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[25 Teleseminars & Webinars Secrets Revealed](#)

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Webinar and Teleseminar Report

Part I

What They Are and Why They Are Used

The definition of 'webinar' according to Wikipedia is: "A Webinar is a seminar which is conducted over the World Wide Web. In contrast to a Webcast, which is transmission of information in one direction only, a webinar is designed to be interactive between the presenter and audience. A webinar is 'live' in the sense that information is conveyed according to an agenda, with a starting and ending time." A webinar most often takes place on the computer or sometimes on the computer and telephone at the same time. There is usually a PowerPoint presentation or something similar.

The definition of 'teleseminar' according to Answers.com is: "A form of long-distance, electronic communication, primarily one-way, to many destinations from one source, for educational purposes, involving audio communication, and possibly also video and some form of graphics." A teleseminar is done on the telephone. Usually the participants don't need to be in front of their computers.

Webinars and Teleseminars are very much alike. The terms can be used interchangeably but there is a little difference between the two. The teleseminar is most often one way communication while a webinar is usually two-way.

Webinars and teleseminars have proven their usefulness time and time again as effective marketing tools. Anything that doesn't work effectively for marketing products and services on the Internet is cast aside quickly by savvy Internet marketers but webinars and teleseminars only continue to gain in number and popularity. This growth continues because they are one of the most effective Internet marketing tools around today.

Webinars and teleseminars are used for many different purposes in the world of Internet marketing. They are, of course, used to sell products and services but they are used for other things as well. They are used to get leads for future sales. They are used to build lists. Sometimes they are used to add value to a product or service or to provide instruction and information for users of a product or service.

Sometimes fees are charged for participation in a webinar or teleseminar and sometimes there is no fee or only a very small fee. If the webinar or teleseminar is the product being sold, there is always a fee and usually a fairly high one. If the webinar or teleseminar is part of a package then the price of it is included in the price of the product or service.

The Champigny Guide To Webinars & Seminars by Doug Champigny.

Other times webinars or teleseminars can be one of the freebies offered with a product or service and provided free of charge. There is no additional charge added to the cost of the product or service. This is often done when additional information or instruction is required for the customer to be able to use the product or service effectively.

Webinars and teleseminars have a huge advantage over seminars held in the brick and mortar world. There is no travel or travel expense involved. The participants attended a webinar or teleseminar from the comfort of their own homes using only their own telephones and/or computers.

Participants can get the same information at a webinar or teleseminar that they could get at a real world seminar which would cost them upward of \$2000 for \$30 to \$200 dollars depending upon the value of the information without having to pay for flights, hotels and meals. Time and money are both big considerations in the world of Internet marketers and webinars and teleseminars decrease the cost of both.

There are a couple of myths that seem to prevail. One myth is that a webinar or a teleseminar is very expensive to hold. This couldn't be further from the truth. The cost of holding a webinar or a teleseminar can be absolutely free or cost only a few hundred dollars.

Another myth that is so wrong is that a webinar or a teleseminar is very difficult to put together when in truth is almost as easy as falling off a log. The secret to holding either a webinar or teleseminar the easy way is preparation.

1. A webinar is held on the computer and sometimes on the telephone at the same time.
2. A teleseminar is held on the telephone.
3. Webinars and teleseminars are cost effective for both time and money.
4. Webinars are easy to schedule and easy to hold.
5. Webinars and teleseminars are effective marketing tools.
6. Webinars and teleseminars can be stand-alone products.

Webinar and Teleseminar Report

Part II

Preparing for the Event

Remember the Boy Scout's motto? "Be Prepared". That is the motto you should adopt when preparing to host a webinar or a teleseminar. Preparation is everything. The degree of preparation is directly related to the degree of success of a webinar or a teleseminar.

Your event will need to have a beginning, middle and end. The preparation consists of preparing for all three parts but before you get to that part, you will have a lot of other things to do. Your to-do list might have a scroll bar on it. ☺

The first thing you must do is choose a topic. If the webinar or the teleseminar is the product being sold then it must contain inside information that will be of great value to the participants. General topics are never a good choice for a webinar or a teleseminar. The topic needs to cover a specific sub-topic of a general topic.

The next decision that you will need to make is whether your even will be a webinar or a teleseminar. The topic usually dictates this choice. Remember that a webinar can be done with very little or no cost and a teleseminar can cost a few hundred dollars.

If you need a guest speaker for your event, you need to make the arrangements with him or her well ahead of the scheduled time. A guest speaker who is well known is a big drawing card for your event so choose wisely. You may have to schedule your even according to the schedule of your choose guest speaker.

Now, you need to make a good outline of the information that you want to cover in your event. Making a script is a mistake...just make an outline of the points that you want to cover without a lot of detail. Remember: beginning, middle, and end.

Communicate with your joint venture partners concerning the event and how products will be introduced if they are to be introduced. Your financial arrangements with your joint venture partners need to be clear and in writing concerning the sale of products. Arrange for any sales copy that you need concerning your event well in advance of any planned mailings.

Make the necessary arrangements for bridge lines or other services that your event will require well in advance.

The Champigny Guide To Webinars & Seminars by Doug Champigny.

Set up a web page for registration for your event. You should always get their name and email address at the very least.

Promotion is important. It needs to start well in advance of your scheduled event. There needs to be more than one notice sent and plenty of time allowed for people to decide to register.

Don't forget that you don't want the registered participants to forget. You need to send reminders to all those who register. Count down reminders are a good thing to use. Like 'Only 5 days until'...only '4 days until', etc.

When you have done all of these things and done them well you will be ready and even eager to hold your webinar or teleseminar.

There are, of course, many secrets to holding a successful webinar or a teleseminar or a series in either medium. These are only suggested steps for accomplishing putting a webinar or teleseminar together.

What really isn't a secret is that people are perfectly willing to pay for information that will make them look better, feel better, make more money, have more fun, or give them an edge over their competitors. Every Internet marketer worth his salt knows that. What they won't be happy they paid for is information that is old news, totally unrelated or doesn't meet any one of the basic reasons they pay for information.

You want the participants in your webinar or teleseminar to walk away saying, 'Wow! That was worth every penny I paid!' If that happens, they will eagerly pay for the next webinar or teleseminar you host. If it doesn't happen, you can kiss ever hosting a successful webinar or teleseminar goodbye.

The fact is that anybody with a little imagination and a bit of technical know-how can schedule and host a webinar or teleseminar but hosting one that will provide enough value to the participants to make them want more, is the product of a lot of hard work and a great deal of preparation.

- The information that is to be provided in your webinar or teleseminar needs to be presented in a clear and orderly way.
- Speakers need to talk in a clear voice and be easily understood. There should never be a lot of stammering or searching for words.
- Preparation is vital to the success of your webinar or teleseminar. Don't take any shortcuts.

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Part III

Teleseminar and Webinar Tools

Getting a job done and done right always requires having the right tools for the job. Teleseminars and webinars are no different. In order to host either you will need to get the right tools. The good news is that the tools for either a webinar or a teleseminar are either free or fairly low cost.

Tools for a Teleseminar

1. You will need a 'bridge line' in order to host a teleseminar. There are free services as well as paid for services. You can easily find this service by typing in the words, 'free bridge line service' or just 'bridge line service' into the search box of your favorite search engine. You can also find these services listed in the resource section of **"Webinars & Teleseminars...25 Secrets You Need to Know"**.
2. You will most likely want a recording of the call. Bridge Line service companies provide recording service for a very small fee or if you have the equipment, you can record the call yourself.
3. A transcription of the call may be something else that you will want. You can find companies that do transcriptions and will provide a transcript of the call that is formatted so that it can become another product.
4. One thing that you most certainly want is an autoresponder. You need to collect the names and email addresses of the subscribers to the teleseminar. Think....list builder!
5. You will have to have a squeeze page for subscribers to register for and pay for participation in your teleseminar. This page should be connected to your autoresponder. There should be information on your squeeze page telling potential subscribers what information will be covered and who (if any) guest speakers there will be.
6. You need a good outline of the information that will be covered in your teleconference and you should share this outline with any speakers that may be part of the call.

Tools for a Webinar

The right tools for hosting a webinar are much like the tools needed for hosting a teleseminar with a few additions. You still need:

- A bridge line
- An Autoresponder
- A recording
- A transcript
- A squeeze page
- An outline

In addition to this list of necessary tools you will also need visuals for your webinar. A webinar is based upon visualizations. So you will need:

- You need a PowerPoint slide show or some other digital visual package to use during your webinar.
- You need a method of delivering your digital video to the subscribers to your webinar.

Most host companies for webinars provide software that works with the bridge line. The participants in the webinar can either view the material on a web browser like Internet Explorer or FireFox.

Sometimes it is necessary for the participants to download software from the host company in order to be able to view the visual material but there is no cost to the participants. Ordinarily any cost for downloading software is included in the price charged to the host of the event.

You need to be aware of the fact that there are still people living on this planet who are not computer savvy. Really...it's true! Some otherwise very intelligent people object to downloading software for the simple reason that they don't know how or because they are afraid it will contain viruses or trojans.

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Part IV

Getting Subscribers

Why do you suppose it is that people attend and even gladly pay for the privilege to attend webinars and teleseminars? That really is a rather easy question to answer. They attend and even pay to attend webinars and teleseminars for the same reasons that they pay to attend other events....they intend and expect to get something they want out of it.

The why begs the question what do they intend and expect to get? That question is easily answered by the topic of the webinar or teleseminar. They want information....vital and timely information....INSIDE information....that will better equip them to solve a pressing problem, make them feel better, look better, make more money or give them a decisive edge over their competition about whatever the topic of the teleseminar or webinar is.

If your teleseminar or webinar can deliver this kind of information, then getting subscribers to your event is just a matter of getting the word out about when and where it will take place. 'Build it and they will come' is a line from the movie 'Field of Dreams' but it applies to teleseminars and webinars as well.

Advertising pays...it always has and it always will. Use your advertising expertise to tell the world (or at least the interested parties) about your teleseminar or webinar.

You might well consider getting some Joint Venture partners for your teleseminar or webinar. The more lists that are notified of the event, the more participants there will be.

The better known the speakers who will participate in your event are, the more interested people will be in attending it. Try to get the best known people in your niche to speak and to share their knowledge with the subscribers.

Scheduling is important. Make it your business to know when other marketers in your niche have events scheduled and schedule yours to happen when nothing else is going on. Haven't you noticed? When the World Series is on Fox, the other networks run reruns. There's no use using your 'good stuff' until you can have the full attention of the widest possible audience.

Base your pricing on content. If a price is too low, it will be seen as having little value but if you price it too high, people won't be able to pay.

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Part V

What You Can Expect to Gain

You are sitting there shaking your head and telling yourself that the prospect of hosting a teleseminar or a webinar sure does sound like a lot of work. You are right about it being a lot of work. It takes planning and preparation. It takes a lot of thought and you had better know your stuff before you host a teleseminar or a webinar.

However, what you will gain from hosting a successful webinar or teleseminar will be well worth the time and effort required to prepare for it and to host the actual event. There are so many potential avenues for immediate profits and for profits down the line.

You can actually profit from a teleseminar or webinar before the event even occurs by selling access to the event. These profits can begin arriving as early as a week before the scheduled event. You don't want to advertise and accept payment too far in advance because people do tend to forget even important stuff.

Immediate profits will be made from sales of your product if you have one. If you can offer a lower price to your teleseminar or webinar subscribers be sure that you say so and also set up tracking so that you will be able to see just how much profit you made from your product from doing the teleseminar or webinar. You can make profits by promoting affiliate products during your event as well.

You can use your teleseminar to enlarge your list....a lot! Whether people actually sign up for the event or not you have the potential to harvest names and email addresses that will build your all-important list.

After your teleseminar is over, you still have the opportunity to make money from it by selling CD's or DVD's of the event. You can sell print transcriptions in e-book forms, too.

A successful teleseminar or webinar can lead to future profits by providing a backbone on which other teleseminars and/or webinars can be based. If your teleseminar or webinar is stuffed with usable content, you may be surprised by requests for additional events or even requests for a series of events. It will all depend on just how valuable your content is.

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Part VI

How to Get an Edge on the Competition

If you belong to any mailing lists or subscribe to any newsletters, you know that everybody and their dog is doing a teleseminar or a webinar today, tomorrow or next week....and those are just the ones who didn't do one yesterday, the day before or last week. The competition for teleseminar and webinar dollars is stiff, to say the least.

Those dollars are out there to be had and they are there for almost any niche you can think of. People want and need information. People are willing and able to pay for information. The trick is to get them to get that information from YOUR teleseminar or webinar and not from your competition.

1. Advertising to your own list is obvious but if you do a joint venture you can advertise your event to many other lists. Don't overlook paid advertising.
2. Scheduling your event on a day and time that will maximize participation is a key to getting a good response and many subscribers to your event.
3. Keep your ear to the ground, so to speak, and know what your main competition is doing. Don't schedule your even on the same day as a competitor has an event scheduled.
4. Be certain that you have the right tools for the job and make the best use of all of them. There are free services that are good and some that aren't so good and the same is true of paid services.
5. Communication is key. Keep your communication lines open between you and your joint venture partners, as well as, between you and your customers. If you find out what people want and give it to them, you are almost guaranteed to make money.
6. Don't leave any profit on the table. Be certain that you wring every drop of profit out of your teleseminar or webinar. You will have put a lot of time and effort into it and you need to reap all of the rewards that you can get from it.

About The Author...

Doug Champigny, a full-time Internet marketer, Affiliate Marketer and E-Zine Publisher, is often called a super-promoter because he's an expert in building lists quickly, using Blogs to promote products and affiliate opportunities, and networking with other online pros to create new and innovative sites and products. With his wife Teri, the Champignys own and operate over 50 web sites at present, and are constantly working to brand themselves worldwide and help other marketers achieve their online goals. Be sure to check out some of their most popular sites:

<http://www.MakingSenseOfAdsense.com>

<http://www.ResaleMagnate.com>

<http://www.SevenBucks.com>

<http://www.Internet-Audio-Video.com>

<http://www.MarketMy.com>

<http://www.MeetDougAndTeri.com>

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