



Grassroots Marketing Success with Teleseminars, Podcasts and Blogs
Zane Safrit, CEO
Conference Calls Unlimited

How does a teleseminar work?

It's quite easy. As a host you're provided the calling instructions including access codes for you as the host and a different one for your guests, a conference dial-in number (toll or tollfree) and instructions on the use of features to enhance the experience from your teleseminars.

You promote the date and time and subject of your teleseminars to your desired audience. They call following the instructions you provide. You speak; they listen.

Why is it so successful?

It's an efficient, effective, inexpensive tool that connects you with your audience in means and at a time that's relatively convenient for your audience. The telephone is universal. And the technology for conference calls provides features that allow near universal access to your messages from your audience. We'll discuss these features separately.

What are the keys to a successful teleseminars?

Audience
Speaker
Topic
Promotion
Follow-up
Repeat, repeat, repeat

How many callers are appropriate?

It depends on the level of interaction you desire with the audience and your budget. Greater interaction and greater numbers on a call usually equal greater expenses.

The greater the interaction, the more spontaneity and informality is desired in the interaction, then the groups should be smaller. For large groups where Q&A, question and answer sessions, are desired it's best to have it moderated with an operator in-attendance. You, the speaker, can concentrate on your presentations and answers; the operator can manage the questions received silently from the audience while you speak.

How long should it last?

Long enough to cover the subject; Short enough to keep it interesting.

Moving past one hour requires both compelling content and a compelling speaker. With those 2 in place the result is a compelled audience.

What should you, the author, do on a teleseminar?

It depends on the subject and the audience of the book. If it's a novel and the audience is your customers, then read sections, much like a reading at a book at a book store. If it's a novel and the audience is fellow authors then read a smaller sample and open the conversation to questions from the audience on how you wrote it, what it means, and the path you took to write it. Some may even offer their fellow authors a chance to read their own samples.

Should you also use a collaborative tool like web conferencing where desktops and documents and applications can be shared, along with providing the options of chat and polling?

These services are powerful collaborative tools. They make for money-saving tools that increase your connection with your customers and prospects and lower your travel costs. But...they add a level of complexity to the teleseminars. And if your audience isn't competent with all the added elements that need to be managed then it can prove to be a disaster. The added elements are computer savvy, chip speed, RAM, bandwidth connection, firewalls both personal and corporate, java updates, etc. Use a web conference if you're confident your audience has mastered these elements. If not, use your teleseminars as a lead-in to your website, offer a recording in MP3 for your visitors and create a podcast series for them to subscribe to.

Enhanced Features: What are they? How do they help with teleseminars?

Our teleconference services, in fact all teleconference services, except the free ones, offer enhanced features that add a high-touch level of professionalism that serves to enhance the experience of your audience.

Operator-assisted calls provide expanded possibilities for:

- Polling your audience
- Interacting with a Q & A session while maintaining a professional presentation
- Greeting callers to provide that added high-touch element
- Security: insuring the proper and only the proper guests have arrived
- Calling-out to special guests or callers or presenters.

These are valuable enhancements that serve to increase the value you can deliver to your callers. And they serve to insure a productive teleseminars as you expand the audience or the interaction.

Recording your teleseminar should be considered a requirement. Why? Because it's possible to then share that recording in an audio file with a link on your website or a podcast series for your most passionate fans.

Most teleseminars recordings begin as an audio file in a .wav format. You can easily download it, post it on your server, and create a link that you share on your website or blog. (Did we say blog?) MP3s remain the easiest to use by your audience and thus the most widely used audio format used worldwide. And now you can syndicate your call recordings to create podcasts.

Podcasts are like syndicated blog posts, only they're syndicated audio files. Your listeners subscribe to your podcasts and are automatically updated every time you add a recording to your feed they've subscribed to. Then at their leisure and in a format that's easiest for the widest audience to use, they're able to listen to your voice and content.
VERY POWERFUL

Blogs

Every author should have a blog to build a loyal audience. And to expand their audience, a blog is probably one of the easiest tools to use. It's also one of the most inexpensive.

It's there you can share your MP3 files and your podcast feeds, as well as your blog feeds to create the most loyal audience.

It's there you can share your follow-up discussion with PDF versions of transcripts of your teleseminars, PowerPoint slides accompanying the presentation, discussion of polls and further elaboration on Q & A sessions. Content is easily added to blogs. All blog resources provide areas for comments and trackbacks, rss feeds, links to other sources of content, and generate outstanding search rankings with Google and Yahoo, etc.

I'm not an author but I use 3 blogs to promote our company. They are:

CEO Blog: <http://zane.typepad.com>

Customer Newsletter: <http://zane.typepad.com/uconferencenewsletter>

Life: <Http://life.ducttapemarketing.com>

TypePad is probably the easiest blog service to use. www.typepad.com

Can you give us examples of successful teleseminars?

Debbie Weil (www.debbieweil.com), corporate blogging consultant, **BlogWrite for CEOs**, hosted a small teleseminars for people who wanted to ask her questions about setting up a corporate blog. She required attendees to buy 5 copies of her book: **The Corporate Blogging Book: Absolutely Everything You Need to Know to Get It Right.**

http://www.blogwriteforceos.com/blogwrite/2006/09/download_a_tran.html

One of her attendees was so enthralled she took copious notes which Debbie Posted as a PDF at that link.

We hosted the call.

John Jantsch, Duct Tape Marketing, (www.ducttapemarketing.com) interviews experts in marketing and small business at his duct Tape Marketing Podcast Radio show (<http://www.ducttapemarketing.com/podcast.php>) He's created podcasts with interviews of Debbie Weil and Seth Godin on their respective books.

Seth Godin's interview:

http://www.blogwriteforceos.com/blogwrite/2006/09/download_a_tran.html

Debbie Weil: <http://www.ducttapemarketing.com/podcast.php?id=P725>

Create a series of podcasts Jill Konrath's (Author: **Selling to Big Companies)** 4-Part Teleseminar Series, interviewed by a fellow business book author, Brian Carroll:

Pt. 1: http://sellingtobigcompanies.blogs.com/selling/2006/03/check_out_my_ne.html

Pt. 2: http://sellingtobigcompanies.blogs.com/selling/podcast_part_ii.html

Pt. 3: http://sellingtobigcompanies.blogs.com/selling/podcast_part_iii.html

Pt. 4: http://sellingtobigcompanies.blogs.com/selling/podcast_part_iv.html

Join other authors; expand your audience by sharing.

Brian Carroll, Jill Konrath and 800-CEO Read:

http://blog.startwithalead.com/weblog/2006/09/podcast_marketi_1.html

Expand Your Audience:

Freshbooks (www.freshbooks.com) is a company that uses teleseminars to reach out to the broader interests of their customers. They invite expert guests in fields related to the interests of their customers. This expands their WOM and referral-based marketing to an audience one-step away from their customers, and builds loyalty with their customers by adding value with their teleseminars offering expert speakers.

Here's their teleseminar series:

<http://www.freshbooks.com/teleseminars.php>

Register Your Podcasts:

Podcast Directory: <http://www.podcast.net/cat/221>

Podcasting News: www.podcastingnews.com

Ipodder: www.ipodder.org

Yahoo: podcasts.yahoo.com

Itunes: www.apple.com/itunes/podcasts/

What about Skype?

Skype's cool. I use Skype for chat and phone calls. But not everyone has or should have Skype. Their computer or bandwidth isn't compatible with Skype. VOIP, while powerful and amazing, isn't ready for primetime for most consumers for most businesses. Stick with the tried and true: a land-line connection using plain old telephone service (POTS lines). And be patient. VOIP will become the standard soon.

Contact:

Zane Safrit
CEO

Conference Calls Unlimited

877-227-0611, ext. 12

www.conferencecallsunlimited.com

(Anytime. I love this material. I'm happy to help answer any questions.)

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