

**Welcome Tonya Thomas as ATIC & MG Center For
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Guest Columnist for May 2009**



Virtual Office Tidbits

by The Small Office Assistant

How to host the perfect Teleseminar

The teleseminar capability has been around for some time now. However, it's still a great way to showcase your expertise, create an info product, and educate a large group of people. If you've never hosted one, but have been considering doing so, there are several steps that you need to take to get your teleseminar set up. Below is a checklist that you can use as a guide to be on your way to hosting your first teleseminar.

- Decide on your date and time
- Reserve your bridge line. Be sure and reserve the line 10 minutes before the time and 15 minutes after the end time. Also arrange to have the call recorded
- Write your announcement copy
- Set up your auto responder. Be sure to include: the date, time of the call, the bridge line number, the passcode and the topic. If it's a paid teleseminar set it up as a product in your shopping cart.
- Market your teleseminar. You should definitely send it to your database as a separate broadcast/e-mail and also in your newsletter and any other avenues.
- Set up another auto responder. This should be a reminder that will go out to all who sign up for the call.
- Create a thank you page that attendees will be taken to once they sign up for the call
- Two days prior to the call be sure and check on the number of sign ups that you have.
- Confirm your bridge line and recording
- Have the reminder e-mail sent to all attendees
- After the call, prepare the audio (edit it if need be)
- Send a broadcast to all attendees letting them know that the audio is ready for downloading and provide the link to the audio

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