

How to Plan a Great Tele-Class

According to all the top tele-class leaders, this is the way to make money quickly from a group instead of trading time for money one-on-one. But to be successful requires planning and know how.

In the beginning many of the tools can be free, but as you build up your audience, it will require paid tools. The tools are conference lines, recordings, a transcriptionist and a website.

Instructions

Learn from the Greats First

1 Listen in on quite a few tele-classes before you start one. You will notice that they all have a certain flow. They will generally start with the greeting, which includes what the call is about. If there is a guest, there will be an introduction. This is usually followed by the objectives for the class, how long it will last and what they need to do to get some bonus at the end of the call.

2 Research a topic. The easiest way to do this is to do a survey of your readers to find out what they want to learn. Another method is to use tools like Google adwords keyword search. This will tell you the top things people are looking for. If you are not familiar with the topic, then find someone who is and interview them on the call.

If it is a multi-week class, do a "preview" class, so people can get to know who their teacher will be. People are less inclined to give out their money to someone they don't feel they "know" on some level.

3 Get a conference line. If this is the first tele-class you are doing, then consider using a free tool. They have limits on the amount of people that can be on the call, but that could be used as a selling point.

4 Make a landing page. This is the page where you make your pitch to have them sign up for your tele-class. Some people use testimonials, bullet points, objectives. and bonuses on this page. Also, make signing up simple. Use something that just asks for a name and email address. Include a 1-year subscription to your newsletter in order to keep them on your list. James can help you in designing and building your landing page.

5 Make a registration page. Many use tools such as www.cartville.com for this. They do all the work and collect all the money, so you do not have to worry about it. The follow-up page should include all the call information such as dial-in numbers, passcodes and times.

How To Make Money with the Tele-Class

- 1** Sell audio downloads and transcripts. This is the most popular method if the call is free. It is simple, quick and requires very little work on your part. You will have to hire a transcriptionist service, which generally costs less than \$2 per minute.
- 2** Sell a membership. Another popular method is selling a membership in which people buy access on a monthly basis to calls, videos and articles. They pay anywhere from \$17 to hundreds of dollars a month. The more niche-oriented the membership site, the higher the cost.
- 3** Sell Affiliate products. Maybe you don't have a product of your own yet. But if you are around people like Alex Mandossian, who made \$10 million through tele-classes in 7 years, you know that he allows other people to profit from his programs. Just make sure it is a good product and there should not be a problem.

Helpful Links:

FreeConferenceCall.com

24/7 Unlimited Free Conference Calls. Easy Sign Up Online!

www.ConferencingForLess.com

www.WebTimeGraphics.com

James Rutnam can help build and market your landing pages.

www.Cartville.com

They can handle payment processing easily for you.

Your website is the public face of your business.

A well designed landing page can be the best asset to you or your company.

James Rutnam is an experienced freelance website designer providing web design solutions for individuals and businesses of all sizes, at an affordable price.

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