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Top Ten Ways for Leveraging Teleclasses for Big Success

By Bea Fields

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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.

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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 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.

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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.

The Benefits Of Having Internet Big Picture Skills

By Alwyn Botha

This article explains the value and relevance of having Internet big picture skills.

To start, just what is Internet Big Picture skills?

Definition: Internet Big Picture skills

Being able to understand problems and Internet opportunities In the largest, biggest picture perspective possible. Always understand opportunities from a global or very wide perspective.

Use your understanding of this broad, global view as an environment within which to combine small, narrow focus and fragmented approaches to a coherent, total solution. Major opportunities are global, seemingly complicated, but within reach using small steps.

Explanation:

You must be able to understand the Internet opportunity you want to focus on in the largest, biggest picture perspective possible.

For example:

If you are an expert on writing meta tags only, you can, at most, be the world's best meta tag writing expert.

If, however, you are an expert on all aspects of designing a website for the top ten positions in only one search engine, you can, at most, be the world's best top ten positioning expert for this one search engine.

If, however, you are an expert on all aspects of designing a website for the top ten positions in the ten most important search engines, you can, at most, be the world's best top ten positioning expert for the top ten search engines.

If, however, you are an expert on all aspects of developing software to help design a website for the top ten positions in the ten most important search engines, you can, at most, be the world's best top ten positioning software expert for the top ten search engines.

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If, however, you are an expert on all aspects of positioning a website for the top ten positions in the most important search engines, you can be: the world's best search engine positioning expert.

Experts are required, but if your area of focus is too small, you will never see the bigger picture and the corresponding bigger opportunities associated with it.

By all means, be an expert in your chosen field.

Just keep in mind that at higher levels your expertise can be packaged with the expertise of others into more complete solutions. Then consider how these packaged solutions can be packaged at another higher level for a much higher level, expensive, complete solution.

Continue packaging these solutions at higher and higher levels until you start packaging (combining and re-purposing) solutions across several industries on a global scale.

`To do' list

Think about the ways in which your narrow field of expertise can be combined with those of others into a more complete solution for prospective customers?

Contact those other 'narrow field of expertise' experts and build a more comprehensive, overall solution.

Think about how this packaged solution can be packaged at a higher level for a much higher level, expensive complete solution.

Relevance of Internet Big Picture skills to your achievement of maximum Internet success

If you are just leveraging your narrow area of expertise, you are not getting the maximum returns you possibly can.

If you think big, you can partner with others, and you can all leverage each others' strong points. Best results will be obtained here where each business partner bring something to the partnership that mutually reinforces (strengthens) the contributions of the other business partners.

The better your Internet Big Picture skills, the higher levels of leverage you can get.

The bigger your picture of your Internet Big Picture skills, the much, much higher levels of leverage you can get. Please reread the meta tag expert example above to see how higher levels of thinking will get you higher levels of leverage and profit ;)

This article, by Alwyn Botha, is part of his free, 10-day autoresponder course: Beginner's Guide to Maximum Internet Success, available from

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The Benefits Of Having Internet Big Picture Skills

10 Ways To Promote Your TeleClasses or TeleSeminars

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

Teleclasses: Your New Innovative Way To Learn

Top Ten methods for never achieving your Goals

Success Secrets

Build Your Own Mail Order Empire

147 Killer Epublishing Strategies

Money Saving ideas

Pure Profit Software



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