



# TeleClasses

A How-To Guide for Entrepreneurs

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

- WORKBOOK -



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## **Q1. What's in it for me if I present a TeleClass?**

First of all, let's clarify what you would like to achieve by holding a TeleClass. Focus on the big picture. Here are a few examples:

- I want to establish myself as an expert.
- I want to introduce my new product, service, or event
- I want to conduct a special group program using a TeleClass format
- I want to build my tribe through teleclasses
  
- .....
- .....
- .....
- .....

## **Q2. How can I benefit immediately from conducting my own TeleClass?**

TeleClasses offer many benefits over several conventional marketing tools. Look at the immediate benefits you expect by holding a TeleClass. Anything else you are expecting to get from your particular TeleClass?

- Is easy to conduct
- Is low-cost/no-cost
- Gives me bigger reach (being able to target non-local market)
- No need to have a physical location
- Allows time flexibility
- Helps me to quickly gain expert status
- Can be turned into a product (or products!) later
- Helps grow my contact list of potential clients

- .....
- .....
- .....
- .....

## **Q3. What's the best format for my first TeleClass?**

We looked at a variety of TeleClass formats in Chapter 3. Which one sounds like the right one for your first TeleClass? What would help you achieve the goal you identified in Q1?

- Solo Teleclass
- TeleClass with a Master of Ceremonies (MC)
- Expert interview TeleClass
- Guest speaker on Someone Else's TeleClass
- Q&A Live Call
- Q&A via Email

- .....
- .....
- .....
- .....

## **Q4: What's the overall flow of my first TeleClass?**

In Chapter 4, we covered an overall flow of a typical TeleClass: Planning, Preparation, Execution, and Follow-up. Review the flow below, and fill out the blanks with your quick answers if you are already clear about them. If not, not to worry, later chapters will give you more ideas. The purpose of this exercise is to make you start thinking about specifics.

### **1. Planning**

Why are you holding this TeleClass? What's the result you would like to have?

.....

Who is holding this TeleClass? Just you? You and a guest? Or other?

.....

Who should attend this TeleClass? (ie. Who are your audience?)

.....

What is the topic/content of this call?

.....

Any specific format?

.....

When are you going to hold this TeleClass?

.....

## 2. Preparation

How are you going to market this call? (How will people find out about your TeleClass?)

.....

How can people sign up for this TeleClass? Online signup form? Via Email? OR...?

.....

Do you already have the content for the call? If the answer is no, when are you going to create it?

.....

Do you already have a conference call line set up? (If not, don't worry about it for now; Chapter 6 will give you many options).

.....

.....

## 3. Execution

If you already have thoughts about how you'd like to carry out the actual call, jot down your ideas here.

.....

.....

.....

.....

## 4. Follow-up

Let's revisit the goals you identified in the Planning section. To achieve those goals, what kind of follow-up activities do you think would be effective? Write down anything that pops into your mind:

.....

.....

.....

.....

.....

.....

.....

## **Q5: What should I include in my TeleClass tool kit?**

In Chapter 5, we went over the list of items that you need or should consider. Go through the items below and indicate with a checkmark those you'll need.

### **Must-haves**

- A Bridge Line (conference call line)
- A landline (regular phone)
- Online signup form or Email to handle signups

### **Good-to-haves**

- A headset
- Internet access during the call
- Support people prior/after the call
- Support people during the call (standing by via texting or online chat tool)

### **Any other resources that might be helpful?**

- .....
- .....
- .....
- .....
- .....

## Q6: What should I include in my bridgeline checklist?

In Chapter 6, we went over questions to consider when choosing a conference call provider. Here is the recap... Check what you would like to have for your call, and then choose the provider that best meets your needs.

Again, if this is your very first TeleClass, we recommend you use a free, simple service to get started (rather than investing in a service which may offer more than you need right now).

- I would like to use a FREE conference line.
- My audience would like to access my call via Skype.
- My audience would like to access my call via web.
- I want to pre-record my TeleClass while making it sound like a live call.
- I have documents I'd like to share live during my TeleClass.
- My call needs to be recorded.
- I would like to distribute the recording of the call directly from the conference call site.
- I would like the recording to be uploaded to my web server and distributed via my website or via email.
- I expect my call participants to be more than 100.
- I want my call participants to hear a customized greeting.
- I want to offer local call-in numbers for international callers.

Are you getting a clear picture? Now, review the "Free and Low-Cost Resources" in Chapter 6, do some research, and select a few bridge line providers (write them in the space below). Then try using them on your own to see which service you feel the most comfortable with.

1. ....
2. ....
3. ....

## Q7: What should I include in my TeleClass timeline?

In Chapter 7, we took you through the process your audience will experience before/during/after attending your TeleClass. We then showed you elements you and your team need to take care of to make that happen.

All the steps that should be included in your timeline are listed below. Notice that there are three columns for the due date. Go through them, and write down the tentative dates in the first column for now. As you go through Chapter 8 firming up the details, update these dates in the second column. Use the third column to write down the final dates, if necessary.

Tentative target date	Revised target date #1	Revised target date #2	Action
			Decide on a date and time to present your TeleClass.
			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.
			Create a content outline. Or if you prefer, write a script.
			<p>Create a web page(s), a sign-up form and emails (in this order):</p> <ol style="list-style-type: none"> <li>i. "Registration Confirmed" page (also known as a "Thank You page").</li> <li>ii. 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.</li> <li>iii. A TeleClass information and sign-up page.</li> <li>iv. 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.</li> </ol>

<b>Tentative target date</b>	<b>Revised target date #1</b>	<b>Revised target date #2</b>	<b>Action</b>
			Market your TeleClass call.
			Create and schedule a call reminder email.
			Prepare a TeleClass call Cheat Sheet.
			Schedule a rehearsal(s) in advance of your actual presentation date.
			Facilitate your Live TeleClass!
			Begin follow-up activities.

## Q8: Let's create content outline

In Chapter 8, we explained why you should not carry out a TeleClass on the fly. Prepare a call outline to make sure you'll cover important points while your audience can easily follow you as you go through the content.

Here is a quick template of the outline plus some examples for you. Tweak to meet your needs.

Section	Points to Cover
Greeting	<ul style="list-style-type: none"><li>▪ Date: .....</li><li>▪ Time: .....</li><li>▪ Title: .....</li><li>▪ Your name: .....</li></ul>
Agenda	<p>Example: <i>"The call is expected to last for about 1 hour. We'll cover the topic first, then we'll open up the line for Q&amp;A, so please hold your questions until the later part of the call."</i></p>

Section	Points to Cover
General TeleClass conference call instruction	Example: <i>“During the presentation portion of the call, to ensure you all can clearly hear me, I will mute all the lines. And during the Q&amp;A portion, I’ll unmute you, but if you have any background noise like dogs barking, please press *6 to mute yourself as a courtesy to other listeners.”</i>
Housekeeping Announcements	Example: <i>“This call will be recorded and you will receive an email with a download link normally within 24 hours of this call. Also, I plan to hold our next TeleClass around the same time next month, so please watch out for an announcement email from us on that.”</i>
Short bio of yourself	Example: <i>“Before diving into today’s topic, let me quickly introduce myself since some of you may not be familiar with me...”</i>
Short bio of guest	Example: <i>“And our guest today is xxxxx.....”</i>

Section	Points to Cover
<p>What the call participants can expect from the call</p>	<p>Example: <i>“So, today’s topic again, is ‘How Holding TeleClasses can benefit you’”. We will share as much practical information as possible so that at the end of the call, you will not only see exactly why you should consider holding teleclasses yourself but also feel comfortable about the topic.”</i></p>
<p>Main Content</p>	<p>While you create your content that flows nicely, remember to cover:</p> <ul style="list-style-type: none"> <li>▪ How does your content solve any of your target market’s problems?</li> <li>▪ Provide useful information about your product, service or event that your participants can use to solve these problems.</li> <li>▪ Provide specific and relevant examples.</li> <li>▪ 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.)</li> <li>▪ Specific information about how participants can purchase your product or service or how to sign up for an e-</li> </ul>

Section	Points to Cover
	<p>newsletter or event, etc.</p> <ul style="list-style-type: none"><li>▪ Include how to handle the Q&amp;A portion, if any. (What if you don't have enough time to answer all the questions, etc.)</li></ul>
Main Content (cont'd)	

Section	Points to Cover
Summary	<p>Example: <i>“We need to wrap up the call since it’s been 1 hour. We discussed xxxxxx in details, and I hope the information I shared was helpful to you. It was a lot of information, but you will be receiving a recording link by the end of day tomorrow in case you missed anything.”</i></p>

<b>Section</b>	<b>Points to Cover</b>
Repeat your Call-to-Action	Example: <i>“And please remember that my special discount offer on the book on this topic will expire on December 7. Make sure to visit <a href="http://www.yourwebsite.com/yourspecialoffer">www.yourwebsite.com/yourspecialoffer</a> to take advantage!”</i>
Closing	Example: <i>“Thank you so much for joining me today. If you have any feedback for me, I’d love to hear. Please email me at <a href="mailto:customercare@yourwebsite.com">customercare@yourwebsite.com</a>. Have a wonderful night.”</i>

## Q9: Create TeleClass-related webpages and emails

In Chapter 8, you learned the web pages and emails you should have in place for your TeleClass. You may need some help from your webmaster or VA to take care of these details. Please use the checklist and some examples to make sure all of these are covered. (Please note the items below are listed in the order they should be created and do NOT represent the actual flow of the entire TeleClass process. Please review Chapter 8 again if you get confused.)

*\* If all these items look too overwhelming to you, consider working with our [Design Biz Success Team](#) to get it all done. Our team is experienced in every aspect of TeleClasses and is here to help. Don't let these details stop you from holding your TeleClasses!*

Item	Description/Example
<input type="checkbox"/> “Thank You” page (webpage)	A page on your website where people are taken to after signing up for your TeleClass.  Example: <a href="http://www.thedesignbizcoach.com/thxsample.html">http://www.thedesignbizcoach.com/thxsample.html</a>
<input type="checkbox"/> List for the TeleClass registrants (if you are using an email marketing tool for TeleClass signup)	A list where call registrants information will be compiled as they sign up. This will allow you to easily communicate with this particular group of people before/after the call.

Item	Description/Example
<input type="checkbox"/> Registration confirmation autoresponder email (if you are using an email marketing tool for TeleClass signup)	<p>An email that is automatically sent to call registrants (ie. to the list you created above) upon sign up.</p> <p>Example:</p> <p>Mika,</p> <p>Thank you for registering our F*R*E*E Teleseminar Here is your call-in information:</p> <p>"I Should Have Had a VA! What successful entrepreneurs know about working with a Virtual Assistant" Thursday, October 29, 2009 11am PT / 12 noon MT / 1pm CT / 2pm ET Call-in number: xxx-xxx-xxxx Conference code: xxxxxx</p> <p>We welcome any questions you may have about hiring a virtual assistant. Just send them in advance to xxx@thedesignbizcoach.com so we can focus this portion of our call on what's most important to you.</p> <p>Looking forward to seeing you on the call!</p> <p>To living your designer life, Kelly Galea</p>
<input type="checkbox"/> Online registration form	<p>A form that people can enter their name, email, etc. to sign up for your TeleClass. When you create a list in your email marketing tool, it should give you a way to create a form. See "Semi-Automated Method" in the "Task Flow for You" section of Chapter 3 if you do not use an email marketing tool to let you do this.</p>
<input type="checkbox"/> TeleClass signup page	<p>A webpage on your website where people can learn the specifics of your TeleClass and sign up.</p> <p>Example: <a href="http://thedesignbizcoach.com/tdbc/telesignupsample/">http://thedesignbizcoach.com/tdbc/telesignupsample/</a></p>

Item	Description/Example
<input type="checkbox"/> Announcement Email	<p>An email that goes out to your existing list to let them know about your TeleClass.</p> <p>Example:</p> <p>Mika,</p> <p>I will be holding a F*R*E*E TeleClass next month and would love you to join me:</p> <p>"I Should Have Had a VA! What successful entrepreneurs know about working with a Virtual Assistant" Thursday, October 29, 2009 11am PT / 12 noon MT / 1pm CT / 2pm ET</p> <p>Get more info and sign up now to reserve your spot on this complimentary call.</p> <p>Are you an entrepreneur who is:</p> <ul style="list-style-type: none"><li>- overwhelmed with time-consuming tasks that come with operating your own business?</li><li>- feeling like all you do is work in your business instead of working *on* it?</li><li>- not accomplishing as much as you'd like because you're always taking care of things that don't even jazz you?</li><li>- confused by all the technology and new online tools out there?</li></ul> <p>Then join Kelly and her virtual assistant Mika as they discuss the world of virtual assistance. They will demystify the concerns that you may have about partnering with virtual assistants. While this call is mainly intended for solopreneurs who have never worked with a VA, other people may benefit from what Kelly and Mika will share as they dip into the topic of partnering, not just having your VA take care of tasks.</p> <p>Looking forward to seeing you on the call!</p> <p>Please go ahead and sign up here.</p> <p>&lt;Link to signup page&gt;</p> <p>Even if you can't make it live, we will send you a link of the recording after the call. Looking forward to 'seeing' you on the call.</p> <p>To living your designer life,</p> <p>Kelly Galea</p>

Item	Description/Example
<input type="checkbox"/> Reminder Email	<p>A reminder email sent to call registrants with call details.</p> <p>Example:</p> <p>Mika,</p> <p>This is a courtesy reminder for the teleseminar that is happening TOMORROW:</p> <p>=====</p> <p>"I Should Have Had a VA!                      What successful entrepreneurs know about working with a Virtual Assistant"                      Thursday, October 29, 2009                      11am PT / 12 noon MT / 1pm CT / 2pm ET                      Call-in number: xxx-xxx-xxxx                      Conference code: xxxxxx                      =====</p> <p>We welcome any questions you may have about hiring a virtual assistant. Just send them in advance to xxx@thedesignbizcoach.com so we can focus this portion of our call on what's most important to you.</p> <p>We will also send you a link of the recording after the call, along with a special bonus document "Tips for Finding and Working with a Virtual Assistant" that will help you find your dream VA, compliments of Kelly &amp; Mika. :)</p> <p>Looking forward to seeing you on the call!</p> <p>To living your designer life,</p> <p>Kelly Galea</p>
Sales Page (if applicable)	<p>Your webpage where you want to send people to find out about the product/service you will be offering during the call.</p> <p>Example:</p> <p><a href="http://www.DesignBizWebSuccess.com">www.DesignBizWebSuccess.com</a></p>

## **Q10: How are you going to let people know that you are having a TeleClass and encourage them to join you?**

Unless you let people know about your TeleClass, nobody will sign up because, well, they won't even know about it! While marketing your TeleClass may sound like a daunting task to many of you, there are so many easy ways to do this, as explained in Chapter 8. Why don't you just pick 1 - 3 marketing methods you feel comfortable with and start from there? Here is a checklist to help you choose. Some of these sites/groups may have specific rules about promoting events. Make sure to follow them.

- An announcement email (or a few) to your existing list
- Facebook
- Twitter
- LinkedIn
- EventBrite
- Teleseminar Nation
- Internet Marketing Newswatch
- Professional Associations' mailing lists
- Your own website(s)

# Q11: What should I include in my TeleClass Cheat Sheet?

As discussed in Chapter 8, a TeleClass Cheat Sheet could be your best friend while you are live on the call. Please follow each step to cover the nuts and bolts of your TeleClass, and you will be fine.

Here, we have provided a template to help you create a handy cheat sheet for your TeleClass. Fill it out; this sheet will be your best friend during your TeleClass!

<b>Title of TeleClass</b>	
<b>Date/Time</b>	(Time zone: ET/CT/MT/PT)
<b>Call prep checklist</b>	<input type="checkbox"/> Turn off call-waiting on your phone <input type="checkbox"/> Turn off anything that could make noise (cell phone, clock, etc) <input type="checkbox"/> Log onto the bridgeline service's website if the online control will be used <input type="checkbox"/> Bring up the website that will be mentioned during the call <input type="checkbox"/> Have a glass of water ready <input type="checkbox"/> Keep pen and paper handy <input type="checkbox"/> Test bridge line  <input type="checkbox"/> .....  <input type="checkbox"/> .....  <input type="checkbox"/> .....  <input type="checkbox"/> .....
<b>Bridge Line Info</b>	Call-in Number: .....  Access Code: .....  Host Code: .....  Guest Code: .....  Features: - Start/stop recording: .....

	<ul style="list-style-type: none"> <li>- Mute all lines: .....</li> <li>- Self-mute line: .....</li> <li>- Raise hands: .....</li> <li>- Request to be in the queue: .....</li> <li>- .....</li> <li>- .....</li> <li>- .....</li> </ul> <p>Bridgeline URL: .....</p> <p>Bridgeline Tech Support: .....</p>
<p><b>Guest's Contact Info</b></p>	<p>Phone: .....</p> <p>Cell: .....</p> <p>IM: .....</p>
<p><b>Assistant's Contact Info</b></p>	<p>Phone: .....</p> <p>Cell: .....</p> <p>IM: .....</p>
<p><b>URL's to be referred to during the call</b></p>	<p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>

<b>Call Outline</b>	<ol style="list-style-type: none"><li>1. Pre-greeting</li><li>2. START RECORDING</li><li>3. Greeting/Introduction</li><li>4. ....</li><li>5. ....</li><li>6. ....</li><li>7. ....</li><li>8. ....</li><li>9. ....</li><li>10. ....</li></ol>
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