

Who This Bonus Workshop Is For

- New boot camp participants
- Participants completing the program
- Authors who want to learn more about sharing their message via teleseminars



Teleseminar Training Overview

In Teleseminars for Authors Made Easy you have access to four comprehensive workshops

1. Harness the Power of Teleseminars
2. Put your Systems in Place
3. Learn How to Host Guest Speakers
4. Produce an Expert Interview Series



Each Workshop Includes

- Comprehensive training workshops
- Multimedia Content
 - Audios
 - Videos
 - Handouts
 - Action Guides
 - Transcripts
 - Bonus interviews with industry experts



Workshop 1: The Power of Teleseminars

Teleseminars offer a simple solution for connecting with your audience and sharing your brilliance!



Workshop 2: Choosing Your Technology



www.FreeConferenceCalling.com www.WebTeleseminars.com

Workshop 3: Hosting Guest Speakers








Donna Winters: GreatLakeRomances.com



- What I've enjoyed most about the Teleseminar Boot Camp for Authors is; getting detailed advice! I found the program to be very informative, detailed, & supportive.
- My biggest accomplishment has been doing practice interviews and determining the best use of teleseminars and appropriate goals.
- I will go on to host a series of *Christian Author Talks* to spotlight writers and their work.

Renee Wiggins: ResultsByRenee.com



- I have been planning, inviting speakers, and designing a teleseminar series.
- The theme is : *Spiritual Body Building: Change Your Mind, Change Your Temple, Change Your Life*
- There will be 7 speakers, pre-recorded interviews for 30 to 35 minutes.
- This is my first event and I'm learning a lot!

Event Banner for Renee's Teleseminar



Spiritual Body Building:
Change Your Mind, Change Your Temple, Change Your Life

2014 TELESUMMIT

Celebrating **your body** through nutrition, fitness and stress management!

Week of April 28, 2014
www.resultsbyrenee.com

Host + Speaker Renee Wiggins
RD, LD, Certified Health and Wellness Coach

SPEAKERS

DR. KARA DENNIE ELIZABETH LA TANYHA LYNNUS JASMINE & MARJORIE


RESULTS BY RENEE

Moreen Torpy: GoForwardDownsize.com




- I have recorded several sessions using PowerPoint slides. I may package these into a product at some point.
- I've participated in a few interviews.
- I have plans to interview a number of Professional Organizers about their work to potentially create a bigger event.
- I'm inviting speakers whose topics are related to organizing and downsizing.

Penelope Ward: YourSpiritualMama.com

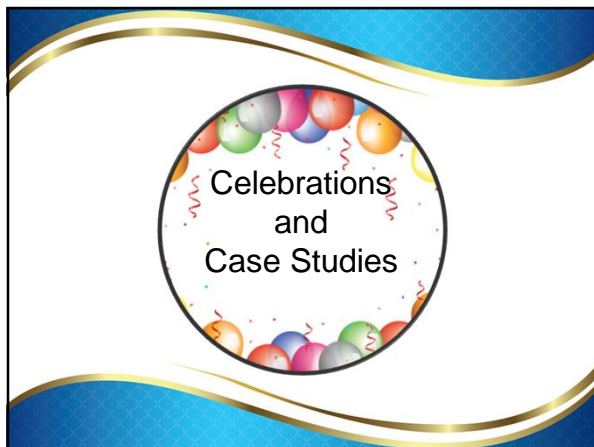


- I am planning to do some free teleseminars, in order to build my list for a paid seminar series.
- This will be an introduction to my paid teleseminar series based on deepening the information in my eBook, *Step Up, Step Out Your World is Waiting*.

Marianne Soucy: HealingPetLoss.com



- In connection with my book launch I'm going to offer live classes via teleseminar or Google Hangouts.
- I want to give much value and promote my free Kindle eBook during the 3 free days.
- "I love Dvorah's professional and yet heart-centered style. She provides great content and manages to attract wonderful people to her boot camps - speakers as well as participants. Highly recommended!"



**Celebrations
and
Case Studies**

Case Studies: Guest Expert Interview Series





Gina Akao Connie Dunn Liesel Teversham





Where Were You at With Teleseminars Before Boot Camp?





Gina Akao Connie Dunn Liesel Teversham





Tell Us About Your Teleseminar Series





Gina Akao Connie Dunn Liesel Teversham






Connie Dunn: WritersUniversityBootcamp.com




- I am planning to do a Guest Expert Interview Series as a "Writers' University Boot Camp"
- There will be 12 Interviews, over 4 weeks.
- There'll be 2 interviews on Mondays and 2 on Tuesdays. Q&A Session on Thursdays.



Gina Akao: WritingAndEditingToday.com



- The tentative name of my series is: *The Writing and Editing Today Teleseminar Series.*
- I'd like to collect a series of interviews that I can later repurpose for authors who want to know how to market their books with the technology and techniques available today.
- I have my free gift and my training programs in place and will be focusing on growing my list and attracting my ideal clients.



Liesel Teversham: SavvySelfCareSecrets.com



- My event is called: *Savvy Self Care Secrets: Fulfil your Purpose; Increase your Joy, Energy and Time*
- I will interview 12-14 experts on different aspects and ways of self-care, bringing across the message that self-care is **vital** to live a life of purpose and fulfilment
- I can't wait to deliver my Teleseminar Series!



www.SavvySelfcareSecrets.com



Get Your FREE Access Pass To This Incredible Teleseminar Series Here!

12 Expert Speakers Share Wisdom And Tips On Self Care

Organizing your Home Environment, the Workplace, Relationships, Busy Moms, Managers, Teachers, Caregivers, Therapists, Codependents and more...

Learn WHY and HOW to take care of yourself gracefully, respectfully and lovingly.

Get your FREE Access Pass!

Name:

Email:

SUBMIT

JOIN TODAY

What Did You Enjoy Most About the Boot Camp?





Gina Akao Connie Dunn Liesel Teversham





Gina's Plans and Testimonial

- I'm going to use my series to grow my list. As my list grows, I can start attracting my ideal clients, authors, and small business owners.

"D'vorah's Teleseminar Boot Camp provides the steps I need to organize an effective teleseminar series that will help me grow my list. Having that structure and support really helps me stay on track. The motivation I get from the Facebook groups is phenomenal."



Connie's Plan and Testimonial


- I will endeavor to get interviewed about once a week. It will be a good way to promote my book, "10 Ways to Develop Characters," as well as my Boot Camp Teleseminar Series.

"I have absolutely loved this teleseminar boot camp. It was real hands-on, which is what I have enjoyed the most. I also loved the networking and idea sharing that goes on in our private Facebook group!"




Liesel's Plans

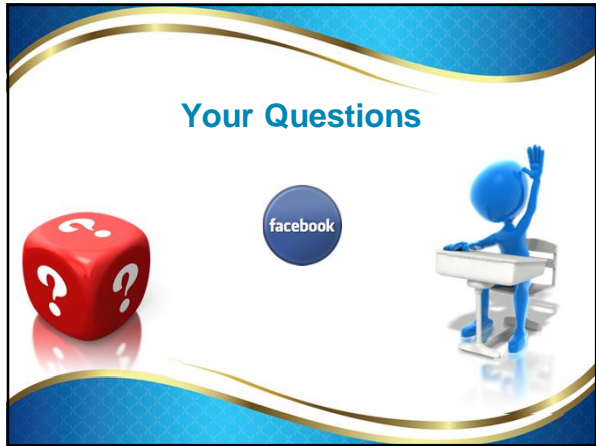
- I'm planning to be interviewed 12-15 times during the next 15-20 weeks.
- I can see this coming together to build a new list who want to hear from me.
- The key as I'm stepping out of my comfort zone, is not in reading about new skills. The key is to actually jump in, ask my *perfectionist part* to step aside for awhile, and take action!



Liesel's Testimonial

"The Teleseminar Boot Camp gave me the know-how, confidence and enthusiasm to do something I've been postponing for a long, time! I had a lack of confidence and a big fear that "it won't be perfect." I needed a push to "just do it!" That's just what I did during the boot camp. The information is thorough and detailed, and is equally applicable for beginners and intermediate proficiency levels."





How do I Craft an Intro and Outro for Events?

- **Intro:** Welcome, Your name, event name, focus of event, event website.

Example: Hello and welcome to the Annual Book Marketing Conference Online, where we bring you stellar content from world renowned experts at BookMarketingMadeEasy.com This year, the focus of our event is "Build a Business with Your Book!" I'm D'vorah Lansky and I'll be your host on this journey...(pause, 2, 3)
Let me introduce you to our guest speaker...

Event Outro

- **Outro:** (exit comments) is what you add at the end of your event, so you have branding at the beginning and end of your calls.

Example: Thank you for joining us today for Build a Business with Your Book, our 7th Annual Book Marketing Conference Online. I'd like to invite you to take action, in the next 24 hours, on what you learned today. You can discover more about online book marketing for authors at www.BookMarketingMadeEasy.com

What Should I Include in My Bio

- Compose a brief, one-paragraph interview.
- This is what your host will read when introducing you to their audience.
- What do you really want your listeners to know about you?
- Share a bit about your qualifications and accomplishments.
- Mention your current work or book.
- Intrigue listeners to want to take action.

Author Bio Example

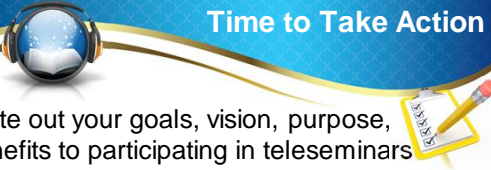
“D’vorah Lansky, M.Ed., and bestselling author has been marketing online since 1994 and working exclusively with authors since 2007. She is the bestselling author of *Book Marketing Made Easy* and the producer of the Book Marketing Conference Online. D’vorah teaches online book marketing strategies to authors across the globe. She is passionate about online marketing as well as helping authors to grow their business and their brand. You can find out more about her work at BookMarketingMadeEasy.com. Please help me welcome, Marketing Wizard, D’vorah Lansky”

Should We Always Use Speaker Forms?

- Speaker forms: great way to keep track of your speakers information, in handy location
- This also avoids a lot of email back and forth
- An alternative is to send a very short list of items needed. Avoid putting too much content in the email as you don’t want to overwhelm people
- Keep a checklist of what you’ve received and what you still need


Time to Take Action

- Write out your goals, vision, purpose, benefits to participating in teleseminars
- Go through the course content
- Sign up for a teleseminar service
- Compose a 100 word bio & 8-10 questions
- Team up with a buddy and take turns interviewing one another
- Rinse and repeat



Next Steps

- Take a deeper dive with D'vorah
- Get personalized support to leverage your book into a thriving online business
- Apply for an Author Discovery Session www.AuthorDiscoverySession.com



**Take Action and Prosper!
Here's to Your Success!**