell more books!

By recording your teleseminar and making it available for your audience to enjoy, you will be able to build your list, reach a wider audience, and provide this valuable content to more people.

Teleseminars have become a vital communications tool in today’s market. By taking advantage of the services offered you no longer have to rely on phone call after phone call. You can get your message out to the masses with just one teleconference.

Instead of spending thousands of dollars traveling to give an in-person presentation, you can meet your customers and prospects right where they are, anywhere in the world.

Types of Teleseminars

Teleseminars can be delivered on any topic. They can be interactive or delivered as a lecture or seminar. Teleseminars are very effective in getting your message out to solve the challenges that your audience is facing and for you to become known as an expert in your field.

Here are a few examples of types of teleseminars that you can offer:

- Q & A teleseminar where your audience either asks you live questions or you answer questions that have been submitted
- Expert interview teleseminar where you feature speakers on topics related to your topic and/or topics that your audience is interested in
- Book review teleseminars
- “Bookinar” teleseminar, where you teach on your book’s content or provide a book study
- Product review teleseminars
- Educational course teleseminar

Preparing for your First Teleseminar

For your first teleseminar, you may want to simply invite some friends or family members to attend. Deliver your message while live people are on the call with you. There’s something very powerful about delivering your message to a live audience that you can’t capture when you’re recording at home by yourself. When you have attendees with you on the call, you can’t say, “wait a minute let me rewind that.” This causes you to keep moving forward and sharing your message. You can always edit the audio recording and the transcripts afterwards.

Once you’ve done this a few times, you’ll be a pro. You get more comfortable as time goes on. Any new skill takes time to learn. By practicing you will become comfortable and proficient in new areas.

#2: Identifying Guest Speakers to Interview

As you begin to give thought to who you’d like to interview, complete the following exercise. This will allow you to create a list of experts in your topic area that you know or would like to get to know. This will also give you the opportunity to reach out to people you know who can introduce you to speakers you’d like to meet.

What is your topic or area of focus: 

What are your ideal readers interested in: 

Fill in the table below using the following criteria:

- Who do you know that speaks or writes on topics of interest to your target audience or ideal reader?
- Which experts, in your niche, would you love to interview?
- Who do you know who may know one of the speakers you do not yet know?

<table>
<thead>
<tr>
<th>Experts you Know who speak or write on topic you’d like to feature</th>
<th>Experts you do Not yet know who you’d love to interview</th>
<th>Who do you know who may be able to make an introduction</th>
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</table>
#3: Tip for Conducting Expert Interviews

*Gain Credibility, Reach More People and Sell More Books!* 

One of the easiest and most effective ways to generate relevant and pertinent content is to produce an audio interview series. By doing so you will be providing valuable content to your audience while building relationships with the people you interview.

Interviewing industry experts will also increase your credibility in your field as you will become seen as an expert by association.

- Since your goal is to interview people your audience would enjoy hearing from, begin by making a list of people in your niche who you’d love to interview.
- Prioritize this list and put a star next to names of people you know as well as people who share a friend in common with you.

In today’s marketplace, it’s all about relationships. People who know like and trust you, or who are introduced to you by someone you both know, like, and trust, will make a great contact.

Interviews provide incredible content for a teleseminar series in your topic area. You could then sell, or give away, those interviews individually or as part of a series. You can allow people to listen, or download the audio, from your website. You can host individual interviews or a series of interviews on your topic, and that could become valuable content for your audience.

Hands down, recorded teleseminars provide you with the fastest way to produce valuable content as well as the foundation for creating numerous products. By providing your audience with access to content on topics of great interest to them, you will also develop a loyal following and multiple sources of income!

**Who to Interview**

As far as whom to interview, that depends on who your audience is. As an example, my audience is authors wanting to market their books online. Thus, when looking for people to interview, I look for people who are experts in this area. This provides my guests with exposure to a new audience who is interested in their topic, while providing my listeners with relevant and pertinent content.

Reach out to people who you feel your audience would benefit from. Providing an opportunity for speakers to gain exposure to new people in their target audience can create a win/win situation.

*www.BookMarketingMadeEasy.com/terry*
#4: Teleseminar and Webinar Service Comparison Chart

There are many systems to choose from, following you’ll find a comparison chart that compares several popular services. **NOTE:** Comparison chart was created based on available information and features are subject to change.

<table>
<thead>
<tr>
<th></th>
<th>GoToMeeting</th>
<th>Free Conference</th>
<th>Adobe Connect (Small Business)</th>
<th>Instant Teleseminar</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Monthly Fee</strong></td>
<td>Yes</td>
<td>No</td>
<td>Yes or pay per use.</td>
<td>Yes</td>
</tr>
<tr>
<td><strong>Trial Period</strong></td>
<td>Yes, 30 days free.</td>
<td>Hold a free conference.</td>
<td>Yes, 30 days free.</td>
<td>Yes, 21 days for $1.</td>
</tr>
<tr>
<td><strong>Pricing</strong></td>
<td>$99/month</td>
<td>Free for up to 150 participants with regular phone line. There are other options including 1-800 #, web conferencing &amp; more.</td>
<td>$45 per month or pay per use option is 32 cents per minute per user.</td>
<td>Between $47 and $197 per month, depending on number of lines and attendees required.</td>
</tr>
<tr>
<td><strong>Customer Support</strong></td>
<td>24/7 phone or online.</td>
<td>Online only. No hours posted.</td>
<td>24/7 phone or online.</td>
<td>By phone or online. No hours posted.</td>
</tr>
<tr>
<td><strong>Maximum Conference Size</strong></td>
<td>1000</td>
<td>150</td>
<td>80,000 (may be limited if you want to use phone as you have to provide the phone number)</td>
<td>Between 100 and 3000, depending on your level of service.</td>
</tr>
<tr>
<td><strong>Max. Conference Duration</strong></td>
<td>n/a</td>
<td>3-5 hours, depending on level of service chosen.</td>
<td>12 hours 45 minutes</td>
<td>4 hours</td>
</tr>
<tr>
<td><strong>Webinar Room Customization</strong></td>
<td>✔️</td>
<td></td>
<td></td>
<td>✔️</td>
</tr>
<tr>
<td><strong>Desktop Sharing</strong></td>
<td>✔️</td>
<td>✔️ (additional fee, except 1-800 service)</td>
<td>✔️</td>
<td>✔️ (Powerpoint)</td>
</tr>
<tr>
<td><strong>Text Chat</strong></td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td><strong>Call in by Phone</strong></td>
<td>✔️</td>
<td></td>
<td>✔️ (but you provide the conference call number)</td>
<td></td>
</tr>
<tr>
<td><strong>Call in by VOIP or Microphone</strong></td>
<td>✔️</td>
<td></td>
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<tr>
<td><strong>Conference Recording</strong></td>
<td>✔️</td>
<td>✔️ (additional fee, unless – 1-800 service)</td>
<td>✔️</td>
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</tbody>
</table>
#5: During Your Teleseminar Checklist

- Arrive 5-8 minutes early to greet guests and welcome people as they join the call. Alternatively you may want to keep the lines muted and welcome your attendees as they arrive. Tell them who you are and the name of the event, so they know they’re in the right place.

- Turn call-waiting off on the phone you’re using for the teleseminar.

- Turn off the attendee entrance tones in the control panel of your conference call system. This will prevent having awkward beeps on your recording.

- Make sure to mute the line before you begin the recording so any background sounds won’t be heard and they don’t interrupt your session.

- Begin the recording before you introduce the event.

- Start the call on time and mute out the participants for a good clean recording.

- Introduce yourself, the call, and welcome listeners. Be sure to properly introduce your guest at the beginning of the call and mention their name throughout the call. To introduce them, read from the one paragraph bio that they supply you with. Read it a few times before the call so you are familiar with it and are able to easily pronounce any difficult words or names.

- Have fun and smile. This will help you to relax and make your voice sound friendly and welcoming.

- Use the list of questions the speaker provided you with as a framework, but listen to your guest and add questions to expand on interesting points. Focus on what your guest is saying so that you can follow their lead. Jot down interesting points / questions that come up as you go along.

- For Q&A sessions it is best not to open up the lines to everyone as this will create a lot of noise and commotion. You can have people “raise their hands” electronically and then unmute people one at a time, making sure to mute their line before going to the next question. You may want to have your attendees submit their questions before or during the event.

- Make time for your guest to let attendees know how they can connect with them and present any special offers. Let your guest know ahead of time to present an “evergreen” offer as your call recording will be available to listeners for years to come. If possible, register as an affiliate for their product and promote the product or program via your affiliate link. Set up a Pretty Link or shortened URL so that it is easy to say & remember.

- Ask a closing question such as, what thoughts would you like to leave us with and thank interviewee for his/her time.

- Take care to end the recording at the end of the call for a good clean product.
#6: Repurposing Your Content for Multiple Paydays

Repurposing is the act of turning content from one form of media, into another. You can use repurposed content to give away in order to grow your list or reach, or you can sell it in order to create additional streams of income.

As an author, you can sell copies of your books to customers who are interested in your topic. Typically your relationship with your customers ends with the purchase of your book. Imagine being able to offer those same customers audio or video versions of your book, or even a course or coaching program. By repurposing your content you open up a world of possibilities.

As an author, providing additional ways for your audience to connect with you and hear the message of your book will grow your business and increase your book sales. Teleseminars provide you with a platform to reach and connect with your audience.

Teleseminars also provide you with the raw material to create additional books as well as a wide variety of other products and programs. From audio recordings—which can be sold as downloads or CDs—to an eCourse or eBook created from audio transcripts, the possibilities are seemingly endless.

The easiest way to generate a significant amount of content in the shortest amount of time is to record an audio hour. You can then have this recording transcribed. This will provide written content which can be used for blog posts, articles, newsletter content, an eCourse, and more.

You may be wondering what you can talk about for an hour. Here are a few ideas:

- You can talk about the topic area of your book, thus demonstrating your expertise.
- You can have someone interview you, based on a list of 8-10 questions you provide them with. When answering these questions, go into as much detail as possible as this will provide you with rich content. Each of these questions could serve as a blog post, article, audio tip, or video, on its own or as part of a series.
- You can share nuggets from your book. This will increase interest and encourage book sales.
- You can answer a list of questions from your audience, which you've collected ahead of time.
- And more...

#7: Ways to Repurpose Your Teleseminar Content

- EBook
- ECourse
- Ezine
- Transcripts
- Special Report
- Newsletter
- Booklets
- Coaching Program
- Certification Program
- Online Course
- Live Workshop
- Blog Posts
- Articles
- CD
- MP3 Recordings
- Video
- DVD
- Podcast
Next Steps
Would You Like to Learn More About Teleseminars?
Join us for an exciting self-paced course where you’ll learn how to:

- Use author interviews as a way for growing your brand and book sales
- Interview experts as a way to gain credibility and grow your reach
- Set up and record your teleseminar
- Conduct a webcast so people can listen in via the Internet
- Get the audio to show up on your site
- Actually conduct and promote your teleseminar
- Know which teleseminar services to consider
- Prepare evergreen content
- Turn your transcripts into a written report, eCourse, blog posts, a book study, and more...

Testimonials from Students

"Before I took the Teleseminar course, I knew nothing about the systems to produce a teleseminar. Within a week of D'Vorah's course, I set up Instant Teleseminar, had a custom webcast page and produced my first show with an interview from a fabulous guest in London England.” Mal Duane, Author of Alpha Chick - AlphaChick.com

“Before learning from you I was in a dark void of understanding about how to meet the marketing requirements placed upon new authors today. Now, having learned the innumerable strategies, resources, plans of action, and how to implement each one, each step of the way – I have light for the path of my writing career.” Sam Bradley - HopesHarbor.net

"D'vorah's course content is concrete, hands-on, well-paced and extremely informative. Taking her course has strengthened my confidence and "I-can-do-it" attitude. Interacting with course participants is great, bonus materials are wonderful, and the whole experience is motivating & powerful!” Jo Ann Kairys, Author of Sunbelievable: StoryQuestBooks.com

Find Out More About This Course At: www.BookMarketingMadeEasy.com/terry