

Want Transcripts With That Teleseminar?

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**Want Transcripts With That Teleseminar?**

**By Daniel Janal**

Teleseminars programs are are the number one most versatile method of building businesses

available to consultants, authors, entrepreneurs, and marketing and training firms period. How can you maximize you teleseminar's return on investment? This question was raised on Great Teleseminars newly launched blog "Daniel Janal's Great Teleseminar Tips",

<http://www.greatteleseminars.com/blog>

One of the ways is to offer transcripts from the seminar. If you aren't offering your customers the opportunity to order transcripts of your teleseminars, you are missing out on a golden opportunity to increase your income by a big factor. Transcripts can add another \$10-\$100 dollars to your bottom line for each transcript ordered. If you have 100 people on a call and 20 people order the transcript at \$15, that's another \$300 in your pocket. The rates you charge should depend on the quality of your content (more for harder to find information) and the audience (more for corporate markets with site licenses).

What is a transcript?

Quite simply, it is a word-for-word printed account of your teleseminar. As we talk much more informally than we write, it is a good idea for you to clean your transcripts up for grammar and style. When you look at a seminar transcript, you might see that you've re-started sentences, stumbled over words, or have become redundant. By editing your transcript, you can make yourself sound masterful. By editing your transcripts, you can also add other material that you forgot to include in the seminar. You might have great thoughts that come to mind, but you couldn't fit them into the live teleseminar. Now, you have the opportunity to add those gems to the transcript. You can also add additional sales and marketing materials to the transcript to provide you with opportunities for additional income. Of course, any site you have mentioned during your talk will be a live hyperlink, so you should be sure to include your affiliate programs if they are relevant to the session.

How do you sell transcripts?

There are several ways to sell transcripts. 1. Offer the transcript as part of the initial ordering options.

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2. Offer the transcript as an upsell after they order the seminar. This is what marketing guru Alex Mandossian calls the "Want fries with that" strategy. He reports a very high conversion rate when he offers the transcript on the up-sell page, or order confirmation page.

If your shopping cart doesn't have an up-sell page, I highly recommend using

<http://www.MyEasyOnlineStore.com>

Dan Janal has been called the Larry King of Teleseminars. He is the president and owner of Great Teleseminars Audio Production Studios,

<http://www.GreatTeleseminars.com>

and PR Leads,

<http://www.prleads.com>

He has produced more than 500 teleseminars for speakers, authors, trainers, coaches and businesses.

## **Forget the Press Tour, Have a Teleseminar Tour**

### **By Daniel Janal**

Businesses of all sizes, including start up and Fortune 500 companies try to receive as much promotion and publicity for their product and services as they can. Quite often their marketing tactics require huge amounts of investment in time, energy and expense. Why not have a teleseminar tour and increase your visibility from the comfort of your own home or office, without paying a single penny?

Teleseminars are increasing in popularity, as they are a proven, cost-effective means of communicating valuable information to potentially large audiences (up to thousands) all at one time. It's truly amazing how many teleseminars there are today.

Now, authors, entrepreneurs, business owners, marketing and public relations executives, speakers, coaches, and consultants can produce their own teleseminars through companies like Great Teleseminars Audio Production Studios,

<http://www.greatteleseminars.com>

They can increase exposure and publicity by reaching out to other professionals in their related industry that are hosting them as well.

By engaging in teleseminar tours you are allowing yourself to step beyond any limits and "reach out and touch" prospects and customers of almost any type of business. Making these calls allow you to prospect for new clients as you demonstrate your knowledge and expertise, increase your bottom line

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revenues, and maintain a presence that is always fresh and meaningful.

For those of you who are the "Do-It-Yourself" type, here is the step-by-step process on how to effectively manage a teleseminar tour campaign.

1. Perform a search using Google to see what companies and professionals within your specialty host teleseminars.

You must type in your specialty and then the word "teleseminar", if you do not you'll see the Great Teleseminars site and others like it, that are not specific to your industry. For example, type in "health teleseminars", "sales teleseminars", "dieting teleseminars", or "parenting teleseminars" and you will quickly realize that many professionals in these areas are hosting teleseminars.

2. Do your homework.

Visit each individual website to ensure a good fit by reviewing their audience, the topics they have done in the past, and their price points. Do not overlook your competitors, as they may be willing to work with you. For example, in order to educate my clients and publicize my business, PR Leads,

<http://www.prleads.com>

I host public relations and marketing teleseminars every Thursday afternoon.

Although you might think I'd never want to invite a competitor on my show, the truth is we compete on different services, price points and markets, so we really don't compete at all. We welcome the opportunity to appear on each other's teleseminars. My teleseminars have featured PR gurus like TJ Walker, Joan Stewart, George McKenzie, Rick Frishman, Jill Lublin, B.L. Ochman, Alex Carroll and others - and I've appeared on many of their events as well!

3. Prepare your pitch

Lets say you find 10 good teleseminars to become a guest speaker on, now what? Before calling or emailing hosts, you must prepare your biography, product and/or service fact sheets, and 10 questions you would like to be asked if a teleseminar is to be arranged. You must also develop your hook—meaning why they should be interested in you and your topic, and how their audience can benefit from having you as a speaker. You'll need this material to help promote yourself. You don't want the host to write the copy for you. You want to be in control of the message, and let them fine-tune it to fit their needs. Your host will send some of this information to their mailing lists as the invitation, or post other parts of it to the website, and use the 10 questions as the script to interview you.

Teleseminar tours are a win-win situation for everyone. Teleseminar hosts reach the end of their expertise, so they are always looking for new guests that can tell a new story and lend a new way of looking at the world or exploring new subjects that the host wouldn't know anything about.

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In return for your expertise, the teleseminar hosts will promote your material, your name, and your product or services to their lists. Best yet, it doesn't cost you a single penny for the added exposure. All you have to do is all the legwork online by using Google, preparing the hook, sending out some emails, and maybe making a few phone calls.

For those of you who do not have the time and would like the convenience of a virtual assistant, Great Teleseminars now offers a new service called Teleseminar Tours. We will complete prospect research, create the pitch and any required materials, make introductory and follow phone calls and emails, and arrange teleconferences around your schedule. For more information you may visit

<http://www.greatteleseminars.com/campaign.htm>

or contact Daniel Janal, Founder and President of

PR LEADS and Great Teleseminars via email:

[info@greatteleseminars.com](mailto:info@greatteleseminars.com)

Finally, there's an easy way to get your company name visible to your audience. And, it doesn't cost you a fortune. Daniel Janal, President of Great Teleseminars and PR LEADS has helped over a 1000 authors, experts, consultants, doctors, and small businesses get the publicity they need in order to flourish. Check out

<http://www.greatteleseminars.com>

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