Grow Your Reach, Your List, and Your Book Sales with Teleseminars

Harness the Power of Teleseminars!

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A Note from D'vorah

Thank you for requesting this special guide to teleseminars. By participating in teleseminars you'll be able to reach more people, increase your credibility, and sell more books. You'll also be able to gain endorsements from leaders in your industry while growing relationships with people interested in your topic.

A teleseminar is a seminar, interview, or training, conducted over a telephone line or Internet VOIP connection. You can be the sole speaker or you can set up your call to allow one or more guest speakers. Your teleseminar can be a single call, or it can be part of a series.

A powerful way to connect with your audience and build a relationship with them is to provide them with ways to hear your voice, your enthusiasm, and your message. This will give them a sense of who you are and provide a way for them to get to know you. Offering teleseminars is an extremely effective way to accomplish this.

When I first began participating in teleseminars, I didn't have a clue as to where to begin. A very wise person suggested that I begin by interviewing and getting interviewed by experts in my field as a way of growing my brand and my credibility! Once I'd participated in a few teleseminars, I felt comfortable with the technology and my confidence began to grow. Fast forward seven years and here I am with over 200 interviews under my belt. This has aided me in growing a thriving online business and attracting guest speakers for my annual book marketing conference online.

Enjoy this resource 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

About D'vorah

D'vorah Lanksy, M.Ed., is the bestselling author *of Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book.* She is also the founder of the Book Marketing Boot Camp Series and the producer of the Annual Book Marketing Conference Online.

D'vorah has been marketing online since 1994 and since 2007 has trained thousands of authors and virtual professionals in online book marketing practices. She is passionate about online marketing as well as helping authors to grow their business and their brand as they reach more readers, sell more books, and achieve their dreams.

You can connect with D'vorah at:
www.DvorahOnAmazon.com
www.BookMarketingMadeEasy.com

Introduction to Teleseminars for Authors

As an author, there are many ways you can harness the power of teleseminars to reach more people, grow your brand, and sell more books! By recording your teleseminars and making them available for your audience to enjoy, you'll be able to build your list, reach a wider audience, and provide valuable content to more people.

Teleseminars have become a vital communications tool in today's market. Instead of spending thousands of dollars traveling to give an in-person presentations, you can meet your customers and prospects right where they are, anywhere in the world.

Teleseminars are very effective in getting your message out to solve the challenges your audience faces, while allowing you to become known as an expert in your field. Teleseminars can be offered on a wide variety of topics as there is no limit as to the type of content you can create.

Here are a few examples of type of content you can share on your teleseminars:

- Q & A calls where you answer questions submitted by your audience
- Expert interviews where you feature speakers on topics your audience is interested in
- Book review teleseminars
- "Bookinars" where you teach on your book's content or lead a book study
- Educational courses or training programs
- and more…

Interviews provide wonderful content for teleseminars. By participating in interviews, you'll not only get endorsed by your hosts, you'll be able to grow your list. As part of the interview you'll have the opportunity to let people know how to connect with you. Invite listeners to receive a special gift from you by visiting your website and subscribing to your email list.

Participating in teleseminars is a powerful way to connect with your audience and build a relationship with them. Teleseminars allow your audience to hear your voice, your enthusiasm, and your message. This will give them a sense of who you are and what you are passionate about.

Sharing your message via teleseminars is a powerful way to provide valuable content for your listeners, while getting known as an expert in your field. You are only limited by your imagination, in regards to the type of content you can offer.

What ideas do you have regarding types of teleseminars you'd like to offer to your listeners?

_____

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Get Started by Participating in a Practice Interview

To get started with teleseminars, arrange for a friend or colleague to interview you on your area of expertise. To prepare, compose a 100 word brief introduction along with a list of 8-10 questions you'd like to be asked. By providing questions ahead of time, you create a foundation for the interview and you're able to keep the focus on topics related to your book and your area of expertise.

When you are being interviewed, proceed as if there were 100 people on the line. You'll want to focus on answering the questions in as much detail as possible as this will provide you with rich content and a fantastic resource which will allow people to get to know you better.

For your first teleseminar, you may want to invite a few friends or family members to attend so you can deliver your message while people are on the line 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 start over." This causes you to keep moving forward, sharing your message and your brilliance. You can always edit the audio recording afterwards. Once you've recorded a few calls, you'll gain confidence and will sound like a pro.

Provide Your Bio for Your Interviewer

In preparation of your interview, compose a brief, one-paragraph introduction. You want this to be short and sweet, as the person interviewing you will read this aloud when introducing you. Give thought to what you really want your listeners to know about you, without sharing your entire life history. Share a bit about your qualifications and accomplishments so you illustrate your credibility. You'll also want to include something about your current work or book, so that you intrigue listeners to want to take action and find out more about you. I also find it extremely helpful to have a set or two of questions to provide when I'm asked to be interviewed by others. As you prepare to be interviewed by a friend, family member, colleague, or class participant, compose a list of 8-10 prioritized questions.

Here's an example of what I send to people who want to interview me. I try to keep my intros to about 100 words. I also include a photo of my book and myself in case they plan on posting anything on a website or in an eZine.

D'vorah Lansky, M.Ed., Bestselling Author, and Marketing Wizard has been marketing online and mentoring leaders since 1994. She is the bestselling author of *Book Marketing Made Easy: Simple Strategies for Selling Your Nonfiction Book Online* and the producer of the Book Marketing Conference Online. D'vorah teaches online marketing strategies to authors across the globe. She is passionate about online marketing as well as helping authors grow their business and their brand. Please help me welcome, Marketing Wizard, D'vorah Lansky.

Identify Your Target Audience and Leaders in Your Field

As you begin to give thought to whom you'd like to interview you, complete the following exercise. This will allow you to put together 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 people 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/writes on topics of interest to your target audience?
- Which experts, in your niche, would you love to get to know?
- Who do you know who may know one of the people you do not yet know?

People **you know** who attract your target audience	People you'd like to know but do **not yet know** personally	**People you know** who may be able to provide introductions

Options for the Recording and Delivery of your Teleseminars

One of the most frequent questions I get regarding teleseminars, is "What is the best way to record my teleseminars?" Following you'll find my two favorite platforms. I've been using both of these platforms for over 7 years and 200+ teleseminars.

FreeConferenceCalling

My favorite free option is FreeConferenceCalling. (www.FreeConferenceCalling.com) The reason I recommend this service is because they have a Web application that allows you to see the names and phone numbers of your attendees. Your attendees also have the ability to punch in a code to indicate that they have a question or are responding to a question you are asking.

Your call recordings are hosted on the Free Conference Calling site and you can even post a link to allow your audience to access either single recordings or all of the recordings in a series. They give you the ability to download the recording to your computer or copy the embed code which you can paste into the text section of your blog post.

I recommend that you download each of your calls and file them in a special folder on your hard drive. While your FreeConferenceCalling account is open, you can link straight to your call archives area. But if you ever cancel your account, all of your recordings will be on that system, and they would be lost. So download copies of the recordings just to be safe.

There is a downside to this program, as there is no interface for accepting written comments and questions during the live calls. A way around this is to ask your listeners to submit their questions ahead of time, via email. This method would work well if they have access to training and exercises before the Q&A call. However, this method would not work well if you are looking to receive questions in real time.

You could open the phone lines, by having people press the code that will show up on your FreeConferenceCalling dashboard as a "raised hand." While you wouldn't want to open all the phone lines, because of the increased background noise, you could open up individual lines during the Q&A segment of your calls. This could work well, but you do take the risk of having someone hijack your call or state something in a negative way that you'd rather not be expressed on a public call. If you set clear parameters and expectations, and model what types of things can be expressed on the live calls and which types of things are better handled via a support request via email, this will increase the odds of having the Q&A segment of your calls be upbeat and positive.

Webcast Platform and Telephone Interface with Instant Teleseminar

The most popular premium teleseminar service is the Instant Teleseminar (www.WebTeleseminars.com) platform. In addition to being able to record and rebroadcast your recording, you can see the call-in details of each of your attendees, conduct polls, offer a Webcast option to your audience so they can listen in via the Internet from anywhere in the world, show PowerPoint presentations which will provide you with a video presentation, and more.

The Webcast option is great if your listeners are across the globe and for those who don't want to tie up their phone line, as they can listen in via the Internet. It also provides the ability to reach a much larger audience because you are not limited by the number of callers on the phone lines. They offer a 21-day trial to test out the service and hold a few teleseminars, in order to experience all they have to offer first-hand. You can cancel your trial or your subscription at any point just by sending an email to their support staff. They have excellent customer support.

The Webcast option is quite popular because it offers the listener more flexibility. The downside of the Webcast option is when the speaker opens up the call and asks for questions, those on the Webcast will not be heard. However, they do have the ability to submit their questions via a text box on the Webcast page. This service can expand your audience as it provides an attractive, branded interface and makes it easy for people to listen in.

Each call session has its own Web page, which you can customize from a wide selection of colorful options. The Webcast page actually looks like a custom-designed Web page. Your listeners go there to get the call details, such as the time, date, and phone number, as well as access to the Webcast page. The ability to add Web links and a big button to your Webcast page is another great feature. You can offer people the action guide for your teleseminar or a free downloadable report as well as access to your blog, social networks, or the URL to a specific website.

There are many ways to harness the power of teleseminars in order to reach more people and sell more books. What would you say to a captive audience interested in the topic of your book?

_____

_____

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_____

Repurposing Your Content for Multiple Paydays

Repurposing is the act of turning content from one form of media, into another. Teleseminar recordings can provide you with a rich form of repurposable content. 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.

The easiest way to generate a significant amount of content in the shortest amount of times is to record an audio hour. You can transcribe the recordings and use them in a variety of ways such as blog posts, articles, newsletter content, an eCourse, and more.

Here are additional ways that you can repurpose your teleseminar recordings:

- Offer the transcripts to your subscribers
- Use the replay itself as a blog post
- Sell the transcripts to people who attend your teleseminar or interview series
- Create a simple PowerPoint presentation to accompany the audio and turn it into a screen capture video
- Create a collection of related interviews and sell the audios and transcripts individually or as a collection
- Offer the transcripts alongside the companion video as another product
- Chunk your transcripts into smaller segments for articles, blog posts, or an eCourse
- Offer an “upsell” once someone registers to attend a free live event. In addition to being able to listen to the recorded call online, offer them the ability to purchase the MP3 and the transcript

18 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

Time to Take Action

Like anything new, you learn with time and experience. So be brave, reread this guide and jot down thoughts and ideas, and get ready to share your message with the world. While there are a lot of moving parts, teleseminars are easy to set up, easy to find speakers for, and easy to conduct. Have fun with this and enjoy connecting with the new audiences you'll meet.

Decide on and register for a teleseminar service. (www.FreeConferenceCalling.com or take the 21-day Instant Teleseminar Trial at www.WebTeleseminars.com)

- ☐ Make a list of people you'd love to be interviewed by. Choose those who attract your target audience.
- ☐ Compose a 100 word bio introduction
- ☐ Make a list of 8-10 questions you'd like to be asked during your interview
- ☐ Team up and have a friend or colleague interview you. Then switch and you interview them. Be sure to press the "record" button
- ☐ Post the audio recording on your site
- ☐ Spread the word and invite your audience to listen to the live call or the recording.

Have fun with this!
Here's to your success,
D'vorah

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

"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, Author of Hope's Harbor, Words of Hope and Encouragement

"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

Find Out More About This Action-Packed Course at:

www.TeleseminarsForAuthors.com