

Bob the Teacher Presents:

TeleseminarFormula

Talk. Profit. Promote. Repeat.



5 Easy Steps To Record Your First Teleseminar Before The End of Today

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TeleseminarFormula.com

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Introduction

You see them all the time: invitations to join this person and that person on a teleseminar to learn about this and that.

What runs through your mind?

Most people initially think, “Oh boy, what are they going to sell me?”

But as an entrepreneur you are probably thinking things like:

- How did that person get that more famous person on a teleseminar?
- How did the host become such an expert?
- How did they have the time to master the technology of teleseminars?
- When will people think of me as an expert like them?
- How can I get asked to be on a teleseminar?

This quick but powerful report is designed to give you the inside scoop at just how easy it is to do a teleseminar.

In fact, it's so easy to create and record a teleseminar, you'll be able to do one later TODAY after reading just the first 15 pages.

Of course, I'm not promising you'll have 100 people listening to your call, sending you thousands of dollars before you go to bed tonight.

But if you've never done a teleseminar before, reading this report is going to show all the steps to ending your “teleseminar virginity”. And that, my friend, is the first step in getting extraordinary results from teleseminars.

What Is A Teleseminar, Really?

I've created a checklist of 5 steps you take to do your first teleseminar. But before I get ahead of myself, let's go back to the basics. In my Teleseminar Formula training, I often see students who have only a narrow view of what teleseminars are.

So what is a teleseminar? Well, a teleseminar is a presentation of information that you deliver by using the phone. It's that simple.

A teleseminar is a conversation on the phone, either between you and a guest or host, or between you and the audience who is listening. They can be listening simultaneously to your presentation, or to a replay at their convenience.

Other terms you may have heard of are conference calls, podcasts, or webinars. These are all teleseminars, delivered in a particular way.

- Conference Call: a business meeting for people in separate locations

- Podcast: a recorded teleseminar that is delivered as an MP3 in social media channels
- Webinar: a teleseminar that also contains the visual addition of screen sharing (such as a PowerPoint or demonstration)

Typically, a teleseminar is more of an open information and training session that's open to more people.

Why Should Teleseminars Be Used In Your Business?

I bet that you are in business so that you can have a massive impact on your world (whatever size and scope “your world” means to you).

Teleseminars help you impact your world faster and more profoundly than other methods of conducting business. It's not a panacea – it's a component of a larger marketing strategy. But because of the power of using your voice, and the ability to distribute your teleseminars throughout the online world, teleseminars help you to reach more people in less time.

As a former teacher, I know a thing or two about making an impact. Let me share something personal really quick to illustrate the increase in impact because of teleseminars.

For 10 years, I taught history to high school students, coached the academic team, and played other roles in my school. I basically had about 120 students that I worked with every day for the entire school year.

I also helped about 150 teachers learn how to be more productive through county continuing education workshops.

Yes, I made an impact on most of them in some way (and some more profoundly than others). But over 10 years, I directly impacted about 1500 people.

Once I discovered the world of teleseminars, I realized that not only could I affect more than 120 people per year, I could actually impact more than 120 people per telephone call. And I could do that on a regular basis.

By doing so, I could impact the world in a very, very positive way.

It's hard to replace the value of working with a student over the course of a year. But to be able to help over 1500 people every month (instead of a decade), has profound long term implications.

Yes, you'll make more money in your business by learning how to incorporate teleseminars into your business. But I think it's even better to recognize the impact you'll have on other people's lives, too.

In short: teleseminars allow you to impact a larger audience in a shorter amount of time.

Create Unique Marketing Tools Fast And Inexpensively

As a business technique, teleseminar marketing is an inexpensive and quick product creation method which has very low risk.

Holding live seminars, writing a book, working one-on-one with a client... all these are effective ways to have an impact. And I would encourage you to do each.

But each of those strategies can be extremely time consuming and high-risk that your business may suffer. Worse yet, because of how much time they take, those methods can restrict your ability to help as many people as you possibly can.

No – you can't help everyone. But hosting, recording, and distributing your teleseminars empowers you to expand your reach in a way unmatched by other methods.

Teleseminars are also great because they provide a high value for your customers and for your industry. If you want to become a leader in your industry or region, you're going to create a higher perceived value than your competitors.

Since people get to hear your voice, there is a stronger psychological and emotional connection with you as well.

They'll connect with who you are, what you know, and how you take the time to elevate your services for your audience.

Little will they know that what you are doing is actually easier and less expensive than any other marketing strategy used by your competition.

And unlike fancy DVD videos, brochures, or pamphlets, you don't have to waste \$1000 on a non-renewable marketing tool. As a digital product, you create it once for a lot less than \$100 (perhaps even free), and you have an evergreen promotional tool.

Build A List Of Qualified Customers And Clients

Another aspect of teleseminars you'll benefit from is it's a faster way to build your list of customers (current and future).

Whether you're talking about the local market face-to-face or you're dealing with people all over the world, your ability to generate leads is going to be helped out by doing teleseminars.

Most people are no longer willing to give their name and email address just so you can send them a few tips to their inbox. "Free Ezine" is hardly enough these days.

You have to give them an overwhelming amount of value. By doing teleseminars, you create events that people want to attend, and you create information products (really, solutions) that people want to learn.

Understand Your Market

Another benefit to doing teleseminars takes the shape of market research.

Your teleseminars will point to what your audience wants, and what they're willing to pay for.

By keeping track of how many people attend your teleseminars, or download the replay, you know which of your teleseminars strikes a chord with your audience.

During or after a live call, you can also ask your audience for feedback. While your competitors may spend thousands of dollars on hiring a market research firm to see what people want, you can simply ask them.

Elevate Your Standing Among A Crowded Room

Additionally, recording teleseminars gives you an edge in any business networking environment.

Let's say you're a service professional in your local market. You go to a local networking meeting, industry trade show or a conference, and everyone is giving away their business cards.

But your card is different. Instead of the standard "all about me" info on your card, you provide a link to a website where your new contact can download a free audio program that will help them. Or better yet, you hand them a CD of a recent teleseminar, which they can listen to on their drive home.

An Extra Revenue Stream

Finally, you should be creating teleseminars for your business as an additional way to create revenue. Your first teleseminar you do later today should be a free lead generation tool to promote your existing products and services.

But as you get hooked on this method of creating value for your customers, you'll learn how to make recordings that you can package into sellable products. Instead of earning just from your services you deliver 1-on-1 or in small groups, your recorded teleseminars become "solutions in a box." This helps you impact more people, increase your revenue, while decreasing the amount of time you actually spend doing both.

Now that you understand the impact teleseminars can have on your bottom line and the lives of your customers, let's get you going with your first teleseminar today.

This report is by no means an exhaustive covering of the topic. For that, you'll want to grab my Teleseminar Formula Product And Profit Creation System (more on that later). But doing your teleseminar today is the first step towards realizing the true potential of your business.

Let's get started!

Teleseminar Checklist Quick View

I'll be covering each of the following areas in detail. But here's a quick view of what you need in place to do your call later today.

The Five Steps To Recording Your First Teleseminar Today

- ✓ **Pick a format**

- ✓ **Connect to a bridgeline**

- ✓ **Record your call**

- ✓ **Talk**

- ✓ **Download Recording**

5 Simple Formats For Your First Teleseminar

If you're brand new to teleseminars, and you're still trying to figure out what in the world you would actually talk about, these are the five formats that I think you should be looking at first.

- FAQ about your product or service
- Interview a known product owner or expert
- Review a product connected to your expertise
- Q&A sessions
- Be interviewed about the #1 challenge your customers face

Let's talk a bit more about each one in more detail...

Format #1: Frequently Asked Questions (FAQ)

- ✓ Most common questions you're asked
- ✓ What sets you apart from your competition?
- ✓ Shows authority & command of your expertise
- ✓ Pre-qualifies your prospects, saving you time

The frequently asked questions call is where you're going answer the common questions that you're asked all the time. This is especially important for you to do if you provide a service that you are trying to be hired for, or you have a product for sale that needs to stand out from the competition.

Think about when you go to a business networking event, or you go to party, and people ask you, "What do you do?"

Most people smile and nod, but on occasion someone will be intrigued and ask you follow up questions. Those are the types of questions that you want to answer in an FAQ call.

If prospective clients call you on the phone and they want to know particular answers before they do business with you – those are also good questions to include.

Here are a few others:

- Why does someone need help from a professional like you, instead of doing it by themselves?
- What does a person in your profession do for clients?
- How much do you charge? Is that based on an hourly rate, or based on results?
- What does your service package include?
- How are you setting yourself apart from the rest of the competition?

Once your frequently asked questions call is finished, you'll be able to put it up on your website, and have it available for people to listen to any time that you want.

Then, when they hit your website and listen to what you have to say, they'll have the big questions answered. When they pick up the phone or they email you about hiring you, **they've already gone through the process of prequalifying themselves.**

So you're no longer going to be spending nearly as much time with prospects who aren't really interested in what you have to offer. Instead, you're going to be spending more time with qualified prospects who are ready to sign on the dotted line.

This allows you to free up your time away from your marketing of getting new clients, and spend more time with your current customers – in other words, revenue generating activities!

The FAQ call also shows your authority and the command of knowledge that you have about your area of expertise. Don't be afraid of sharing too much information on these calls, because ultimately, you'll be showing how good you are at what you do. The more specific your answers are to their questions, the higher regard they will have for your expertise.

Format #2: Interview An Expert In Your Field

- ✓ Fastest way to recognition in your field
- ✓ Let them do the talking
- ✓ Be a hero to your audience

If you are in a particular field but nobody really knows you yet, interview a person who is already well known in that field.

They don't have to be the superstar in that industry, they just have to be known better than you.

When I did my first teleseminar, for example, I already had experience doing websites and doing website design, website hosting, and so forth, but I knew that nobody really knew who I was. So my first teleseminar was with Dan Kelly. We had recently met at an industry conference and discovered we had a lot of potential as collaborators, even though we were essentially in direct competition. Dan had already created an online course that taught people how to make a website, and I didn't. I knew how to do it, but I didn't have a product yet.

Instead of spending the time creating my own product, I simply interviewed Dan about his MiniSitesSecretsRevealed.com course. That allowed me to generate some revenue before I had my own product finished (I promoted his course as an affiliate partner), but it also allowed me to get connected to that industry of teaching people how to do websites and Internet marketing.

When you interview someone who's already known, it's a very fast way to get recognized in your industry (or niche).

This is the easiest type of call to create if you know someone because all you have to do is ask questions, and they may even have pre-set questions for you to ask them.

This also sets you up as a hero to your audience; you're the one who's "connected" enough to bring a high level person to them.

Interviewing someone who is better known than you is truly a great way to borrow their credibility for your growth.

Format #3: Product Review Teleseminar

- ✓ Top questions people would have about this product before using it?
- ✓ Your own results with the product
- ✓ Both positive and negative features
- ✓ Case studies

The third type of call that I think you should think about doing for your first call is to review a product that you know well.

It could be a product that is instrumental to the way that you do business or that showcases your expertise.

Probably the easiest is to review a product you use every day in your business, one that you know other people get excited about when you tell them you know about it.

A prime example would be an accountant holding a product review teleseminar about QuickBooks.

A product review call has potentially 3 purposes.

- Generate revenue for the sale of the product (if you are an affiliate)
- Revealing the product to your audience and generating gratitude
- Building a list of interested subscribers who may realize that you know the product so well, you should be doing it for them.

But the main reason is to attract attention for your industry for the field you wish to be known in.

As you review the product, be sure to mention both the good and the bad. A review is not a straight promotion! The ultimate goal here is to build trust with your audience, so you need to be as balanced in your review as you can be.

So point out the deficiencies of the product, and how that would affect the everyday user.

If possible, ask others you know who use the product to appear on your teleseminar for a few minutes. Simply ask them to share their results and experiences with the product or service. These "case studies" help to improve the authenticity of your review. Just having 1 additional person can go a long way to building even more trust with your listener.

Format #4: Question And Answer Session

- ✓ Specific problem(s) and solutions
- ✓ Shows how the solution would benefit the listener
- ✓ Your audience creates the content!

One of my personal favorite types of teleseminars to do, especially one that can be planned and held the very same day, is a Question and Answer session.

This is like the FAQ call, in that you are answering questions; but instead of you coming up with the questions, you let your audience ask the questions.

Using your personal contacts and social media, you invite people to submit their questions. Take the top 4-6 questions, and answer them on your teleseminar.

As you announce each question, give the name of the person who asked it. This helps your reputation because people who listen to the call (now or later) realize that other people came to you as the expert. You get instant credibility!

For best results stick to specific topics or specific problems that people are facing. Then give them very specific answers and solutions.

You can either recommend a resource for them to find, or a tool, or some kind of a product for them to use. But be as specific with your answers as possible so the listeners feel they truly know the answer.

The nice thing about Q and A sessions is they can be planned very quickly – the callers actually create the content. If you aren't very connected just yet to your industry, all you need to do is to go onto Twitter or Facebook, or post a question inside a membership forum.

What is your biggest question about X, Y, or Z? How would knowing the answer to this make a difference in your life/business?

Sort through your questions, pick the best ones that show off your expertise. As I mentioned in the introduction, whether they show up on the call or not is irrelevant. You simply need questions that people ask you, and then you answer them.

Format #5: Be The Expert

The best call to do on a regular basis is for you to be interviewed by someone else as the expert in your field.

Let somebody else interview you about what you know.

Here's a hypothetical example to explain this format.

Janet is a math teacher who also offers tutoring services. She wants to showcase her expertise on her first teleseminar by having someone else interview her (it could be the parent of a student she's helped in the past, or maybe even the student himself!).

During the interview, Janet is asked to give tips on how to best prepare for a math test. Since her specialty is in helping students with advanced math courses, like Trigonometry and Calculus, she uses those topics as examples.

She may also discuss the importance of using the right type of scientific calculator, and even where to save money when buying them.

The interviewer may also ask Janet about the signs that a student is in need of professional tutoring. She may talk about how parents who themselves struggled with math as students can eliminate stress in their home by having outside help for their teenager.

Finally, Janet is asked to share examples of the results she's had helping students in the past.

Of course, the natural step for any listener to take after this call is to hire Janet!

Can you think of how this type of call would help you showcase your expertise?

This type of call is the fastest way to increase your reputation. You accelerate your authority in the space, and when people either listen live or to the replay of your call, they come away knowing that if they have a question, you're the one that they should be asking.

Many experts I've helped in the past initially have fear that they'll give away so much information on these types of calls that their listeners won't need their help. Although this is a legitimate concern, it shouldn't be for you.

It should never be the case in an hour long call that you would give away so much information that you would have no more to talk about afterwards. If that is the situation, you don't really have a business!

So which format will you choose for the teleseminar you'll hold later today? Don't spend too much time thinking about this – just pick the one that jumps out at you as doable today. There will be time later to do the rest of them!

Get A Teleseminar Bridgeline

With your format chosen, it's time to set up the technology for your first call. Obviously, the technological aspect of doing a teleseminar can be intimidating at first. But I want to put your mind at ease right now:

If you have ever made a phone call, and browsed the internet, you know everything you need to run your first teleseminar.

After your first couple of calls, you can learn the fancy stuff. But for now, simplicity is the name of the game.

The only technology you need for your first teleseminar is your phone and a "bridgeline" that records calls. Get the experience of doing your teleseminars first before you introduce more intricate technology and marketing systems into the mix.

Welcome To The Call Bridgeline

Personally, I've hosted or participated in well over 300 teleseminars. I've tested a number of the conference call and bridgeline services (both free and premium), and the best I've found for beginning teleseminar hosts is WelcomeToTheCall.com, powered by NConnects.

It's the perfect system for using a conference bridge to host and record your call. It does have some long term limitations, which I'll address in a moment, but it's the best to start with because it's easy to use and free of distracting advanced features.

Welcome To The Call also features a 30 day free trial – so it's great for any budget.

With your account you receive a phone number that is local to you, and two PIN codes. The first PIN is the code you and your interview guest/host enter to connect to the call. The second PIN is what you give to your audience members (if you have any live) so they can listen as well.

You do not need to make a reservation for your teleseminar – you simply dial in and start talking! It really is that easy.

A few other features you'll enjoy with Welcome To The Call:

- See your individual audience members, with caller ID
- Individual muting and unmuting of your listeners
- Individual "hand-raising" to know who has a question or comment
- Automatic volume normalizing to eliminate sound problems
- Local numbers for all your US and Canada-based listeners
- 1-click record
- Lecture, Q&A, and open call modes
- Emergency back up number
- Dial-out phonebook to connect to your "forgetful" guest

Now, this is a service that you pay for monthly – and it’s worth every penny. But it also has a nice free trial for 30 days so you can evaluate the role teleseminars will be playing in your business.

By the way, I'm so impressed with this service, I actually bought a stake in this service, that's how much I believe in it.

This won't be too important for your first call that you're doing later today, but Welcome To The Call has one limitation you should know about. Although the service includes recording, it does not include public replay. So you'll need to download your recording and post it to the web for long term use.

However, Welcome To The Call does integrate seamlessly with [Instant Teleseminar](#), which includes the replay and webpage generator features lacking in Welcome To The Call. I personally use both Instant Teleseminar and Welcome To The Call for my teleseminars. Once you determine that you'll be actively doing teleseminars, I suggest you “graduate” to Instant Teleseminar. However, you'll want to use it in tandem with Welcome To The Call.

For your first calls, however, the advanced features of Instant Teleseminar may be too distracting and prevent you from doing your first call today.

Here’s what Welcome To The Call looks like online:

The screenshot shows the 'Welcome To The Call' interface. At the top, there's a blue banner with the company name and logo. Below that is a navigation menu with links for WHO'S ON, PHONEBOOK, RECORDINGS, SETTINGS, FEEDBACK, INSTRUCTIONS, and HELP. The main control area includes a 'CONFERENCE MODE' section with three radio buttons: INTERACTIVE (selected), LECTURE, and Q&A. There are also buttons for 'Hide Muted Guests', 'Lower All Hands', 'End Conference', and 'Stop Recording'. The status is 'Recording...'. Below this is a green bar showing '15 Callers' with a 'Refresh' button and 'Auto-refresh every 15 seconds' checked. At the bottom is a table of callers.

Type	Caller	Name	City, ST	Hand	Mute	Volume	Duration	Drop
Host	[Avatar]	Jenkins Robert	Columbia, MD		[Mute Icon]	- Norm +	11m	×
Host	[Avatar]	165856			[Mute Icon]	- Norm +	23m	×

[Get Your Free 30 Day Trial To Welcome To The Call](#)

Record Your Call

Since this is your first teleseminar, you will likely have very few listeners on your live call (if any at all). But don't worry about this – the true power of a teleseminar is in what you do AFTER the call is over anyway.

Plus, while you are working out the kinks of being a “teleseminar virgin”, do you really want the added pressure of a huge live audience?

So you'll want to make sure you record your call, and over time, you'll be able to use this recording in many ways to gain more attention for your products and services.

Recording your call with Welcome To The Call is really easy.

When you start your call, you'll want to click the “Start Recording” button inside the Welcome To The Call dashboard. When you're ready to end your call, simply click Stop Recording.



That's all there is to it.

No fancy equipment to get. No gadgets to hook up.

Talk

Once you've started your recording, you'll want to conduct the "guts" of your teleseminar. Or to put it more simply, start talking.

Follow the format you've decided on beforehand. If you are the host of the call, and you are interviewing someone else, keep the conversation flowing but on track.

If you are the expert being interviewed, keep your answers to the question at hand. Let the interviewer direct the flow.

And if you are doing the call by yourself, stick to the agenda you've created for your FAQ or product review call, or the questions submitted for your Q&A session.

Focus on one big problem and solution

Remember that you will have plenty of time to hold additional teleseminars. So don't feel the pressure to teach everything you know in that one call! Your first teleseminar should be 30-60 minutes, and you want your listener to come away with answers but not ducking for cover.

The more focused your teleseminar can be, the more likely your audience will connect to you. They'll want to come back again for your next teleseminar, and maybe even bring friends.

Keep it conversational

One of the mistakes beginning teleseminar hosts make is trying to sound like they are professional news broadcasters or public speakers.

Unless you already have that skill set, don't worry about trying to impress people. Let the content of your call be what impresses people.

Instead, keep it conversational. If people wanted to hear a lecture, they'd drive to their nearest college campus or turn on C-SPAN (I love C-SPAN by the way, but still...).

You want to give the listener the feeling that they are sitting next to you and your guest/host, hanging out in an informal setting. But they happen to be privy to really great information that serves as the centerpiece of the discussion.

Speak directly to the listener, or your guest

Just because someone starts listening to your audio program, that doesn't guarantee they'll keep listening to you throughout the teleseminar.

You have to connect with your listener. One way to do this is to speak directly to them.

Use the words "you" and "I" in your teleseminar. Ultimately your call is being listened to by dozens, if not hundreds or thousands, of people; but every time your call is being listened to it's

being listened to one person at a time. So, the way that you use your language really needs to reflect that psychological aspect of your calls. Talk like you're one-on-one, not to a large group.

This may seem like a little thing, but it's actually pretty huge.

I remember learning this lesson while I was still teaching history to ninth graders. Whenever I said to my students, "OK, everybody get out your homework" or, "Everyone, please turn to page whatever," I never got the kind of response that I would get if I said instead, "Please get out your homework" or "Turn to page 28," "I need you to take out your notebook and your pen and write these notes down," etc. If I said to the entire group, using language of "you" instead of "you all", "everybody", or "hey guys", I would get a much better response.

Bottom line – you want your listeners engaged throughout the audio program whether they listen to you live or recorded. Make it seem to them that you are talking directly to them at that moment in time that they are listening.

Download Recording

After your call is finished, you'll find the recording under the Recordings tab. You'll need to download the MP3 and upload it to your blog or website like you would any other digital product. You can also attach the MP3 to an email (including an autoresponder message).



Date	Time (PT)	Duration	Available For	Download
07/11/09	17:08:40	00:00:11	30.0 days	090712000840.mp3 (Recording)
07/11/09	17:04:03	00:04:33	30.0 days	090712000403.mp3 Delete
07/11/09	13:08:40	01:41:58	29.9 days	090711200840.mp3 Delete
07/10/09	17:04:33	02:10:06	29.1 days	090711000433.mp3 Delete
07/09/09	17:09:25	01:59:31	28.1 days	090710000925.mp3 Delete

Now, you may have it in your mind that you want to edit the recordings that you have, because you make mistakes or you just want to clean it up. There is a software tool called Audacity that you could use to edit the MP3. It is absolutely free. And it's relatively simple to use once you understand where all the buttons and bells and whistles are (training on Audacity is included in Module 6 of [Teleseminar Formula](#)).

Ultimately, though, I don't think it's necessary for you to edit your recording, unless you really made a tactical mistake with saying the price on your call and you want to change that, or there is just random noise that you don't want people to hear.

You may also want to submit your recording to a transcriptionist or a service that will turn your audio into text.

What Is The Teleseminar Formula?

Have you finished your first teleseminar yet?

If not, I recommend that you complete the steps above before reading this section. Seriously! Get going, take action, and end your teleseminar virginity!

Okay, so now that you've finished your first teleseminar, let me open your eyes to how this process can turn into a very profitable business model for you.

Chances are that your first teleseminar had no one listening, and listening to it again reveals that there are areas you'd like to improve. What I really wanted you to get out of your first call is simply this: you can pick up the phone, start talking, and have a recorded MP3 within an hour. The technology is simpler than you probably thought, and once you got going, the process was pretty painless.

Am I right?

Now, you're ready to put my Teleseminar Formula system into action. And in a moment, I'd like to give you part 1 of that system for free. First, let me quickly outline the entire formula for you here.

The big point here is that overcoming the fear of doing a teleseminar (the technology, the audience, ego, etc.) is really the beginning. Once you recognize you CAN do this, you'll want to follow a proven system to get the maximum impact out of your calls.

This system is more than just picking up the phone and having a conversation. What you do before, during, and especially after the call is over will have long-range impact on your business. You'll be able to make more money, attract more customers at various levels, while spending a lot less time in the process.

The 6 Ps Of The Teleseminar Formula

My formula consists of 6 elements that weave together to create an unstoppable profit and product generating machine.

- Plan
- Prepare
- Present
- Package
- Promote
- Profit

Let me briefly explain how they all fit together to help you earn more, work less, and have a larger impact with your products and services.

Plan

The first step is to adequately plan for your call. You'll want to pick a format that best suits your current goals in your business, and decide if you want to interview someone else, or have them interview you. You'll also want to outline the content of your call.

Prepare

To ensure your call goes smoothly, you need to put a few pieces in place. Get the right technology together, make sure you have a clear call to action you'll refer to during your call, and connect with the guest/host if you are not doing the teleseminar by yourself.

Present

During the call itself you need to make sure you keep your audience engaged. Use psychological elements to make each individual listener feel like you are talking directly to them, whether they are listening live or to the replay. Stick to the plan you've laid out, but be flexible in case opportunities arise or problems occur. Be ready for the "what-if" scenarios that will indeed happen at some point. Even if no one attends your live call, present your information as if you have a crowded audience. And of course, remember to hit record!

Package

After the call is over is when the real magic happens for the Teleseminar Formula. Use the MP3 and the transcripts to turn your hour into a "tele-factory" – producing information products, lead generation tools, and web content. Turn each call into audio products, reports, articles, blog posts, email messages, viral videos, and even physical books!

Promote

Before and especially after your teleseminar, make it easy for people to know about your teleseminar. Use social networking sites and teleseminar announcement services to spread the word. Let each teleseminar be the seed for your next teleseminar. Use each call to build your list, and invite repeat listeners. Connect your "tele-factory" products to an affiliate program to multiply your efforts with those of others.

Profit

Consider recommending resources during or after your call that compliment the subject matter of your call, but do so as an affiliate. Sell access to the replay or transcripts to generate immediate revenue even before your call starts. Combine multiple calls together into a themed information product. Use the virtual real estate on your teleseminar download page to help your listeners find solutions provided by you or trusted partners.

[You Can Master All 6 Elements Of The Teleseminar Formula In Under 10 Days!](#)

Grab Your Free Unadvertised Bonus

I'd like to give you an additional gift to help you take the next step integrating teleseminars into your business.

Some of what you read in this report will be repeated, but with added insight and even more specific help.

Here's what else you will learn in Module 1 of the Teleseminar Formula:

- **Why teleseminars** are the fastest, easiest way to product creation, affiliate profits, and stronger customer relationships
- **5 easy Teleseminar formats** you can start using right away to promote your business
- 5 advanced teleseminar formats to **quickly accelerate your growth as an expert**
- The best online marketing system for hosting and promoting your teleseminars
- Which teleseminar **tools** are the most cost-effective for your bottom line
- Which communication tools help **put your results on autopilot**
- Which tools to use for **accepting payments online and recruiting/tracking affiliates**
- And in-depth **answers to common questions** people have when they're first starting out with teleseminars.



You'll also see how I personally used the Teleseminar Formula to create this product for you. And whether you prefer listening or reading – you're covered. This free gift includes the complete 90 minute audio program for Module 1, as well as the eBook version.

[Get Started With The Teleseminar Formula Now](#)

This free gift also comes with a *\$100 instant rebate* on the complete Teleseminar Formula Product And Profit Creation system. Be sure to look for how to redeem that, and how to get a full month of my IM Success Library for free!

About Bob The Teacher

Since 2006, Bob has used hosted or appeared on over 300 teleseminars to teach entrepreneurs the skills and strategies they need to succeed with internet marketing.

Internationally recognized for his training, Bob simplifies the complex steps required to implement teleseminars into an entrepreneur's business. His Teleseminar Formula is frequently cited as the best teleseminar training for entrepreneurs with no teleseminar experience.



Bob also helps business owners with the other areas of internet marketing, giving them a comprehensive set of strategies to profit from. These include information product creation, list building, social networking, website traffic, and affiliate marketing. His catalog of internet marketing training can be found at IMSuccessLibrary.com.

Before becoming a leading internet marketing trainer and coach, Bob taught high school history for 10 years. Better known at that time as “Mr. Jenkins”, Bob used his creative approach to teaching to help over 1000 ninth graders appreciate the role history plays in shaping our present and future. His courses included U.S. History, World History, and World Religions – the latter course he personally developed as a college level elective for seniors (12th grade).

From 1997-2007, Bob also served his school as the coach of the Academic Team. Under his guidance, the team won 2 regional championships on the It's Academic quiz show (1998, 2006). He coached the boys and girls' tennis teams in 2007, increasing both team's win totals by 100% from the previous year.

Bob also trained other educators how to be more productive in the classroom. He enhanced and expanded the Teacher Productivity course for use in the Howard County (MD) Continuing Education Program, and personally taught over 125 teachers his methods for getting more done in less time with Microsoft Office programs.

For his work in and out of the classroom with students and teachers, Bob won the American Legion Teacher of the Year award, along with citations from local and state governments. He was also selected numerous times for Who's Who Among American Teachers, for which he was nominated by his students.

A student of many topics, Bob received his Master of Liberal Arts from the Johns Hopkins University in 2005, and his Bachelor of Arts (Social Science Education, History) from Florida State University in 1997.

Bob currently lives in Leland, North Carolina, with his partner Joanna and their two American Bobtail cats, Maynard and Keenan. When not teaching entrepreneurs internet marketing, he enjoys playing tennis and reading his Kindle at the beach.

To learn more from Bob, please visit AskBobTheTeacher.com.

Profit From Internet Marketing

Creating information products through teleseminars is just one method of using internet marketing to grow your business.

You can generate more revenue and increase your profits from these other strategies:

- Blogging
- Social Networking
- Affiliate Marketing
- Managing Your Own Website
- Search Engine Optimization
- Email Marketing
- List Building
- Masterminding
- Just to name a few.

To learn how to integrate these elements into your marketing, visit IMSuccesLibrary.com, and get started with free lessons on list building and using Twitter and Facebook for your business.

Thank You Gift For Reading!

As an entrepreneur myself, I know how difficult it can be to know how to put all the pieces of online marketing together. **Please accept this gift as a thank you for reading this report.**

You get a Silver Membership to my library of internet marketing courses. As a Silver member, you can instantly learn **how to set up your first email list**, and how to **promote your business with social networking** sites like **Facebook and Twitter**.

Get instant access to the [best internet marketing training](#) for free.

