



TeleClasses

A How-To Guide for Entrepreneurs

**Learn to Design, Plan and Facilitate
Your Own TeleClasses with Ease**



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Congratulations on Your Decision to TeleClass!

We are simply delighted to have this opportunity to share our TeleClass experience and knowledge with you!

Not so long ago, we both were TeleClass newbies. We were attending other people's TeleClasses like crazy, but presenting our own TeleClasses was a whole different story. Then we discovered that more and more entrepreneurs were using TeleClasses as a vehicle to market, promote, educate, coach and so much more. So we put together our first TeleClass, and boy, were we glad we did! We now have a very clear understanding of all the many reasons entrepreneurs should take advantage of designing and facilitating their own TeleClasses.

Why? And how? Well, we answer these two vital questions throughout this book. Over the last year, we have facilitated many TeleClasses in different formats while still attending other people's TeleClasses. And we have learned so much from these experiences – from good encounters and mistakes alike.

Through it all, we developed and refined a simple step-by-step TeleClass formula that eliminates all the guess work for you! You don't have to be an expert to design and facilitate your own TeleClass. The reality is many entrepreneurs simply don't have a clear enough understanding about the whys and the hows of what may feel like a complex venture. You, on the other hand, will ... by following this formula. So, sit back and relax. We spell out everything for you in plain English.

Throughout this book, you'll see helpful action boxes at the end of each section. These action boxes reference the companion guide to this book, the "Build Your TeleClass Workbook". The workbook and exercises are designed to help you take immediate action on each step.

Our goal is for you to design and facilitate your very first TeleClass simply by following our formula. We also hope that, in the process, you build your confidence and go on to develop many more TeleClasses while you grow your business.

We are cheering for your success!

Kelly Galea

The Design Biz Coach

Mika Howard

The Procedures Wiz

Note: This eBook should be used in combination with its companion Workbook so that you get the most value. The Workbook is filled with plenty of checklists, examples, and more!

Section 1: Why Entrepreneurs TeleClass



Chapter 1: Why You Should Do TeleClasses

Have you ever considered taking a free TeleClass, but wondered, “What’s in it for the presenter?”

If you are like us, you’re probably receiving emails every day that encourage you to register for a “free TeleSeminar” or “TeleClass.” The email titles are enticing and the guest speakers are amazing. So why is such great content being offered for free?

Here are some of the major reasons entrepreneurs like you present TeleClasses:

Establish Yourself as an Expert

You have great expertise in your field, so now is the time to share your knowledge with the world. If you’re just starting your business, you may have no idea how to establish yourself as an expert. If you’ve been in business for a while, you may be looking for better results.

You can, of course, establish your expert status through traditional networking, writing a book, advertising, and so forth. But most of these marketing methods require considerable amount of time and money. Also, your reach will be rather limited.

By implementing TeleClasses as a marketing vehicle, you can reach practically anybody in the world who has phone access. And you can do so with little or no money. The technology is rather simple, so you do not need to hire technical staff, saving you even more money. While we do encourage you to spend adequate time planning, the TeleClass itself may be set up rather quickly. As you get more comfortable with our formula, you can, technically, set up a TeleClass within a few minutes!



Announce a New Product, Service or Event



You have a new product you want to sell. But you do not want to stand in front of people and say, “Hey, this is a great product. You should buy it!” Many of us are afraid people will think we’re too “sales-y.” But how do you let the world know about your great product if you don’t want to be too sales-y?

TeleClasses are a wonderful “not-too-sales-y” way to announce your new product, service or event. First, you share your great, useful information with your audience, and then you announce your new product, service or event. Launching your campaign

in this way not only adds credibility to your product, but it also builds buzz and generates excitement. If you include a “limited-time offer for today’s TeleClass participants only,” you’ll create an added dimension of urgency. Be creative, and you will have fun with your TeleClasses.

Conduct a Special Group Program

Keep in mind, your TeleClasses do not have to be free to participants. And if you have a program like group training or workshops that you can offer to many people at the same time over the phone, use our TeleClass formula.

Participants simply sign up and call in at a designated time, using a designated telephone number. You simply sit near your phone and conduct your TeleClass. Simple. Our formula also gives you time leverage. You are able to share content with multiple people at the same time. Many conference call service providers (even the free ones) offer great features like “raise hands.” This feature allows you to acknowledge individual callers and to answer their questions.

Build Your Tribe

Once you start facilitating more and more TeleClasses, you’ll notice that some people will begin to attend your TeleClasses regularly. These are the people who are attracted to your presentation style and to what you offer. They are your “tribe.”

As described earlier, TeleClasses easily allow you to share your expertise with the world. They also allow you to showcase your personality and professional traits, making the invisible bond between you and your audience strong.



Your tribe members are more likely than others to buy your services or products and attend your events!

📁 Build Your TeleClass Workbook

⇒ Complete Q1 “What’s in it for me if I present a TeleClass?”

Chapter 2: Benefits of Doing TeleClasses

Now that we've covered why you should design and facilitate your own TeleClasses as a part of your marketing campaigns, let's look at the specific benefits to you that TeleClasses have over other conventional marketing tools.

Ease of Use



TeleClasses are easy to set up and execute. Thanks to today's technology and service providers, we no longer need to sign chaotic service contracts with phone companies nor do we need to have expert knowledge of telecommunications to conduct a TeleClass. If you follow our formula step-by-step as outlined in this manual, you'll learn everything you need to know – from beginning to end. You'll also discover that what at first glance looks complex and complicated is now actually straightforward and simple to implement.

Affordable

You can design TeleClasses at low or no cost to you. Many conference call services are available for free! You can also market your TeleClass on your website, on blogs and on social media sites, all of which you can do at low or no cost.

No Geographical Limitations

TeleClasses are not limited by geographical locations. Your participants need only a telephone line or Internet access to participate in your TeleClass. You can reach out to anybody in the world who has a phone.



Time Flexibility

TeleClasses offer your participants flexibility of time. You can record your TeleClass and publish it on your website or blog. TeleClass participants and new registrants can later access the recording. This allows even more people to listen to your message.

Fast Track Your Expert Status

TeleClasses are a quick way for you to earn expert status in your field. Your audience will quickly learn of the much knowledge you have in your profession. You can further fast track your expert status by incorporating a Question and Answer (Q&A) session to your TeleClasses. Having an audience experience how you expertly handle questions is a great benefit to you, and to them!

Turn Your TeleClass Recordings Into Products



A carefully designed TeleClass can be turned into different products you can use. For example, if you have your TeleClass call recorded and transcribed, the transcription can be formatted and designed into an eBook that you can sell or use as a marketing tool. You can also turn your edited transcription into an article or a series of articles that you can post on your blog, use in your newsletter or upload to article submission sites.

Expand Your Network

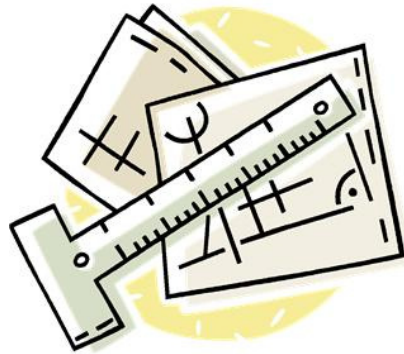
TeleClasses help you to grow your contact list and strengthen relationships with the people on them. Offering a TeleClass can be a great way to gather opt-in information from participants. And of course, by sharing your authentic self, a TeleClass can help create a bond between you and your audience. Over time, your regular participants will become your tribe (as discussed in the previous section).



Build Your TeleClass Workbook

⇒ **Complete Q2 “How can I benefit immediately from conducting my own TeleClass?”**

Section 2: How to Design TeleClasses



Chapter 3: Choose a Delivery Format

We've personally experienced many TeleClass formats over the years. To save you time and effort, we've listed below the most popular TeleClass formats used today. Review the pros and cons of each format and decide for yourself which one best fits your personal needs.

Solo TeleClass

In this format, you are the only speaker. You share your personal knowledge and expertise with your audience. You may include a Q&A session and/or a product or service pitch or an event announcement.



Pros

- It's easy to prepare, since you are the only speaker.
- You have total control over the flow and direction of your TeleClass.
- This format, over any other, gives you the ability to present more content.
- The audience focuses only on **your** message.

Cons

- If this is your first TeleClass, this format may make you nervous. It's all you. There is no other speaker to help you.
- This format may not typically get as many participants as a joint call TeleClass.

TeleClass with a Master of Ceremonies (MC)

Someone else leads the call for you. The MC is responsible to ask you questions, making sure to cover every item on your agenda.

Pros

- It's easy to prepare, since you are the only expert speaker.
- You have better control over the flow and direction of your TeleClass.
- The audience focuses only on **your** message.

Cons

- You need to find an MC who is willing to lead your TeleClass.
- You need to plan and rehearse with your MC prior to your TeleClass.
- Not only do you need to prepare the entire TeleClass content, but you must also prepare the questions you want your MC to ask you.
- As the only expert speaker, you may not typically get as many participants as you would with a joint call TeleClass.

Expert Interview TeleClass

You interview a guest speaker on a subject that is attractive to your target audience.

Pros

- In many cases, your guest speaker provides you the content she or he wants covered.
- You can control the overall flow of your TeleClass. You are also more relaxed, since you are in the position to ask questions on behalf of your audience.
- You may have a larger audience, since both you and your guest speaker are marketing the TeleClass. Hence, you can possibly grow your contact list more quickly.
- Your guest speaker also benefits from the reach of your contact list.
- If your guest speaker is promoting a product or service during your TeleClass, you can arrange with your guest a profit split (e.g. percentage of sales via an affiliate program).

Cons

- The focus is on the information shared by your guest – not your information.
- You must plan and rehearse with your guest speaker prior to the TeleClass.

Guest Speaker on Someone Else's TeleClass

Somebody else interviews you on her or his TeleClass.

Pros

- This format can flow very well with good planning so make to sure to be involved in the planning stage.
- This format allows you to increase your expert status while being more relaxed, since your host is leading the TeleClass.
- Again, this format increases your expert status, since you are the one who is responsible to answer questions. This naturally showcases your expertise.
- You may have a larger audience. Hence, you may possibly grow your contact list more quickly.
- Your host also benefits from the reach of your contact list.
- If you are promoting a product or service during your host's TeleClass, you can arrange with your host a profit split (e.g. percentage of sales via an affiliate program).
- The host, most likely, will take care of the TeleClass registration process.

Cons

- You must plan and rehearse with your host prior to her or his TeleClass.

- You need to find somebody to host the TeleClass. (i.e. Who can benefit from hosting a TeleClass with you as her or his guest?)

Question & Answer (Q&A) Live Call TeleClass

Q&A TeleClasses can be facilitated as a component to any of the previously mentioned formats. Basically, you allow participants in your TeleClass to ask you questions that are related to your topic. And you answer their questions live.

Pros

- This format makes TeleClasses very lively.
- It's an easy way to establish yourself as an expert.
- It's an interactive TeleClass, so it's easy to create a bond with your audience.



Cons

- Expect the unexpected. You'll never know what kind of questions you will have to answer. Also, you may need to manage people who aren't following proper Q&A call etiquette (if you've participated in one of these calls, you know the type!).

Question & Answer (Q&A) Via Email TeleClass

This format encourages participants in your audience to email you their questions related to your topic. (This can also be done outside of your initial TeleClass. You can then facilitate a TeleClass to answer these questions.)

Pros

- You can design your TeleClass around your answers to these big questions.
- It's easy to create content, since the content is driven by your audience.
- It's an easy way to establish yourself as an expert.
- This format can help create a bond with your audience, since you are providing a vital service to them – answering their questions.

Cons

- You never know how many questions you will receive. An easy solution is to inform potential participants that their questions will be randomly drawn. In this manner, everyone has a chance to get their questions answered.

Build Your TeleClass Workbook

⇒ Complete Q3 “What’s the best format for my first TeleClass?”

Chapter 4: Four Design Stages to Successful TeleClasses



It is important to follow our four design stages to successful TeleClasses. This will truly help you to understand the overall flow and direction of a TeleClass. If you bypass any of the four stages, you'll miss important details ... and you won't understand the big picture. Bypassing any of the stages can easily overwhelm you. Trust us on this point. The process is simple yet complex if you don't take the time to understand all the details involved! Fortunately, we've done the work for you

– you just need to follow along. By laying out these four major stages, you'll be well-prepared to dig into the details for each.

Here are the four stages necessary to design a TeleClass. The individual details and related tasks for each stage are discussed in greater depth in later chapters.

Plan

In this first stage, think about Who, What, When, How and Why. If you don't adequately answer each of these questions, you will not get good results!

Also, know that your answers will create the timeline and the process necessary to present a successful TeleClass.

See Chapter 7 for more details.

Prepare

Once you successfully complete the planning stage, you need to prepare yourself! How will you inform people about your TeleClass? How will people register? What should you do to ensure great content?

See Chapter 8 for more details.

Execute

In this stage, you are now broadcasting your TeleClass live! What do you need to know to deliver your TeleClass with confidence? What should you say? How should you handle questions from participants?

See Chapter 9 for more details.

Follow Up

Your TeleClass has concluded. Now what? Well, you now have many options to take full advantage of and capitalize on even more opportunities as a result of your TeleClass. You've invested time and energy up to this point, so it's a smart move to get the most out of what you have just accomplished. Don't you think? See Chapter 10 for more details about how you can leverage your TeleClass efforts.

Build Your TeleClass Workbook

⇒ Complete Q4 "What's the overall flow of my first TeleClass?"

Chapter 5: Invest in Your TeleClass Tool Kit

Thanks to modern technology, it has never been easier to conduct TeleClasses. Below are two lists to guide you on what to include in your TeleClass tool kit: Things you Must Have and things that are Good to Have.

Must-Haves

Bridge line

A conference call telephone number that allows multiple people to call into a TeleClass. There are many no-cost and low-cost options available.

See Chapter 6 for more details on choosing a conference call provider.

Landline

Just a good old regular telephone line. It's a good idea to avoid Internet phone (aka "VoIP" like Vonage or Skype) because the telephone call quality is not as reliable as a landline. And quality also depends on the Internet connection. Never use a cellular phone. The sound quality is normally bad and listeners can easily tell the difference! It's also a good idea to use a corded phone, for the same reason.



A Way for People to Sign up for Your TeleClass

There are many ways to handle registration. See Chapter 8 to learn more about them.

Good-to-Haves

Headset

It's much easier if you can conduct your TeleClass hands free! Headsets are worth the nominal investment.

Internet Access

Most bridge line services allow you to manage your call via the Internet. Also, it may help you to answer some questions during a Q&A if you can go on the Internet during such a session. (Keep in mind that you have no need to do this if using a computer will distract you from talking.)



Support

After you go through Chapters 8 through 11, you will know which tasks are not comfortable for you or which tasks you simply do not want to handle yourself. If you

have a team member who can help you in any of these areas, ask for their help! Or let us know if we can assist you in finding such help. We'll direct you accordingly.

📄 Build Your TeleClass Workbook

⇒ Complete Q5 “What should I include in my TeleClass tool kit??”

Chapter 6: Choose a Conference Call Provider

Over the last several years, many conference call service providers have quickly appeared on the TeleSeminar and TeleClass scene — and many have disappeared from the scene just as quickly. Today, you have many viable options. Options, options! Options, options! So how do you choose?

Important Questions To Consider

- Free or with fee?
- Do I want participants to have access to my TeleClass via Skype?
- Do I want to access my TeleClass via the Internet?
- Do I want to pre-record my TeleClass call? (I won't have to be live, but people will think my TeleClass is a live call.)
- Do I want a live web page that people can access during my TeleClass call? (Participants can use this page to listen to my TeleClass call and also to access presentation documents and other resource material?)
- Do I want to record my live TeleClass call?
- Do I want to later distribute the recording? How?
- How many telephone participants do I expect?
- Do I want to personalize my recording that participants will hear when they call in?
- Do I want to offer local numbers to international participants?

Okay, these are a lot of questions! So let's keep it simple at the start. To facilitate your very first TeleClass, we recommend that you use a free, simple service. This will allow you to get a feel for how bridge lines work (as discussed in the previous section on Must-Haves). For subsequent TeleClasses, you can then investigate services with more bells and whistles to fulfill your needs. Fortunately, there's a good chance that you will get more than enough tools from some of the free conference call service providers (we've listed a few below. We've also listed some fee-based services that offer more advanced features).

Like many industries, the telecommunications industry goes through changes on a daily basis. The details below are current as of the writing of this book. Be sure to verify the information provided below with its respective provider before you sign up for any services.

Free and Low-Cost Resources

Free Conference Calling

<http://www.freeconferencecalling.com>

Very easy to use, and it offers many functions including “raise hands” during Q&A sessions. No reservations are necessary. After a TeleClass call, you can invite participants and others to listen to the recording by visiting this provider’s website and entering a specified code (without them logging on to your account).

Free Conference Pro

<http://www.freeconferencepro.com/>

This service provider offers a customized greeting option, which is a very nice touch. Their call control panel is extensive. You can “reserve” a line for the time of your TeleClass call, but the reservation is not guaranteed. So this service may be better used for pre-recording your TeleClasses. If your reservation is not available for a live TeleClass call, you will disappoint your participants.

Free Conference Call

<http://www.freeconferencecall.com/>

This service provider is at the top of free conference service provider list. They offer extra options like toll-free conferencing and international numbers for a fee.

Calliflower

<http://calliflower.com/>

Calliflower has a basic free option. They also offer a flat fee option that includes an interface that allows you to see exactly who is calling and from where. Services also include Skype capability, international conference call solutions and so much more. They also offer personalized demonstrations.

Free Conference

<http://www.freeconference.com/>

This service provider’s call quality and line availability seem more reliable than most other free service providers. With their basic service, the call itself is free, but the recording is not. They have many more options available for a fee.

Instant Teleseminar

<http://xiosoft.com/InstantTeleseminar/specialInfo.asp>

Instant Teleseminar allows its customers to access a TeleClass call via an Internet interface. You can also record your TeleClass and very easily make the recording available after the call using this interface. The TeleClass recording call page is highly customizable. A monthly fee applies.

Intella2 (aka Black & White Communications)

<http://www.intella2.com/pages/conflanding>

While other service providers manage their features through automated systems, Intella2’s services are more personalized. A flat monthly fee applies. Included in the monthly fee is a personalized greeting, a Record & Replay feature and so much more.

Maestro Conference

<http://maestroconference.com/>

Maestro Conference allows for a very interactive TeleClass conference call. If you'd like to have a live-workshop type of call, you may want to look into this service.

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⇒ **Complete Q6 “What should I include in my bridge line checklist?”**

Section 3: How to Plan and Prepare TeleClasses



Chapter 7: Create a Timeline

At this point, you should have completed workbook questions 1 through 6. If so, you now have answers to the following questions ready:

- Why do you want to facilitate a TeleClass?
- What is your main goal for facilitating your first TeleClass?
- When do you want to hold your TeleClass?
- Who do you want to attend your TeleClass?
- Which is the best format for your first TeleClass?
- What resources do you need for your first TeleClass?

If you haven't yet answered the workbook questions, that's okay for now. But please know that the questions above will affect the rest of the TeleClass building process. As your TeleClass vision becomes clearer, remember to go back and fill out any missing information. The more information you have ready, the more focused your TeleClass plan will be!



In this chapter, you will learn how to create a timeline for your TeleClass. We've provided a sample timeline in the addendum as well as an Excel file that automatically calculates a due date for each task. You are welcome to modify these documents to meet your specific needs.

Timeline Creation Process

1. Identify all the steps involved in designing your TeleClass. Put them in order of occurrence. (Each step will be explained in more detail further in this chapter.)
2. Decide how long each step should take. Also determine how many days in advance you need to complete subsequent steps .
3. Start with your TeleClass date and work backwards (or forward for call follow-up tasks). Decide when each step must be completed. For example, if you want to send out a call reminder email one day before the call, write down that date next to the "call reminder email" task.

You're probably wondering what tasks are involved. Before getting into the nitty-gritty, let's look at **the steps we want participants in your target market to take**. It's important to understand your audience in order to successfully accomplish the purpose of your TeleClass. Like any type of marketing – ALWAYS know your target market.

We now introduce you to Jane. She's one of your prospective audience members. Following are the steps we want Jane to follow, so she can attend your TeleClass call.

1. Jane has your marketing piece (e.g. direct/mass email, social media, your website/blog, others' websites, etc) announcing your TeleClass. She is interested in attending.
2. Jane clicks on the TeleClass link you provided in your marketing material. Or she enters the link information in her browser if she received a printed marketing piece.
3. Jane lands on your webpage to sign up for your TeleClass call.
4. Jane fills out the online form and submits it.
5. Jane next lands on the "Registration Confirmed" page. She should also receive a confirmation email with all your TeleClass call-in information. (Note: You may want to consider incorporating an opt-in process. However, the process will add a few more steps. We won't go into details, since opt-in is an email marketing strategy. But if you are interested in learning more about opt-in strategies, read one of Mika's blog entries on this topic [here](#).)
6. Jane receives one or more reminder emails about your TeleClass call prior to the actual presentation date.
7. Jane attends your TeleClass.
8. Jane receives a follow-up "Thank you for attending our TeleClass" email after the presentation call. (Remember to include a link to the TeleClass recording, if applicable.)
9. Jane starts to receive your communications (if she has opted-in).

Next, we look at the steps we want *you* and *your team* to take. The following steps will ensure that all contact with Jane happens smoothly. So, please follow the steps in the order that is most logical based on your situation. (See the next chapter for more details. For now, just follow the steps below to create your timeline.):

What to Include in Your Timeline

1. Decide on a date and time to present your TeleClass.
2. If you have a guest speaker or interviewer, communicate with that person about content, the timeline, how she or he can help you market the call, etc.
3. Create a content outline. Or if you prefer, write a script.
4. Create a web page(s), a sign-up form and emails (in this order):
 - a. "Registration Confirmed" page (also known as a "Thank You page").
 - b. Upload your contacts list to your email campaign service provider ([Aweber](#), [1ShoppingCart](#), [iContact](#), etc.), then create an immediate autoresponder with TeleClass call-in information and a sign-up form, if possible. (If your email service provider doesn't allow you to create a separate sign-up form, you may consider using <http://wufoo.com/>, <http://www.eventbrite.com/>, or [Contact Form 7](#) plugin in Wordpress. Try to stay away from "Email me to sign up for the call..." You want to automate the registration process as much as possible to save time!)
 - c. A TeleClass information and sign-up page.

- d. A sales page featuring your product, service or event. Send the link to this page to participants during and after your TeleClass, if you are doing a preview call.
5. Market your TeleClass call.
6. Create and schedule a call reminder email.
7. Prepare a TeleClass call Cheat Sheet.
8. Schedule a rehearsal(s) in advance of your actual presentation date.
9. Facilitate your Live TeleClass!
10. Begin follow-up activities.

You may not, at this point, be very clear about how long each step takes. But don't let this stop your momentum. Continue to use our template and formula. Don't worry if you have to change your TeleClass date to accommodate your initial timeline. When you have completed your initial timeline, please continue to the next chapter to learn exactly what needs to be done for each step. By the time you complete the next chapter, you will have a better idea about how to personalize your timeline. 😊

📅 Build Your TeleClass Workbook

⇒ **Complete Q7 “What should I include in my TeleClass timeline?”**

Chapter 8: Confirm Every Element of Your TeleClass

Okay, are you ready to work on each task to pull together your very first TeleClass?

As mentioned before, this chapter encompasses all the nitty-gritty, and it may look daunting. But, not to worry. The overall process of presenting your first TeleClass remains simple — as long as you remember to see this process from two perspectives: your point of view as a business owner and your participants' point of view as a member of your audience.

Before we begin, please have your [timeline](#), which you created in Chapter 7, in front of you. Now, let's dive in!

Decide on the Date and Time of Your TeleClass

What's the best date and time to hold your TeleClass? It really depends on many factors. Consider some and pick the one that may best help you to achieve your goal:



- Are you co-hosting your TeleClass call with others (e.g. guest, interviewer, MC, etc.)? If so, you must first check your co-host's schedule.
- Do you want your participants to take part in your TeleClass call (e.g. Q&A session)? If so, you need to pick a date and time that allows as many participants as possible to join you live. Think about your target market. If your target market consists mainly of people whose work hours are flexible, they may prefer attending your TeleClass during the day. On the other hand, a different target audience may consider evening hours more convenient.
- Will you record your TeleClass and make it available to participants at a later date to allow them the opportunity to experience your TeleClass, because they can't attend the live TeleClass call? If so, you may probably pick a date and time that is most convenient for you.
- Is your TeleClass a preview call to promote your new product, service or event? Does your guest speaker want to promote her or his product during the TeleClass call? If this is the case in either scenario, then your TeleClass call date must obviously be scheduled to coincide with the product launch schedule or event date.

Allow plenty of time to ensure you market effectively prior to the TeleClass call date. This will give your target market many opportunities to learn about your TeleClass.

Communicate with Your Guest or Interviewer (if any)

Your guest/interviewer will be your partner for the call, so you need to discuss content, the timeline and how she or he can help you market the TeleClass call. Very often, a co-host will be more than happy to help you with the TeleClass call itself, marketing and content. We have listed some great ideas below.

- Can your co-host promote the TeleClass call to her or his lists, social media sites, professional connections, blog, etc.?
- Do you offer an affiliate program? Invite your guest or interviewer to become your affiliate. This is added value and extra encouragement to your co-host to help market your TeleClass call.
- Can this TeleClass call carry over into the future as a bigger joint venture between you and your guest?

Based on your preliminary TeleClass goals and content, can your guest or interviewer contribute something extra? (e.g. exclusive resources that you can use during your TeleClass call.)

Create Content Outline or Script



You will soon discover that some people like to have a script while others just want to talk. In the latter circumstance, ensure your co-host sticks to your outline. It's a personal preference of ours that, at least for your first call, you should ensure you have an outline, so you don't miss any important items during the TeleClass call.

Listed below are some items to include in your outline or script – again, at least for your first TeleClass. You'll continue to tweak this and refine it based on what feels right for you as you become more comfortable doing TeleClasses.

- A greeting that includes the date, time and title of your TeleClass.
- An agenda, if applicable (“We’ll cover the topic, then we’ll open up the line for Q&A,” etc.)
- General TeleClass conference call instruction
 - Participants should turn on the mute feature on their telephones. If any caller’s phone is not muted (and you will know because of background noise), ask her or him to do so. Explain how to mute a telephone. (Please refer to your bridge line service provider’s features manual).
- Any housekeeping announcements you may have.
- A short bio about you. If you have a guest, also include her or his short bio.

- A short explanation of what your participants may expect from the TeleClass call. (i.e. Explain what they will learn.)
- Main content
 - How does your content solve any of your target market's problems?
 - Provide useful information about your product, service or event that your participants can use to solve these problems.
 - Provide specific and relevant examples.
 - Highlight your Call to Action! (Spell out what your participants should do next.) (e.g. They should go to your sales page to sign up for your product, service or event, etc.)
 - Specific information about how participants can purchase your product or service or how to sign up for an e-newsletter or event, etc.
- Summary
 - Summarize the content presented in your TeleClass.
 - Explain that you will send a follow-up email to all participants with a link to a recording of the TeleClass or links to the additional resources you discussed (if applicable).
- Repeat your Call to Action
 - Repeat, repeat and repeat! Tell your audience members how they can purchase your product or service or how they can sign up for your event or e-newsletter.

Once you have an outline, share it with your guest or interviewer. And don't forget to ask for input before you go any further. Many of us tend to miss the simple stuff. And it's the simple stuff that can hurt us the most. Also, it can be difficult to look at our own work from the perspective of the audience. We tend to get all wrapped up in our own process, right? Have a different set of eyes look over your outline or script. This is a very valuable step that many people forget or simply neglect!

Create Web Page(s), Sign-Up Form and Emails



This is where some people get a bit overwhelmed. What follows are various steps that may sound uncomfortably technical to some of you. To stay out of overwhelm, we advise you to first understand the overall flow of this process. And if you still do not feel comfortable, find somebody like a virtual assistant (VA), colleague, friend or family member who has technical expertise. Ask one of them to help you. If you can't think of anybody, please let us know. Our success team may be able to help you.

First, let's again look at the steps we want your audience to follow. In the previous chapter on how to create a timeline, we introduced you to Jane. We now introduce you to Sue. Like Jane, Sue is one of your prospective audience members. Following are the steps we want Sue to follow, so she can attend your TeleClass call.

Flow for Your Audience

1. Sue learns about your TeleClass from one of your marketing media tools like your e-newsletter, for example.
2. Sue gets interested. She clicks on a link you provided in your newsletter. Your link states, “Click here to learn more about this TeleClass and to sign up.”
3. After Sue clicks on the link, she lands on a page on your website. Sue learns more about your TeleClass and decides to sign up.
4. On the same page, Sue sees the TeleClass signup box. She can enter her name and email address. Sue enters this information and clicks on the “Sign up” button.
5. Sue then lands on a different page (the “Thank You page”). The page has the date and time of your TeleClass and the phone number with area code that she will need to dial in to the TeleClass conference call.
6. At the same time, Sue receives an automatic confirmation email from you with the same TeleClass conference call-in information. (This automatic process makes sure your registrants receive the call-in information. From our experience, approximately 10% of all call registrants miss or accidentally close the Thank You page without jotting down the call-in information.)
7. A day before the TeleClass, Sue receives a reminder email, again with call-in information.
8. Sue attends your TeleClass.
9. The next day, Sue receives an automatic email from you thanking her for her participation. The email also has a link to a recording of the TeleClass call. To listen to the recording, Sue clicks on your link.
10. Sue then lands on a page where she can listen to the recording.

So that’s the flow. See how easy it is to follow the flow? Now, to make these things happen, follow the tasks below and complete them in the order they are presented:

Task Flow for You

1. **Create a “Thank You page” (see step 5 in the previous section, Flow for Your Audience).**

Create and post this page on your website where your TeleClass call participants can learn how to attend. The items that you should include in this page are as follows:

- a. Title of the TeleClass call.
- b. Date of the TeleClass call.
- c. Time of the TeleClass call (Make sure to indicate your time zone. You may want to show the time of your TeleClass in different time zones (3pm PST/6pm EST - don’t forget to include Daylight Saving if it’s in effect, 3pm PDT/6pm EDT). Or you can include a blurb like “Make sure to check the correct time in your time zone.”

- d. TeleClass call-in information (phone number with area code to call in, and the conference code).
- e. State whether or not the call will be recorded.
- f. Email address where participants can send their questions in advance for inclusion in the TeleClass, if applicable.
- g. Link from where participants can download TeleClass handouts and other material, if applicable.

Click the link below to view a sample Thank You page:

<http://www.thedesignbizcoach.com/thxsample.html>

2. Create a Registration Autoresponder Email with your email marketing service provider. Your TeleClass call participants will then automatically receive the email upon signing up.

This step is for people who use email marketing service providers like [Aweber](#), [1ShoppingCart](#), and [iContact](#). These providers allow you to create a series of autoresponders. *If you do not subscribe to such a service or if your email marketing service provider does not allow multiple autoreponder series (such as [Constant Contact](#)), read this section anyway to learn about the capabilities of these services. We also encourage you to also read the note “Semi-automated Method” below.*



1. Create a new list in your email service that is specific to your TeleClass (even if your participants are already on one of your other lists.)
2. Most email services encourage you to use the “confirmed opt-in” (also called “double opt-in”) feature. If you are not familiar with “confirmed opt-in,” leave that option “OFF.” If you are familiar and would like to use the confirmed opt-in feature, set up the double opt-in accordingly. (We don’t discuss confirmed opt-in in any further detail here, since it’s not in the scope of this book. It is, however, important for you to learn the pros and cons. If you are interested in learning more, please visit http://en.wikipedia.org/wiki/Opt_in_e-mail. Your email marketing service provider most likely provides an article or two in its Help menu on this topic as well.
3. Enter the web page address or URL of the “Thank You page” you created in step 1 under Task Flow for You. Again, this will be the page your registrants land on after they sign up for your TeleClass call. (See step 5 under Flow for Your Audience)
4. Create a sign-up form for the list you just created. You should include the following fields:

- Name (Can be two fields – first name and last name. Many email marketing services today use technology that can identify first name and last name from just one name field. Name can be an optional field. But you can personalize future emails if you have names. So we recommend that you get at least a first name.)
- Email address (Required, of course).
- Any additional information that may be helpful to you, such as mailing address and company name. You can make these “optional fields” so you don’t force people who are not willing to provide this information.

Semi-Automated Method

You don’t subscribe to an email marketing service? Your email marketing service doesn’t let you create a separate sign-up autoresponder for your TeleClass? Simply ask your webmaster to create for you a custom sign-up form. Or use one of the following free and easy-to-use tools to create a sign-up form:

<http://wufoo.com/>

<http://wordpress.org/extend/plugins/contact-form-7/>

(for WordPress users)

If you use either of these tools in your TeleClass registration process, you will receive a separate email with registration information for every person who registers for your TeleClass. Then, you need to manually add each individual email address to your call list, individually send out confirmation emails, and so on. You should expect a lot of manual work if you choose to use either of these tools. Compare this process to using an email marketing service that offers a good autoresponder system that allows you to set up emails once. Then the system automatically handles many other tasks. If you expect good attendance for your TeleClass call, we strongly encourage you to use an autoresponder-friendly email marketing service provider.

We have for you another solution that falls between free service and full service:

<http://www.eventbrite.com/>

Eventbrite.com allows you to set up your TeleClass as an event. You can automate some tasks like confirmation and reminder emails.

5. Create a TeleClass call information and sign-up page.

This web page is where people can learn more about your TeleClass and sign up. (See step 3 under Flow for Your Audience.) You need to include the

following information on this web page:

- Title of the TeleClass call.
- Date of the TeleClass call.
- Time of the TeleClass call (Make sure to indicate your time zone. You may want to show the time of your TeleClass in different time zones (3pm PST/6pm EST - don't forget to include Daylight Saving Time if it's in effect, 3pm PDT/6pm EDT). Or you can include a blurb like "Make sure to check the correct time in your time zone.")
- State whether or not the call will be recorded.
- The sign up form that you created in step 4 above.

Extra Tip: If you have an ezine or email newsletter, use it as a sign-up bonus. "All TeleClass registrants will receive a free subscription to our exclusive ezine." This is also a great way to grow your contact list.

6. **Prepare special announcement emails** to inform your existing list of prospects and clients about your TeleClass.

No matter how you inform the world of your TeleClass, announcing it to your existing list of contacts is the easiest and most effective way to get people to attend. In step 5 above, you created your information and sign-up web page. So simply copy and paste a part of that page into this special announcement email and include a link for people to sign up for your TeleClass.

7. **Prepare reminder emails** to remind your TeleClass call participants of your TeleClass.

8. **Create a sales page for your product, service or event.** Then send part of this page or a link to the full page to your TeleClass participants during and after your call, if you are doing a preview call.

Most of you will facilitate a TeleClass because you want your audience to take some sort of action. If you want your audience to purchase your product or service or attend your event, you should create a web page where people can make a purchase or sign up for your event. Also don't forget to mention the web page address or URL during your TeleClass call. Even if you already have a general "Products" page, you should consider a special page with a time-limited discount, etc.

How to create a sales page is a big topic on its own. If you'd like to learn more about how our Success Team can help with this and more, please visit <http://www.DesignBizSuccessTeam.com>.

Market Your TeleClass

Don't make your TeleClass the world's best-kept secret. Do make your TeleClass as visible as possible in your target market to inform people about your TeleClass and to encourage them to sign up. You have countless opportunities to inform people about your TeleClass call. Following are a few examples:

Your Own Contact List

Perhaps the easiest marketing is to people who are on your existing contact lists. Email them about your TeleClass, and encourage them to register. Let us share some tips that, from our experience, work well:

Go beyond mentioning your TeleClass in your regular e-newsletter, and send a special announcement about your TeleClass. Make the announcement a stand-alone email. You may want to consider sending 2 to 3 such emails. But remember that depending on the members of your audience, some people may look at multiple emails about the same topic as a hard sell. They may be prompted to unsubscribe to all your communications.

Even if some people are already on your contact list, make sure they register for your TeleClass, so they can receive call-in information and any other benefits you offer your TeleClass registrants. Registration not only makes it easier for you to automate your overall communication with participants, but it also allows you to know who is responding to your offers.

You don't need to explain all the TeleClass call details in your special announcement email. Just include the date and time and a short summary of the contents of your TeleClass call. Also include a link to your information and registration page. Make the Call to Action (e.g. "click on the link to learn more and register") VERY clear by using direct language and bold letters.

If possible, send announcement emails only to people on your contacts list who have not yet signed up for your TeleClass call. Doing so is especially important if you are sending multiple announcement emails. (Your TeleClass call registrants should only receive "call reminder emails" and not additional invitation emails. (See "Create and schedule call reminder emails" below.) Some email marketing service providers offer a handy feature called "Exclude," which handles email exceptions very well.



Social Media Sites

Events in Facebook and LinkedIn

Both Facebook and LinkedIn offer a feature to set up and promote "Events" to other members on these sites. Events are very easy to set up. You can do so from your personal profile, within a business page or within group pages that you administer. Once you set up your event on a social media site, include a link to the information

from your personal or business profile pages or group updates page. Then invite your friends on that site, using the site's "Invite Friends" or "Invitation" feature.

Twitter

Use appropriate hashtags to get the attention of your target market. Also ensure to use concise copy. (Twitter allows only 140 characters per tweet.) Then send your tweets. And don't forget to include a link. (tinyurl.com, among others, can shorten and fit your URL within Twitter's 140 character limit.) Send your tweets for a couple of weeks leading to your TeleClass date. (But be careful, because Twitter will penalize you for sending duplicate tweets. So make sure to use message variations instead of using the same language.)

Event and TeleClass Sites

There are websites where you can post your events and TeleClasses for free. Some of these sites are listed below:

- Eventbrite: <http://www.eventbrite.com/>
- Teleseminar Nation: www.teleseminarnation.com/
- Internet Marketing NewsWatch: <http://www.imnewswatch.com/>

Associations and Groups

If you are a member of an association or professional group, you may have access to a members directory. If so, first ensure that you are allowed to send emails to these contacts. If it's appropriate, you may want to send an email to these members, highlighting how they can benefit from attending your TeleClass. With membership groups, be extra careful not to sound too "salesy." Highlight the benefits of attending your TeleClass and how you can solve an existing problem they may have.

If your group meets in person, see if the group moderator can include information about your TeleClass in the announcements during a meeting. Or even see if you can talk about your TeleClass in front of the members.

Your Website

Yes, you've already created a TeleClass information and registration page. So now post a link to this page on your home page or on all pages, if possible. People who visit your website already show an interest in what you offer. So you definitely want these already interested people to learn about your TeleClass, too. We recommend that you place a clickable banner or a button as close to the top of your home page as possible. The banner or button should clearly invite and encourage people to click for more information about your TeleClass.

Create and Schedule Reminder Emails

We recommend that you send one or two courtesy reminder emails to your TeleClass call registrants. And ensure you include the date, time, the conference call phone number with area code and the conference access code to call in. You should also

encourage participants to send in questions ahead of time, if applicable.

In general, you should send reminder emails a few days before your TeleClass and also on the morning of the TeleClass. This is a proven strategy that works well.

Prepare a Cheat Sheet

To keep all your information readily available and at your fingertips during your TeleClass call, create a call cheat sheet. Think about which information can help you to facilitate your call with confidence. Consider including the following items:

- TeleClass title.
- TeleClass date and time (mention your time zone).
- Preparation checklist (turn off call-waiting, open your website on your computer, take a bathroom break before you start, etc.)
- Your bridge line call-in information (phone number with area code, access code, host code, guest code).
- Your bridge line features (how to start and stop a recording, how to mute a phone line, etc).
- Your guest's phone and cell phone numbers (in case you need to communicate with her or him outside the bridge line). You may want to add your guest's IM address on your cell phone as well.
- Your assistant's phone and cell phone numbers (in case you need to communicate with her or him outside the bridge line). You may want to add your assistant's IM address on your cell phone as well.
- Your conference call service provider's contact information (in case you encounter technical difficulties, etc.)
- Your sales page URL, if applicable.
- If you are recording your TeleClass call, set a reminder for yourself to start recording at the beginning of the call.
- Your TeleClass [call outline](#) (can be separate, but why not include it together in one document?)

Having all your important information ready and easily available on this cheat sheet will really help you stay organized and sane throughout your TeleClass call. A cheat sheet is helpful even after you hold more than 10 TeleClasses.

Rehearse Your TeleClass

With your call cheat sheet and outline readily available, run through one or two rehearsals prior to your TeleClass call. A rehearsal is especially important to your first TeleClass. During the rehearsal, check the following points:

- **Timing:** Do you have too much or too little content for the allotted time?

- Flow: Does your TeleClass content flow smoothly?
- Interaction with your guest: Do you need to discuss more with your guest to improve the outline? Should you come up with a list of questions & answers?
- Delivery: Do you feel comfortable with your delivery? Do you think you are sounding natural? Too many hmm's and uh's? Do you feel you need more practice?

Some extra suggestions:

- Do more than one rehearsal to get more comfortable.
- Record your rehearsal, just like you will with the actual TeleClass. Get accustomed to starting the recording at the beginning of your TeleClass call. Then learn how to download the recording afterwards. Listen closely to your recording and evaluate your call content and delivery.
- Listen to other people's TeleClass recordings and model good ones.

📁 Build Your TeleClass Workbook

⇒ **Complete Q8 "Let's create Content Outline"**

⇒ **Complete Q9 "Create TeleClass-related webpages and emails"**

⇒ **Complete Q10 "How are you going to let people know that you are having a TeleClass and encourage them to join you?"**

⇒ **Complete Q11 "What should I include in my TeleClass Cheat Sheet?"**

Section 4: How to Facilitate TeleClasses



Chapter 9: You are NOW Live!

Congratulations! Today is the day. It's time to facilitate your very first TeleClass.

Before the Start of Your TeleClass

It's natural to get little butterflies in your stomach. To help ease your worries, we have found that it is extremely helpful to go through a checklist. The list will help you to make sure you have everything ready prior to your TeleClass call.

You should already have this [checklist](#) in the [Call Cheat Sheet](#) you created in your workbook. Go through all your material at least 1 hour prior to your TeleClass. This review will give you peace of mind and confidence.

We've also found it helpful to set an intention and define goals prior to the call. Do you want to build your contact list? Are you seeking to establish your expert status? If you're promoting a new product, how many would you like to sell? Be clear about your intention and goals so you can measure your results.

During Your Live TeleClass

Just follow the outline! It's okay to go with the flow. You can even throw in ad-libs, as long as you do not miss any important points (e.g. delivering promised information, call to action, announcing a new product, service or event, etc.).

But most of all, have fun!

Chapter 10: AFTER the TeleClass, the Fun Begins

In business, the fortune is often in the follow up. No matter what your purpose is for facilitating a TeleClass, complete the following activities after your TeleClass call.

Send a Thank You Email

Send an email to all your TeleClass participants to thank them for joining your presentation. “Thank you for participating in my TeleClass!” Consider including the following items to add value to your thank you message:

- Provide a download link to your TeleClass recording. (We recommend that you post your recording on your website. This will help you to increase traffic to your site.)
- Provide links to any additional resources you mentioned during your TeleClass (e.g. websites, books, organizations, etc.).
- If you’re promoting a product, service or event, provide a link to your sales or service page.
- Provide your contact information including email address and any social media sites. Don’t assume past participants have this information!

Turn Your TeleClass Recording Into a Marketing Tool or Product

You have spent valuable time planning and facilitating your TeleClass. So why not turn your TeleClass recording into a marketing tool? We’ve outlined below a number of ways in which you can use your recording to leverage your marketing efforts:

- Post your recording (with audio player or as a download link) on your web site’s sales page. This is especially important if your TeleClass was a preview call for a new product, service or event.
- Make your recording a “bonus” product. Offer it to people who opt-in to your e-newsletter or register on your web site.
- Transcribe your recording. Then make it into a print book or e-book, which you can sell or offer as a bonus for purchasing any of your other products.
- Create articles from your recording. Once you edit and re-write, post your articles on your blog or submit them to article submission sites.
- Use your recordings as public relations (PR) tools. Look for PR opportunities where you can tie in your TeleClass to current news or events. Then offer your recordings to your media contacts.

Send Follow-Up Emails

If your TeleClass included special offers, send a few follow-up emails to your participants. Remind them of your offer, content and promotion deadlines. The number of follow-up emails will depend on your audience and your offer. Use your best judgment. Do keep in mind that the more follow-up emails your send, you increase your likelihood of unsubscribe requests. People may perceive you as “hitting hard to sell.” So be creative with your email copy and time your emails appropriately.

Chapter 11: Are You Ready?



There you have it! If you read this book in its entirety and have completed your workbook activities, you're ready to hold your first TeleClass. Really! We know you can do this, we're excited for you and look forward to hearing of your success.

This manual was designed to help you confidently hold your first TeleClass. We also offer additional professional services to take you beyond the information presented in this manual:

Not to Worry! We can Design and Facilitate TeleClasses for You

Still nervous? With this package, our TeleClass experts can co-host your TeleClasses. Our experts are on the call with you, manage the recording, introduce you to your callers, interview you, coordinate the Q&A segment and so much more. Our experts help you execute your TeleClasses as smoothly as possible. Click [here](#) to learn more.

Not to Worry! We can Train You and Your Virtual Assistant (VA)

Coordinating a TeleClass with your VA can be a challenge the first time around. Therefore, we developed just the right program for you. Click [here](#) to learn more.

We wish you a great TeleClass experience!

To living your designer life,



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