

# Using InstantTeleseminar



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The key to business success is being able to connect with your prospects (with an eye towards turning them into customers) and connect with your customers (to turn them into loyal repeat customers so that they'll tell their friends about you). This is true regardless of the type of business you're in.

Chances are you're already using a number of different methods and techniques in order to connect with your current and potential customers. Your efforts may include e-mail marketing, social media marketing and making different types of high-value informational products available on your website.

But while each of these channels for developing relationships can certainly be effective, they're all missing one important element for creating a close link – in none of these instances can your audience ever hear your true speaking voice.

Furthermore, in none of those other methods of connecting can your audience ask you questions or take part in a conversation with you. It's true that you can use email, or a telephone hotline or support forum or ticketing system, but there's a certain level of resistance that has to be overcome before someone actually uses these means to communicate with your company. And that means that some people won't make the effort, and you're at risk of losing them as a customer or prospect.

In contrast, with a teleseminar you can communicate with these individuals directly, and in real time, in your own voice.

## **Taking a New Approach With Teleseminars**

A teleseminar is an audio tool that lets you speak directly to anyone who chooses to participate in the event, and teleseminars can be configured in order to permit your audience to participate by raising questions during the call. Teleseminars can be live events or even recorded ahead of time and made available at a future date. Recorded calls can even be made available to interested listeners at any time, so you can build a rich teleseminar library for your business' customers and prospects.

In this report we're going to discuss how to get started with one of the leading services in this space – InstantTeleseminar. We'll first cover the steps for signing up for a new account and creating your very first event. Then we'll discuss some of the ways that you might choose to leverage the power of InstantTeleseminar to boost your business.

## **Signing Up for InstantTeleseminar Services**

InstantTeleseminar offers several different levels of service, so that you can be sure you're only paying for the features and capabilities you use. The current options are:

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- Basic Service. The Basic service (\$47 per month) level allows you to conduct an unlimited number of events with up to 20 phone participants and 100 web participants.
- Premium Service. The Premium service (\$67 per month) level allows you to conduct an unlimited number of events with up to 100 phone participants and 500 web participants. Premium service also provides you with local dial-in numbers (in the U.S., Canada, the U.K. and Australia) and allows you to set up “Autopilot” events (more on these later).
- Pro Service. The Pro service (\$97 per month) level allows you to conduct an unlimited number of events with up to 250 phone participants and 1,000 web participants. Pro service also provides you with local dial-in numbers (in the U.S., Canada, the U.K. and Australia) as well as a toll-free dial in option, and allows you to set up Autopilot events.
- Guru Service. The Guru service (\$197 per month) level allows you to conduct an unlimited number of events with up to 500 phone participants and over 3,000 web participants. Pro service provides you with local dial-in numbers (in the U.S., Canada, the U.K. and Australia) as well as a toll-free dial in option, and includes Autopilot event capabilities.

As you can see, the biggest difference between each of the service levels is the number of participants you can have in each of your teleseminars. If you’ve never conducted these types of online events before then you may wish to start with one of the lower levels. But don’t worry, you’re not locked into any particular service level, you can easily move up (or down) to a different plan as your needs change.

Basic	Premium	Pro	Guru
\$47 per month	\$67 per month	\$97 per month	\$197 per month
<ul style="list-style-type: none"><li>• Unlimited Events</li><li>• 20 Phone Participants</li><li>• 100 Web Participants</li></ul>	<ul style="list-style-type: none"><li>• Unlimited Events</li><li>• 100 Phone Participants</li><li>• 500 Web Participants</li><li>• Local dial-in U.S., Canada, UK &amp; Australia</li><li>• Autopilot Automated Events</li></ul>	<ul style="list-style-type: none"><li>• Unlimited Events</li><li>• 250 Phone Participants</li><li>• 1000 Web Participants</li><li>• Local dial-in U.S., Canada, UK &amp; Australia</li><li>• Toll Free dial-in option</li><li>• Autopilot Automated Events</li></ul>	<ul style="list-style-type: none"><li>• Unlimited Events</li><li>• 500 Phone Participants</li><li>• 3000+ Web Participants*</li><li><small>*Up to 50,000 attendees per event</small></li><li>• Local dial-in U.S., Canada, UK &amp; Australia</li><li>• Toll Free dial-in option</li><li>• Autopilot Automated Events</li></ul>
SIGN UP	SIGN UP	SIGN UP	SIGN UP

All levels of service also include the following features (we’ll discuss many of these later in the report):

- Automatic page setup for your events

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- Unlimited replays of your events
- One-click recording and automatic quality settings
- Streaming compatibility with all web browsers
- The ability to host events on your own website or blog
- The ability to connect with the service via Skype
- The ability to conduct web chats
- Interact with attendees via “Raised Hands” Q&A sessions
- Know who’s attending your events with the “Who’s on the call” dashboard

To sign up for an account, go to [www.toolstouse.com/teleseminars](http://www.toolstouse.com/teleseminars) and select your service level. You’ll be asked to enter your billing information, but the first 21 days of service will only cost you \$1 through our special link – regardless of the service level you choose. If you don’t want to continue using InstantTeleseminar you can cancel at any time before that 21 day period expires and only pay that \$1.

Keep in mind that the service levels described in this report may change from time to time, so you might find the prices may be a bit different when you visit the website. You may also find that there are promotions or special offers in effect that can change the pricing structure somewhat.

Before we take a look at some of the specific ways you can use an InstantTeleseminar to help boost your business, let’s review the how the service works, and how you can create your own teleseminars.

In InstantTeleseminar, each teleseminar you create is known as an “event.” This is true regardless of whether your goal is to conduct a live event with a question and answer session and audience participation, conduct a presentation with audio and slides, a simple live audio presentation, or even to create recordings that are meant to be played back at your listener’s leisure.



Your audience can dial into your events by telephone, or by using the Skype web service, or even through a web browser. This gives individuals a great degree of flexibility and ensures that they’ll always be able to participate in your events.

## **Creating a New “Event”**

From your dashboard, click “My Events” and then click the “Add New Event” button near the top of the page. You’ll then be taken to an “Add New Event” page where you can enter the Event Name, Event Date, Official Start Time, Event Duration, Webcast System Dial-in Number, Listening Mode, Publishing Method, whether to use slides during the event, whether to allow guest chat, and whether to password protect your event.

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The purpose of many of these settings should be apparent from their names, so let's look at a few of the less obvious settings in a bit more detail.

- **Webcast System Dial-in Number:** This setting determines how the webcast system will connect to the event. As long as you're using the built-in conference line, you'll probably choose Guest Mode.
- **Listening Mode:** This setting lets you choose how to allow your audience to listen and/or participate in your event. Your options are Webcast only, Phone only (which includes Skype connections), or Webcast and Phone together.
- **Publishing Method:** This setting controls the interface that your audience will see for your event. A "Classic Template" can be used for audio-only events, while a "Modern Template" can be used for audio-only events as well as events with audio and slides.



When choosing your Official Start Time, be sure that you're putting your audience first, by setting a time that will be the most convenient and beneficial to them. Is your audience most likely to listen in on the event if it happens during early evening hours during a weekday (as might be the case with an audience that works at 9-5 jobs)? Is your primary audience located in the same time zone (or even the same part of the world) as you? If not, then plan your event to occur during a time that they'll be able to participate.

Remember that even if the content of your event is highly valuable, it won't be effective in boosting your business if no one hears it because the event occurs at a time that's inconvenient for them.

After you choose your settings and click "Next" your Event will be set up and you'll be given a unique URL to distribute to your attendees. You'll also be given the dial-in number and conference ID information that you give to the co-hosts that will be participating in the Event.

In the bottom right corner of that page you'll see a button that says "Next >> Customize Your Event." This will permit you to make certain types of customizations as well as publish it on your own website.



## Using Slides With Your Teleseminar

In many instances, combining the spoken word with a visual backup can be very powerful. InstantTeleseminar allows you to use a slideshow as the visual component of your teleseminar. In order to setup your event to incorporate slides, first click the "My Slides" link from your

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dashboard, then click the “Upload a New Presentation” button at the top of the page.

Next complete the “Presentation Name” and “Author” fields and select the file to upload. InstantTeleseminar currently supports Powerpoint (.ppt and .pptx) files, and the file you upload must be under 25MB in size and not be password protected.

Now go back to the “My Events” page and go down to the “Settings” section. Make sure that the button next to “Will this event use slides?” is checked “Yes,” and that your Publishing Method is set to “Modern Template.”

Be aware that it might take up to 30 minutes for an uploaded slideshow to be available within your account, so don’t wait until the last minute to add the slideshow for a forthcoming event.

## **Using Autopilot**

The “Autopilot” feature of InstantTeleseminar gives you the ability to take your own pre-recorded audio events (such as interviews you may have conducted using some other recording technology other than InstantTeleseminar) and schedule them to be broadcast at a future date. Using this feature you can pre-load your event queue so that you’re better able to provide a constant stream of quality content to interested parties.

In order to set up an Autopilot event, first schedule an event from the “My Events” page in the normal manner. Next upload WAV or MP3 file that you’ve recorded yourself. (Note that Autopilot events must be audio-only; no slideshows are currently permitted.) After uploading your file, simply attach that audio clip to the event you just created.

You now have a teleseminar that will occur at a future date, without the need for any host or moderator. You can publicize this Autopilot event as you would any other event within InstantTeleseminar. Using this feature can be a great way to repurpose any audio content that may be “gathering dust” on your website.

## **Knowing Who’s Listening to Your Teleseminar**

One of the most powerful aspects of conducting an event using the InstantTeleseminar service is your ability to see who is listening in on an event. During any call that you’re hosting, simply click the “Phone Control” tab from your login page and then click the “Who’s on the Phone” tab. (If you have multiple active events, you may also need to select the event for which you want the caller information.)

You can view status and caller ID information of every individual who is on the line, as well as the total number of callers on conference line (not including webcast listeners). You’ll first see



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that each caller is identified as either a “Guest” or “Host.” The next section of the chart lists the caller ID, name and physical location of each individual. Note that this data is taken directly from phone company records, but you can manually update the name field (by clicking that field) if you have a frequent participant whose data is not adequately or accurately given by the phone company.

Type	9736233916	✓	Peter Vasquez	Hand	Mute	Volume	Duration	Hold	Drop
Host	2059424425	✓	Charles McDaniels	1	✓	- Auto +	5m	Hold	×
Guest	9133418006	✓	Kristin Powers	2	✓	- Auto +	5m	Hold	×
Host	6153851713	✓	J.P. Christianson		✓	- Auto +	5m	Hold	×
Guest	6153851713	✓	J.P. Christianson		✓	- Auto-3 +	5m	Hold	×

If your event is large then you can simplify the caller list by clicking the “hide muted guests” checkbox at the top of the list. This will change your list so that it only shows hosts, unmuted guests and any guests who have raised their hands.

You’ll also be able to see the duration of each caller’s connection, so that you know who has been participating since the very beginning. If you’re conducting a teleseminar for your affiliates or employees or contractors, this can be a great way to see which individuals are listening or participating in the entire event.

## Controlling Event Access

By clicking the “Hold all Guests” button near the upper right hand corner of the page, you’ll place the Phone Guests, Webcast Listeners and the recorder program (the InstantTeleseminar feature that can record each of your events so that they’ll be available for playback at any point in the future) to make it so that no one will hear any discussions that the hosts may wish to have amongst themselves. Be sure to unhold all guests when your sidebar discussion is done.

Clicking the “Drop All” button will immediately drop all conference members (including hosts and the conference recording software) from the event. You may not use this feature very often, but it’s good to have available if you ever need to drop the event due to an emergency on your end of the line.

Clicking the “Lower Hands” button will lower the hands of anyone who had previously raised them. You can use this feature if you’re switching to a new speaker on a particular event, or moving on to a new topic, and want to make sure that only questions relating to the new topic will be asked.

You’ll notice a padlock icon on the right side of the green bar that’s on top of the attendee list. If the icon is “unlocked” then new attendees can join at any time. Clicking this icon will “lock” the conference so that no one new may join. (But this lock will also prevent the recording

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software from recording the event if it is not already participating.) You might wish to use this if you plan to give important information or details at the beginning of an event, and want to be sure that no one can join the event part way through and miss that information.

You can also mute individuals, adjust the volume of individual participants, put particular individuals on hold as necessary, or drop individual participants from the conference line.

## **Using Different Conference Modes**

Modes allow you to set the default “mute” status for guests on the conference line, as well as the default method for participating. The various conference modes are as follows:

- **Interactive:** This mode lets every guest participate by default, as well as control their own “mute” status by pressing \*6 on their telephone keypad.
- **Lecture:** This mode mutes all guests by default, and allows them to “raise their hand” by pressing \*2 on their telephone keypad.
- **Q&A:** This is similar to the “Interactive” mode in that guests can control their own “mute” status, but they are unmuted by default at the beginning of the event.
- **Party:** Finally, the Party mode is an Event that can occur without a Host being present to manage the event or the participants’ mute status.

These different modes can be used to great effect to accomplish various business priorities you have.

## **Hosting an InstantTeleseminar Event on Your Own Blog or Website**

You may be wondering whether, instead of having to send your customers and prospects to the InstantTeleseminar website you could host the event on your business website or blog but still use the InstantTeleseminar service.

You might want to have the event appear on your own site, for example, because your customers or prospects are already there, and so that when you publicize the event the URL you send out will be to your site (so that any branding benefit accrues solely to you when your customers share the teleseminar link with others).

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Fortunately, this is easy to do with InstantTeleseminar, and the feature is included with your service.

To set up webinar hosting on your account, click the “My Events” section of your dashboard, then go to the section of the page labeled “Publish Your Event Page.” If you click the link that reads “Get the iFrames to Custom Publish” you’ll be given the cut-and-paste HTML page for live webinar players (or the viewer for slides, if you’re using a slideshow). Simply add this HTML code to the relevant place on your website.

Similarly, you can access the cut and paste HTML code for a Q&A form to display alongside the webinar player (or below it, or wherever makes sense on your page) in order to take the next step in customer engagement by making it easy for them to contact you.

Note that even though the teleseminar is viewed through your site, it’s actually being served from the InstantTeleseminar computers. This means you don’t have to worry much about setup or staying within the parameters of your website hosting plan. Also, hosting on your own site makes it easier to build up an archive of events, and potentially even setup a private membership program.

Now let’s look at some of the ways you can use the power and flexibility of InstantTeleseminar to improve the service you give to your customers:

## 1. New Customer Training and Product Demonstrations

One popular use of InstantTeleseminar is for conducting new customer training. This can be extremely valuable if you sell products or services that might appear to be complicated to first time users. In many instances, reading an instruction sheet (even a well-written one) isn’t going to be enough for your customers. Some people simply need to hear and see how to use the product before they feel confident enough to use it themselves.

These new customer training sessions can be conducted using InstantTeleseminar in any number of different ways, but consider the power of incorporating a slideshow in with your event. For example, if you sell physical products you could create a teleseminar that uses a slideshow of product photos to walk through, in a step-by-step manner, how to use those products, and what things they may need to avoid or otherwise be aware of. You could synchronize your voice to the slideshow so that it’s the next best thing to you actually being there in person, showing your customer how to use the product.



If you sell a web-based service or subscription, your new customer training could incorporate teleseminars that walk users through the process of setting up a new account or profile, accessing online items, editing their account, etc. Again, you could incorporate a slideshow (perhaps showing relevant screenshots) to aid in the customer’s learning process.

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You could then place links to each of these teleseminars on your website (or perhaps even display them directly on your website, using the InstantTeleseminar features described above) so that new customers can instantly have access to everything important they need to know about how to use your product or service.

Get started at <http://www.toolstouse.com/teleseminars>

## **2. Affiliate Training**

Businesses of all types have long recognized the value of having affiliates helping to promote their products and services. When you have a number of skilled and motivated affiliates who are all working to bring in new customers and prospects then you'll have more time available to do the high value business tasks to help your business grow.

It's one thing to be able to send a new affiliate a welcome e-mail or "how to" PDF document. But it's entirely another thing to be able to send them a link to a welcome teleseminar. Regardless of how good your new affiliate welcome materials are, some new affiliates will respond better to the spoken word.

With a teleseminar they'll be able to hear your voice and immediately pick up on your enthusiasm for not only your own business, but for the affiliate's efforts on your behalf. This enthusiasm is contagious.

This type of new affiliate teleseminar can include helpful tips and pointers for getting started, as well as things you've learned about what contributes to affiliate success.

You can also use a teleseminar to notify your existing affiliates of new products and services that you are making available for them to promote. Remember that in order for your affiliates to benefit you, they themselves need to believe in the products and services they are promoting. You need to be able to sell your affiliates on your products and services before they'll be able to believe in them – and therefore successfully market them. InstantTeleseminar can help you do exactly that.

Arm your affiliates to better promote you with <http://www.toolstouse.com/teleseminars>

## **3. Expert Interviews and Cross-Promotion**

You're probably already aware that one great promotional technique for your business website or blog is to engage a guest author to write a post or article for posting on your site. This type of cross-promotion among complementary non-competing businesses can be made much easier by conducting a private event with your guest, then making it available for later playback by your customers.

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#### 4. Coaching or Motivational Sessions

If your business is one that involves personal or professional coaching, then the service you provide to your clients likely includes a large measure of one-on-one contact. But think about how much additional value you could provide to your entire client base – with a relatively small amount of effort on your part – by conducting a teleseminar.

For example, you might consider the questions that have been raised by your clients over the past few months. What types of issues seem to be coming up most often? Are there any common threads running through these questions?

Make a list of these common issues and think about all the different ways you could create a teleseminar around them. If you choose to record an event that your listeners can play back any time they choose, you'll want to script things a bit more precisely than you would if you choose a live event in which you allow questions.

Coaching is one of the easiest ways to add a high ticket item to your funnel. Instant teleseminar makes it easy: <http://www.toolstouse.com/teleseminars>

#### 5. Anything Else Your Audience May be Interested In

In various places throughout this report we've discussed the importance of planning out what you're going to say on your teleseminar, and how you're going to run it. But that doesn't mean that you have to know the precise content of your teleseminar when you first set the event up.



For example, you might schedule a short "Q&A" or "Current Topics of Interest" teleseminar to take place two weeks from now, then ask your customers what they want to learn or talk about. By conducting a survey of your teleseminar attendees before the event, you can be sure that the topics you cover in the teleseminar are of great value to others.

This technique of asking your customers and prospects what they want to know about is a great way of conducting market research. Pay attention to not only the questions that they ask directly, but the factors that might be behind those questions (thereby allowing you to anticipate the questions they may have, but aren't yet asking).

This method of directly asking the interested parties what they want to talk about is very empowering, and can work in your other promotional and support functions as well.

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## **6. Internal Uses of InstantTeleseminar**

In addition to using InstantTeleseminar to train and motivate your affiliates, you can use it to make sure your sales staff and other employees and/or contractors are adequately educated on your business and its products, and you can even conduct teleseminars to help motivate them as well.

Take your current training materials and start preparing a script that you can use to set up a teleseminar. You'll most likely want to archive this type of event and make it available for later playback, so that each new contractor or employee who you bring into your company has the opportunity to listen to it and benefit from it.

In addition, you can conduct periodic teleseminars on pressing issues or current topics of interest, in which you invite all of your current contractors and employees (just make it a restricted event in order to limit the event to your staff). Use the event to answer some of the questions and issues that have come up since the last event and any questions that the event participants may wish to raise during the event itself.

Done properly, these types of internal events can go a long way to making sure that your partners are putting forth their absolute best efforts to promote your business.

## **Where to Go for Additional Help**

If you have additional questions about using InstantTeleseminar, you can: contact them directly at: [http://support.instantteleseminar.com/anonymous\\_requests/new](http://support.instantteleseminar.com/anonymous_requests/new) before you join; review the current form topics and FAQs at: <http://support.instantteleseminar.com/forums>; or submit a support ticket once you sign up for service.

## **Don't Forget**

You can replace all of the links in this report with your own, plus add examples from your own successful teleseminars by grabbing the customizable version of this report here:

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