

9 Secret Ways To Boost Your Business With Teleseminars

Teleseminars are a great way to prospect, sell, stay in touch with current customers and clients, build your list, and so much more. Here are just some of the ways you can use teleseminars to boost your business!

Introduce a new product or service:

Product launches are one of the most common ways to use teleseminars. This is a great way to explain all about what your product can do and how it can help your customers. This is especially useful for informational products, because the teleseminar can be mostly high impact content, with only a little bit of selling. There is no way in one hour to tell everything in a book, or even an ebook, so you can give as much as possible to the audience and still leave them wanting more.

If you are in a service industry and have a new service, you can give a teleseminar on it to introduce it to your current and prospective customers. If you are a mortgage broker and there is a new First Time Buyer program, use a teleseminar to explain it to all of your prospects at once. You can even have a question and answer time if you want to get them really excited.

Re-Launch a product or service:

If you have a product or service that hasn't been getting enough attention lately, re-launch it. Add a bonus or two or limited time offer and do a teleseminar to highlight this month's special. One of the things you can do with a re-launch is have a couple of happy customers as guest speakers. Since they have already had time to use what you have to offer, they can give your prospects some good information from a customer point of view.

Teach your customers how to use your product or service:

Most products and services are not completely self explanatory. Having a teleseminar to tell all about special features or extra services you provide allows them to get the most out of your product or service. Not only is does this make for great customer relations, but it is unusual enough to get your customers talking to their friends about how wonderful you are. You can even ask for referrals during the teleseminar.

Establish yourself as the Expert:

Have someone interview you about your product or service during the teleseminar. This is a great way to establish yourself as an expert in your field. Who gets interviewed? Stars, celebrities, Nobel Prize winners. In other words, Experts. People we want to listen to.

Build Rapport:

People buy from people they know, like, and trust. Tell your audience a little bit about how you came to be a lion tamer, or a teacher, or an insurance agent. Don't just try to sell them something. Let them get to know you from the comfort of their own living room. Give them something before you ask for something back.

Tell the embarrassing story about when you got your 4X4 stuck in the mud and a Volkswagen Beetle pulled you out. Then when you tell about the towing service you created called “Beetle’s Towing” they will laugh with you, and think about you when they get stuck, too.

Informative Prospecting:

If you are in a service industry, you can help people understand your field of expertise. A real estate agent might hold a teleseminar on buying investment property. You could talk about the tax breaks, appreciation, and having professional management so you don’t have to get up in the middle of the night to deal with tenants. You can also talk about some of the ways deals can go bad if you don’t have a licensed agent involved, like buying a building without checking what other liens might be held against the property. Give as much information as possible, while showing why it is a good idea to have an expert help you at the same time.

You can do the same thing with a product. Don’t just tell how great your product is, though. Tell all about the problems your product is designed to deal with, and some possible solutions. Then tell how your product provides the most solutions at a reasonable price.

Preview calls:

A preview call is a call advertising a later, larger event. It is usually free, though you can also have a paid preview call. For this type of teleseminar you want to give as much good information as possible. If you are previewing a weekend event, you can’t possibly give everything you are going to cover in one hour. So choose a few topics and give some great information, then tell them about the upcoming event. Don’t make this an infomercial about how great the event will be- show them how great it will be by giving them a great call.

One of my products is the Teleseminar Nuts and Bolts classes, where we teach people how to do all of the back-end, technical side of teleseminars. So my preview teleseminars will be answering the ten biggest questions my listeners have about the problems that can happen while planning and creating a teleseminar. I might tell them three ways out of ten to use autoresponders. I’ll talk for two minutes about the different kinds of websites you might have, then just mention we take an hour in class to go over them in detail. So I give as much as time allows, then let them know there is much more that I go over in class. I don’t need to tell them to take the class. If they have found my 3 out of 10 tips useful, they will want the other 7.

Make an FAQ or whole new product:

One of my mentors said, “If you hear the same question three times, it’s time to make a product for it.” So while you are telling people all about your great products and services, you can be recording them, too. When your teleseminar is done, you can have the recording transcribed, and now you have an FAQ sheet you can use as a bonus to anyone who buys from you. You can put the recording on your website so people can listen to it. Have them give you’re their email and name in order to get access to it and now you have a mailing list.

Mix and Match:

Many teleseminars can use several of these ideas. You can launch a product, build rapport, and have an interviewer asking you all the right questions to make you look good. You can find out

what your customers most want to know and tell it to them on a Customer Service call, then tape it and put it on your website. The possibilities are endless.

So think of three ways you might build your business with Teleseminars. Which one are you going to try first?

Tania Baidon is a Personal Coach and Teleseminar Leader. Tania does professional teleseminar interviews and teaches tele-classes. She is the creator of the Wealth Virus Interviews. . www.wealthvirus.com

Tania's coaching specialties are life changes and growth, and small business creation and promotion.

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