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The Top 10 Ways to Market Any Business to Thousands by Leading Teleclasses

By Bea Fields

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As business owners, we all know that the key to fantastic sales is to let your customers have a personal experience of you. The difficulty, of course is that to give every customer that experience personally requires a tremendous time commitment of ourselves and our staff. So what do we do?

One solution is to leverage our time by doing the "wooing" once and then let that effort live on forever in a virtual format. It is about creating multiple products, programs, or streams of income from the core of our business that can sell and propagate without our direct intervention!

But how do we do that?

By using the up and coming medium of teleclasses!

By leading teleclasses (classes by telephone) you can leverage your classes in a way which will increase your productivity and the profitability of your business while becoming highly visible in your field or profession. You can become the expert in your field -- the "go to" person! This article will provide you with ten ways to leverage your teleclasses for maximum visibility and for driving thousands of customers to your door.

If you would like to know more about what a teleclass is and how it can support your business, download this audio What is a Teleclass?

(http://www.blipstudios.com/bea/teleclass_audio/teleclass_streaming.rm)

(1) Create audio recordings of your teleclasses.

Using a digital recording device such as the DM-1 Recorder by Olympus or a recording service such as Maklitel.com, you can capture your teleclasses on audio, which can be leveraged in multiple ways. This recording can be used as:

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–A free download on your website (people love added value and a way to get to know you when they visit your site)

–A fee-based download (The going rate for a one hour download is approximately \$19.00)

–A recording transferred to a CD and used as a business card (people love to have great content to listen to as they drive or walk)

(2) Combine several teleclasses, including recordings and written content, and create an online digital library.

An online digital library is a wonderful way to allow people the opportunity to buy a lifetime, annual, or

month to month membership to your teleclass programs. Many people are unable to attend the teleclasses due to time constraints, so an online library will allow people the ability to experience your teleclasses in a self-study format. I recommend that you develop 20 solid teleclasses, record each teleclass, and combine the recordings with written content converted to PDF form, before opening your library. From here you will want to continue adding new content to the library each month to keep people interested and jazzed enough about what you are offering that they re-subscribe from year to year or month to month.

(3) Turn your teleclasses into an article(s) for online and hard copy publications.

Teleclasses are a wonderful opportunity to build written content which you can share with your target audience in the form of an article or press release. By writing articles, you can take the content from your teleclasses and put it into a format which positions you as an expert in the media. This article you are reading is taken from a teleclass by the title of Leveraging Your Teleclasses for Long-Term Sustainability, and I am submitting this in multiple locations on the internet and to several hard copy magazines. The great thing about article writing is that your written word is then disseminated to thousands of people around the globe who are in the market for the products and services you are offering.

(4) Take the content from your teleclass, and develop a 7–10 week e-course.

Marketing studies show that it takes 7–10 touches with a client before he or she will buy from you. By writing a 7–10 week e-course (a weekly lesson delivered by e-mail) you can drop valuable tips which are related to your teleclasses into the inboxes of your target market. Make sure to include information on your upcoming teleclasses in your e-course, and create an active link in the course so that folks know how they can purchase a product or a program from you in the future.

(5) Develop and sell assessments based on the content from your teleclasses.

People LOVE assessments, because they provide valuable insight into their needs, wants, strengths and shortcomings. A well-designed assessment can give you an instant connection to your target market and can position you as an expert in the marketplace. I highly recommend Assessment

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Generator for a professional looking template that is user friendly and very attractive. To learn more, take the assessment Are You Ready to Lead Teleclasses by visiting this link: Are You Born to Lead Teleclasses? (<http://www.fivestarleader.com/AreYouBornToLeadTeleclasses.htm>)

(6) Use a teleclass as the basis of a workshop.

A well written teleclass can provide a great outline for a workshop, and with very little effort, you will have a live presentation you can market to your target audience. You can customize the teleclass to integrate the language and address the needs of your audience. The core of your teleclass will not change...just the way it is packaged.

(7) Use your teleclasses as a basis for a radio or television interview.

Many radio and television talk show hosts are always on the lookout for guest experts for their shows who can provide them with valuable content for their listening audience. A great way to proceed is to transfer your teleclass to a CD and send this to as many radio and television talk show hosts as possible.

(8) Create a strategic alliance/fusion marketing alliance.

The strategic alliance is one of the most economically feasible and effective ways to reach your target audience and to make a big impact with your teleclasses. By forming a strategic alliance with businesses who are working with your target audience, you will be able to disseminate your teleclasses to a wider audience at a much lower cost. This approach will increase your visibility and will make you appear stronger to your market. An example might be:

You align yourself with a group of attorneys who provide legal services to your target market. You ask them to give your teleclass information to others, and in return, you send them business when a client needs legal services. It is that simple.

(9) Use your teleclasses to create a voice mail "Tip of the Day".

Make the most of voice mail and answering machines by posting a message that says "WOW!" Take the information from your teleclasses, turn the content into quick tips, and add a "tip of the day" on your message tape. This approach can prove to be highly entertaining and educational to callers, as well as a credibility and rapport builder for you. Tie this message back into your teleclasses as a way to generate interest by announcing upcoming calls or offerings on your website.

(10) Combine your teleclasses with those of your clients, colleagues, and prospects.

Combined programs are usually much more robust and interesting than programs offered by a single individual. By collaborating with your clients, colleagues, and prospects, you have the opportunity to strengthen relationships with others and create something incredible that you can leverage later.

This article was co-authored by Bea Fields and Roger DeWitt, who can both be contacted through

TeleclassLeader.com

Top Ten Ways for Leveraging Teleclasses for Big Success

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Teleclasses are a highly effective tool with which you can leverage to build your personal and business profile. Taken from the Teleclass Leaders Learning Club, these ten tips will support you in discovering how to leverage your teleclasses for personal and business success.

1. Create an online audio library.

With a service such as Maklitel or your own audio recording device, it is possible to create very professional sounding audio files to fill an online audio library. (I recommend that folks create a one hour audio recording per week for 50 weeks for a full library.) Customers can then be offered two options: (1) To buy an individual recording (\$19.00 each.) or (2) A lifetime membership fee to download the entire suite (\$129.00 for the entire library.)

2. Use teleclasses as a way to gather research for a product or service.

Do you have a new product or service getting ready to hit the market? If so, use the teleclass medium to become an expert MUCH faster than on your own. By offering classes on the subject of your new product/service, you will work out the bugs much quicker, you will increase your productivity, and you will put your finger on the pulse of what it is that folks want in your industry. I recommend that you lead research and development calls for at least 3 months prior to soft launching your product or service, which can be coupled with a survey tool such as Advanced Survey.

3. Master a skill set.

Striving for mastery will call you to play a much bigger game in life, and leading teleclasses is a wonderful way to learn more about the skill set you wish to master. One of the best approaches to mastery is by teaching that which you most want to learn, and by surrendering yourself to the wisdom of your students, you will find that you will grow by leaps and bounds.

4. Leverage your teleclasses through article writing.

Every great article begins with an idea, and leading teleclasses can spark your creativity in thinking, planning, and writing articles which will attract your target market. Be concise and clear, and open your readers' minds to a new way of thinking and a fresh perspective gleaned from leading teleclasses.

5. Write a 7–10 lesson e–course.

An e–course (or mini–course) is free or fee based information on a specific topic. It is normally

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distributed as multiple articles in e-mail format over a defined period of time (usually 7–10 days.) As you are leading teleclasses, look for common issues or problems faced by your participants, and identify creative and useful solutions to their problems or issues. Present the information in a concise and easy to follow format, and with content which will satisfy your readers. In the closing of each lesson of your

e-course, mention your website or one of your upcoming teleclasses or programs, and don't forget to provide your readers with a way to contact you.

6. Turn your 7–10 lesson e-course into an audio e-course.

Once you have written your 7–10 lesson e-course, transfer this into an audio e-course for the auditory learners in your network. The voice is a very intimate tool and can create an instant and lasting connection with your audience.

7. Develop a licensing program.

If you are like me, after a year or so of leading teleclasses on a particular topic, you may find that you want to move on to a different subject topic for your teleclasses. At this point, I recommend that you use your intellectual property as a way to offer licenses for others to teach your material. I do recommend that you work with an attorney to develop a licensing program which has teeth and can stand the test of your buyers. You can license your material based on an annual fee, lifetime fee, or a percentage of what is sold.

8. Write a "how to" book or e-book.

How-to printed books are popular, and they usually sell quite well. How to books provide a step by step set of directions or guidance to the reader in an area which is niche specific. By becoming an author, you will immediately establish credibility and develop a form of passive revenue. And...your book will become a catalyst for future products and contacts.

9. Transfer your teleclasses to CDs, and use these as a business card.

A business card that holds a complete multimedia presentation of a company, including video and sound is quite impressive and leaves a lasting impression in the minds of its users. Your CD Business Card can be set up with an automatic link to your teleclass listing page, and can keep you in close touch with your prospects.

10. Develop a network of 1000 people.

I remember Thomas Leonard leading a class on how to develop a network of 1000 people by leading teleclasses. He suggested offering multiple free teleclasses, running pilot programs, interviewing experts, and telling everyone you know what you are up to as a teleclass leader. After one year of following these suggestions, I had led over 1500 people by the teleclass format, and I had met amazing people from all walks of life. This network of 1000 people will continue to grow and evolve as you continue leading teleclasses and as you continue building your business.



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