

## Create Content By Hosting Free Weekly Teleseminars

Gail Buckley

[www.PLRContentSource.com](http://www.PLRContentSource.com)

Before I give you a couple of easy formulas you can use to begin creating content for your packages or coaching programs, I want to touch on some of the traditional methods of creating content for your products or packages, and why I find that these methods of creating content take more time and are more cumbersome and difficult to complete than the methods I personally use and have revealed to you in this book.

Several of these methods are:

1. Writing content (for example, ebooks, individual lessons, etc.)
2. Recording content as audio (for example, recording individual audios for coaching lessons, or recording individual recordings to sell as content, either individually, or as a group of recordings)
3. Recording content as videos (for example, recording videos to use as coaching content, or to include in a product)

All of these methods of creating content are viable, and many people have used these methods to create products or coaching programs in the past.

However, there are a few drawbacks to each of these methods.

Time to create. This is not just the time that goes into deciding what to write or record, outline, and then physically write or record...but because you are creating a product in a vacuum-meaning that you don't already have an audience for it - it is really easy to succumb to procrastination or continual delays in creating your product or coaching lessons.

In many cases, my clients have spent a year or more before working with me, trying to create their first product or coaching program, and still have only a partially completed product or coaching core, and once they begin to work with me and create their coaching program the way I teach in this book, they are able to begin selling their first product or coaching program within 30-60 days.

Perhaps you fall into that group of people who has tried unsuccessfully to create a product or coaching program from scratch and you simply haven't completed it yet - or perhaps you have been thinking about creating it for some time but haven't even begun the creation phase.

The second drawback is that because usually these products are created without client or prospect feedback - these products or coaching programs are not what your clients or prospects are looking for. Meaning that many people start their information marketing business or coaching business creating a product, package, or coaching program that no one wants to buy.

Now let's talk about an alternative and easier way to create content: holding weekly teleseminars for the people on your list. These weekly teleseminars can initially be free, and once you have a sizeable list, you can begin to charge for these weekly teleseminars if you wish.

The key here is that each week you will teach on a relevant topic for your niche for approximately one hour. It doesn't matter if you have one listener, 100 listeners...or no one at all.

The key point here is that you are recording this teleseminar each week.

Let's work through some numbers here.

If you were to record just one hour of content each week for 12 weeks, you would have 12 hours of content you could package and sell.

If you were to record one hour of content per week for one year, you would have 52 hours of content to sell.

What could you do with that content?

Perhaps create a 12 hour introductory course you could sell for...\$1000?

Perhaps create a 25 hour home study course you could sell for...\$2000?

That is 37 hours of content, leaving 15 hours of content (52-37)...could you create a 15 week coaching program with one hour of content for each week...and put a \$3000 - \$5000 price tag on this?

Of course these are just ideas, and sample prices...yours might be higher or lower depending the quality of and demand for what you are teaching.

The bottom line though is that at the end of one year you would have a substantial amount of content.

Think about your business one year ago.

How much time have you put into product creation, or put into planning your product creation?

Imagine if instead you had simply recorded one hour per week, for a total of 52 hours of work, and now had 52 hours of content to work with, to package into products, packages, and coaching programs?

And it doesn't matter if you know starting out what your products or coaching programs are going to look like when you are finished. It only matters that you are teaching on relevant topics for your niche.

Once you have recorded 10 - 20 hours of content, then you can begin deciding what product combinations to create.

### **Let's get started with creating this content.**

First - if you are already building a list - great - promote the initial free teleseminar to your list each week. Don't pressure them, just let them know it's available. Again, it doesn't matter how many people show up, it really only matters that you hold the teleseminar.

So perhaps you are thinking, well why not just schedule an hour of time each week to record an hour of content?

The reason is, that what I have observed with my clients, initially your determination and drive is enough to keep you committed to your time frame when you will record.

However, my experience has shown that after a few weeks, something comes up and you might decide to skip this week's recording... even telling yourself that you can make it up next week. Of course you mean well, but next week comes around... and something else comes up.

Perhaps you can't think of anything to teach.

Or you become sick with a cold.

Or anything.

Now it's been 2 weeks since you have recorded...and getting back into it will be tough.

Perhaps you've experienced something like this before... for example, New Year's Resolutions... you start out well, but life gets in the way.

So the advantage with having a regularly scheduled call where people are expecting you to show up is that you...are expected to be there.

And so you deliver, week after week.

And after some number of weeks... you have content you can combine together to create a package, product, or coaching program core lesson series.

**Here are the directions for planning your content:**

First of all, I make the assumption you know your material - that is, you are an expert. If you are not an expert all ready, I suggest you become one. The reason for this is because people will trust you more, buy more from you, and enroll at higher prices if you are an expert.

Second, don't worry about perfection.

Once you have created your outline, simply teach based on what you know. At the end of the teleseminar you can open the call up for questions, and if anything you taught was unclear or missing critical information, generally your listeners will ask you the right questions for you to add the necessary information to make the recording on that topic complete.

So let's start by planning one single call.

First, determine what you want to teach about.

Think about your niche.

Think about the needs of the people in your niche.

If you have a list of subscribers, write them an email.

You can use this as a guide:

Subject line:

*(Name of subscriber) - I need your help*

Body:

*(Name of subscriber),*

*I am in the process of planning next week's live teleseminar, and I want to make sure I teach something that is relevant for you.*

*So I need your help.*

*What are the top 3 things you would like*

*to learn from me in the next few weeks?*

*Thanks in advance for your help*

*(Your name)*

Not all of your subscribers will respond, but of the ones that do, simply plan to teach on all the topics that are suggested over the course of the next few weeks.

They don't all need to be covered at one time, and topics can be combined if necessary - there are no hard and fast rules for this.

The bottom line is that now you will be teaching on a topic you already know your subscribers want to learn about.

My experience is that what they want to learn about is what others in your niche will want to learn in the paid programs in the future (which is why you are recording these teleseminars in the first place, to create paid content).

Now that you know your topic, create a new word processing document on your computer.

Title it with your topic.

Then create a list of 5 - 10 things that you need to teach in order to fully teach on this topic.

This might be 5 - 10 steps to achieving some success in the topic.

This might be a list of directions on how to do the topic.

Or this might be a list of specific teaching points related to the topic.

In the long run, once you have done a few of these teleseminars, and especially if you really are an expert and know your content and topic inside out, you may not need any more detailed notes than this to get started.

Let's imagine that your teleseminar is one hour, and you have 10 points scheduled to discuss.

That means you will need to teach for 6 minutes on average on each of the 10 points.

So ask yourself, can you teach for 6 minutes on each of the 10 points?

If you aren't sure that you can simply teach off the top of your head from a rough outline like that, you can break it down further.

For example, let's imagine you have 6 points to teach to support your topic.

You can further drill this down by asking yourself, what are 3-6 steps or points that could be taught that are relevant to each of these points?

So imagining you have 6 points, and let's assume an average of 5 steps or points per primary topic or point, this gives you 30 bullet points to cover in 60 minutes! That is literally only 2 minutes per point...which is literally only about a paragraph or two of content!

You could definitely deliver an hour worth of content if you used this model, right?

Even if you rushed through your delivery, you might find that at the end of one hour, you have only covered 10 or 15 of the 30 points.

That leaves you 15 - 20 points to teach on next week!

Do you see how easy this can be, when you break it down into small chunks like this?

I hope so, because this is one of the easiest ways I have found to empower my clients to create content fast, and frankly the sooner you schedule your first teleseminar, the sooner you will be able to prove this to yourself!

So let's imagine you have created an outline for your teleseminar; you will want to add a few elements.

I recommend that you add an introduction at the beginning.

I recommend that you open the teleseminar up for questions at the end. (The purpose for this is to help make sure your content and teaching on this topic is complete. If people ask you questions, they are generally asking questions about things you didn't completely cover, or they didn't understand, or that perhaps you left out inadvertently. Without these questions and your answers, your teleseminar content wouldn't really be complete.

Please understand this - questions and answers are NOT necessary. Meaning that if you have never given a live teleseminar or you are hesitant to open the call up for questions - don't allow this to hold you back from doing the calls and recording the content. Simply leave out this section for a few weeks until you feel comfortable doing it!

Here is a sample introduction:

*Hi, my name is (your name), and today I am going to teach on (topic of teleseminar). I am going to show you how to do: (list out each of the main points), and when I have finished teaching, I will open this teleseminar up for questions about (topic).*

*Ok, let's get started.*

Then roll into the teaching material.

Next, questions and answers:

Here is how I do it:

*OK, that concludes the teaching material for today. However, as I promised, I want to open this call up for any questions that you might have on anything I have taught today.*

For each person that asks a relevant question - simply answer it, even if you feel like you covered it in the training. Once you have answered the question, ask: *"does that completely answer your question?"*

Sometimes there will be follow-up questions. Simply take them.

Once you have completed answering the question, ask again "Are there any other questions on today's content?"

Then answer the next question. Continue asking if there are additional questions, until there are no more questions.

Once no one responds to this question, you can say *"It sounds like I have answered all of the questions for today, I trust this has been a great teaching for you, and thanks for all your participation and questions. Have a great day!"*

At this point, some people will say "thank you". I recommend staying on the line and keeping the recording going through this process, as I personally believe this adds value to the finished product itself.

Occasionally you will get someone who asks questions that are not on topic. Perhaps they know you have another area of expertise and they really want to learn more about that other topic.

There are a few different ways to handle this.

Of course, one way is to simply say something like *"I would love to answer that question for you, but it's not really relevant to today's teaching, so please shoot me an email and I'll answer that privately for you".*

This allows you to keep your teaching completely on track, and also allows you to meet that person's needs.

However, frankly, I believe that unless the unrelated question just simply doesn't belong, or the question will really take too long to answer or will take away from the content of the call, I personally like to go ahead, and answer the question.

If repeated unrelated questions continue to come up, I might say something like *"Wow! It sounds like there is a lot of interest in (topic of new questions), would you folks like for me to do a training on that topic?"*

People will say yes, and you can then say something like *"Excellent, let's plan on covering that topic next week, are there any other questions specifically related to today's teaching?"*

Of course, you could choose to simply answer any relevant questions, even if they don't relate to the topic you have taught on that day.

There is not necessarily a right or wrong way to do this. Do what feels right to you. As long as you are delivering great content, people will be very forgiving if there is an unrelated question answered on the call. Possibly more forgiving than if they can hear in your voice that you really wish someone hadn't asked a question. Remember, your buyers will know that you can't control the things people say on your live calls, and will be very forgiving.

That leads to one more issue...hecklers and the like.

Sometimes, especially if you get to where you have more than 50 - 100 unpaid people listening to a live teleseminar, you will begin to get people who forget they are on a live call and begin to have a conversation with someone else in their life during the call. The easiest way to handle this on larger calls is to mute the line out so that only your voice can be heard.

Of course if you are opening the call live for questions, you may get some background noise, and frankly as your call audience grows, you may need to use the questions and answers function in your teleseminar service, which allows your participants to use an instant chat-like function to ask questions online, you read their questions live, and answer them live - but they aren't literally voice live on the call.

Obviously, this completely eliminates the issue of hecklers as well. But if you have a smaller call and want to leave the line open, as I do with smaller calls (it simply feels more personal for both you and the participants), and you have a heckler (someone who is repeatedly asking irrelevant questions or is being rude, making disparaging comments, or even promoting your competitors' product on your call) then what I like to do is simply let the heckler know that he or she is out



of line, and that you will unfortunately have to mute the line and stop taking live questions if he or she doesn't stop the offensive behavior. This creates additional rapport with the rest of the listeners and tends to unite them against the heckler (and of course creates more support for you, when this is done professionally). Keep in mind, you get no benefit from this scenario if you are drawn into an argument or shouting match with your heckler - it simply lowers yourself to their level.

Here is an example of something I might say:

*"John, I am sorry, but that behavior (name the behavior) is simply not permissible on this call, and if you don't stop, I will be required to block you from this call, or mute the line completely, and everyone loses if you force me to do that"*

This usually works!

Many times several people will speak up and thank you for dealing with the problem person.

With some teleseminar services, you have the option to mute everyone on the call, but give them the chance to "raise their hand" by pushing a particular button on their phone - and then you simply unmute the line for each person who raises their hand. This allows you to continue taking live questions without leaving the entire line open.

By the way, this is not a common problem on these calls - this rarely occurs on my calls, and should rarely occur on your calls. But I did want to completely cover this scenario so you will be well - prepared should it occur on your call.

**Here's a sample outline that you can use for your teleseminars, just replace the generic material with your own niche material:**

Topic of Teleseminar

Hi, my name is (your name) and today I am going to teach on (topic of teleseminar). I am going to show you how to do: (list out each of the main points), and when I have finished teaching, I will open this teleseminar up for questions about (topic).

OK, let's get started.

Then roll into the teaching material.

Introduction to topic

### Step or Point 1

Sub - Step or Sub - Point 1 for Step or Point 1

Sub - Step or Sub - Point 2 for Step or Point 1

Sub - Step or Sub - Point 3 for Step or Point 1

Sub - Step or Sub - Point 4 for Step or Point 1

Sub - Step or Sub - Point 5 for Step or Point 1

### Step or Point 2

Sub - Step or Sub - Point 1 for Step or Point 2

Sub - Step or Sub - Point 2 for Step or Point 2

Sub - Step or Sub - Point 3 for Step or Point 2

Sub - Step or Sub - Point 4 for Step or Point 2

Sub - Step or Sub - Point 5 for Step or Point 2

### Step or Point 3

Sub - Step or Sub - Point 1 for Step or Point 3

Sub - Step or Sub - Point 2 for Step or Point 3

Sub - Step or Sub - Point 3 for Step or Point 3

Sub - Step or Sub - Point 4 for Step or Point 3

Sub - Step or Sub - Point 5 for Step or Point 3

...and so on, up to as many points as you have to teach on...

At the end of the teaching material:

Questions and answers:

“OK, that concludes the teaching material for today. However, as I promised, I want to open this call up for any questions that you might have on anything I have taught today.”

For each person that asks a relevant question - simply answer it, even if you feel like you covered it in the training. Once you have answered the question, ask: "does that completely answer your question?"

Sometimes there will be follow-up questions. Simply take them.

Once you have completed answering the question, ask again "Are there any other questions on today's content?"

Then answer the next question. Continue asking if there are additional questions, until there are no more questions.

Once no one responds to this question, you can say "It sounds like I have answered all of the questions for today, I trust this has been a great teaching for you, and thanks for all your participation and questions. Have a great day!"

You now have my complete formula for creating content quickly and easily just by holding and recording one teleseminar to your prospect list each week.

Perhaps you are thinking... could I supercharge this by recording more than one hour per week?

The answer is yes.

Of course you could also record these without an audience...and literally record as many hours per week as you choose.

Keep in mind, as I warned earlier, I find with my clients that with this option, many people start off strong, but once something gets in the way, their interest goes down, and without the commitment to people on their mailing list... they simply don't complete the project.

So my highest recommendation to you is to do this with live teleseminars!