

A Special Technology For Coaches™ Resource

**"PSST!
TELESEMINAR TECHNOLOGY
SECRETS"
STUDY GUIDE**



Techie Coach

By Beth M. Lyons
www.TechieCoach.com



**You MAY Use this information
for your own personal and professional benefit.**

Yay!

**You MAY NOT Reprint, Resell, Give Away,
Share, or Teach the Content Herein to others.**

Dang!

No, seriously ... Sorry to be so 'in your face' about it ... but I do invest a good chunk of my time pulling this information together. And I am also truly delighted that you're benefiting from it.

And if you'd like to spread the benefit ... bring a friend to the next Techie Coach event ... or better yet ... send them directly to www.TechieCoach.com ... so they can get involved in their own right. That way everyone wins!

Looking for a great way to add value?

Let me make you look really good!

I'm a popular guest speaker and a generous co-host. If your community is interested in

- doing business online,
- creating websites that get results, and/or
- figuring out what's what with new media technologies ...

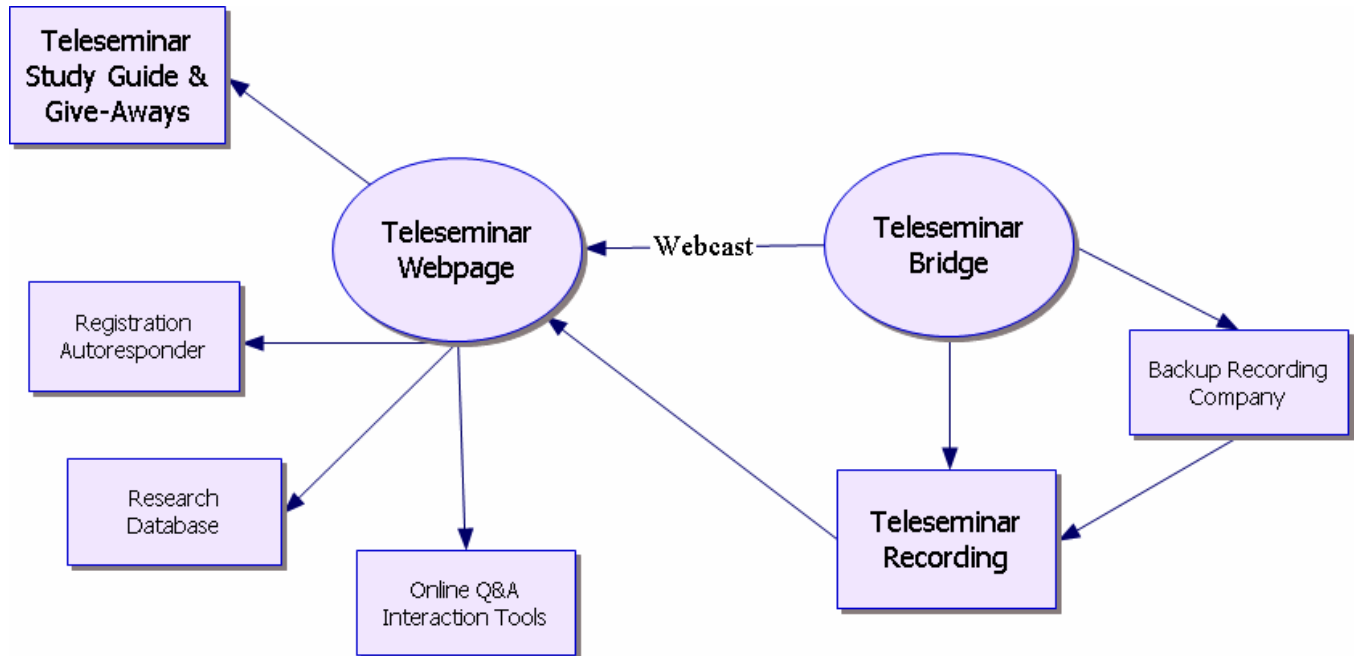
And seriously ... who isn't interested in at least one of these topics!

... Then we might just have the beginnings of a great partnership!

[Send me an email and let's talk.](#)



Teleseminar Technology Secrets Flowchart





Teleseminar **Bridge & Webcast** Secrets



*The quality of your call environment =
the quality of your call*

1. Landline, landline, landline!
2. Your bridge needs to have key minimum features AND you need to know how to use them.
 - Mute All
 - Mute Self
 - Turn off chimes
 - *Call reporting*
 - *Call recording*
3. Offer a webcast option for international callers.



Recommended Resources

- www.FreeConferenceCall.com
- www.TheBasementVentures.com
- www.GreatTeleWebcastService.com

I use all of these services

TELESEMINAR TECHNOLOGY SECRETS



Case Study: TheBasementVentures.com

BV FreeConferencing Web Manager End Conference | Logout

Click to control conference functions

Participants can raise hands (5*)

Unmute All | End Recording | Enable Name Announce | Enable Call Continuation | Lock Conference | Lower All Hands

Time Zone: PST (Pacific Time) | Bridge: 802544 | Pin: 3732 | Conference Number: (712) 432-9996

Muted		Name	Number	Status	Join	Leave	Connected
<input type="checkbox"/>		Conference Host	3185762876	Connected	06:26 PM		
<input type="checkbox"/>		Guest Speaker 1	3246664952	Connected	06:29 PM		Disconnect
<input type="checkbox"/>		Guest Speaker 2	3228742209	Connected	06:30 PM		Disconnect
<input checked="" type="checkbox"/>		add name	8888888888	Connected	06:31 PM		Disconnect
<input checked="" type="checkbox"/>		add name	8888888888	Connected	06:33 PM		Disconnect

Mute and unmute individual participants

See who's on the call right now

Dial out to participant (for residents only) [] - [] - [] Dial Participant



Case Study: FreeConferenceCall.com

FreeConferenceCall.com Thank you for using our Free Conference Call service. Below you will find the details of your conference call records. If you have any questions regarding this email, please call (877) 482-5838 or contact customer support at services@freeconferencecall.com. Have a nice day!

Free Conferencing Corporation
 PO Box 41069
 Long Beach, CA 90853-1069
 Tel: 877-482-5838
 Fax: 562-437-1422

Date: 08/10/2006
 Statement #: 1606012
 Dial-in Number: (641) 297-4600
 Access Code: 329379

Free Conference Call Detail Report:

Call Date	Call Number	Start Time	End Time	Total
08/10/2006	904-38-3144	3:55:45 PM	4:00:45 PM	23
08/10/2006	802-75-5257	4:02:43 PM	4:25:19 PM	4
08/10/2006	802-75-5257	4:26:24 PM	4:29:27 PM	37
08/10/2006	703-30-8599	4:16:49 PM	4:53:39 PM	45
08/10/2006	804-36-3536	4:10:37 PM	4:54:45 PM	63
08/10/2006	631-32-9701	3:57:42 PM	4:59:59 PM	58
08/10/2006	252-34-6882	4:02:27 PM	5:00:00 PM	61
08/10/2006	852-77-7690	3:59:33 PM	5:00:02 PM	58
08/10/2006	913-94-697	4:02:16 PM	5:00:05 PM	56
08/10/2006	706-796-020	4:08:31 PM	5:04:03 PM	71
08/10/2006	611-645-880	3:58:16 PM	5:09:04 PM	62
08/10/2006	360-330-832	4:07:16 PM	5:09:08 PM	51
08/10/2006	357	4:31:54 PM	5:22:02 PM	82
08/10/2006	315	4:01:22 PM	5:22:33 PM	82
08/10/2006	344	4:01:28 PM	5:22:51 PM	82

Free Conference Call Report:

Start Recording Time	End Recording Time
08/10/06 3:56:25 PM	08/10/06 5:22:51 PM

NOTE: All times in Eastern Daylight Time (North America)

Quick Links: [Conference Download](#) | [Refer a Friend](#) | [Change Account](#) | [Stop Statements](#) | [Submit Trouble Ticket](#)

Total Minutes: 758
 Number of Callers: 15

Call recording download

Who was on the call

How long they were on the call

Total number of callers

Free Conferencing
FreeConferenceCall™

Free Conferencing (Flat Rate)
FreeConferenceCall™
Now With Free Recording

Large Scale Conferencing
SimpleZoom™
1000 Participants Free!

Try It FREE!
GoToMeeting™
Online Meetings Made Easy

Flat Rate Conferencing
SimpleFlatRate™
200 Ports/\$99

Toll Free Conferencing
SimpleTollFree™
6 Cents Per Minute

Voice Mail Service
SimpleVoiceSys™
Free!

Recorded Message Tree
SimpleVoiceCenter™
Free!



Case Study: TechieCoach.com/teleseminartech

Teleseminar Technology Secrets *Create more value, in less time, with way less angst :)*

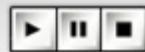
Wednesday, August 8th
4p Eastern / 7p Pacific

Webcast players let people listen online to the live teleseminar broadcast

To Listen Live by Phone: (On Aug 08th)

Phone-Number to Dial: 1-218-486-1300
Use Conference ID: 472944

Select a Webcast Method:



[Flash Player](#)



[Windows Media](#)



[Pop-Up Player](#)

Powered by  InstantTeleseminar.com



Teleseminar Study Materials Downloads



[Event Tips](#)



[Study Guide](#)

Techie Coach



Directions: Listen to the replay, download the Teleseminar Materials and answer the Bonus Co-Creation Question below!

Bonus Co-Creation Question



As teleseminar leader, what's your single most important question about using technology to create better, more effective teleseminars?



Teleseminar **Web Page** Secrets



Key Principles

- Your teleseminar webpage is the central hub for your participants ... it should offer them
 - What they need to participate in the teleseminar
 - A place where they can submit questions / participate
 - A next step / irresistible offer
- Own your own page
 - Control your page
 - Brand yourself with your value
- Match your webpage format to
 - Your audience
 - The purpose for your teleseminar



Recommended Resources

- [Techie Coach's Blockbuster Websites Study Group](#)
- www.GreatTeleWebcastService.com




Case Study: AskJackCanfield.com

Ask Jack Canfield

Teleseminar Webpage Type = Classic Squeeze

You're Listening to ...
Jack Canfield



“If you had 30 seconds to ask me any question about the Law of Attraction or my Success Principles, what would your single, most important question be?”

**Join Us For A Live (FREE) 70 Minute Teleseminar
Wednesday, September 5, 2007 (10 am PST / 1 pm EST)**

Collect name & email (plus research question) before delivering teleseminar details

First Name:

Primary Email:

Here's My Question, Jack »

Directions: Type-in your question to the left (be as specific as possible) then enter your **First Name**, **Primary Email** and click the **"Here's My Question, Jack »"** button.

We HATE spam and will always respect your email privacy.

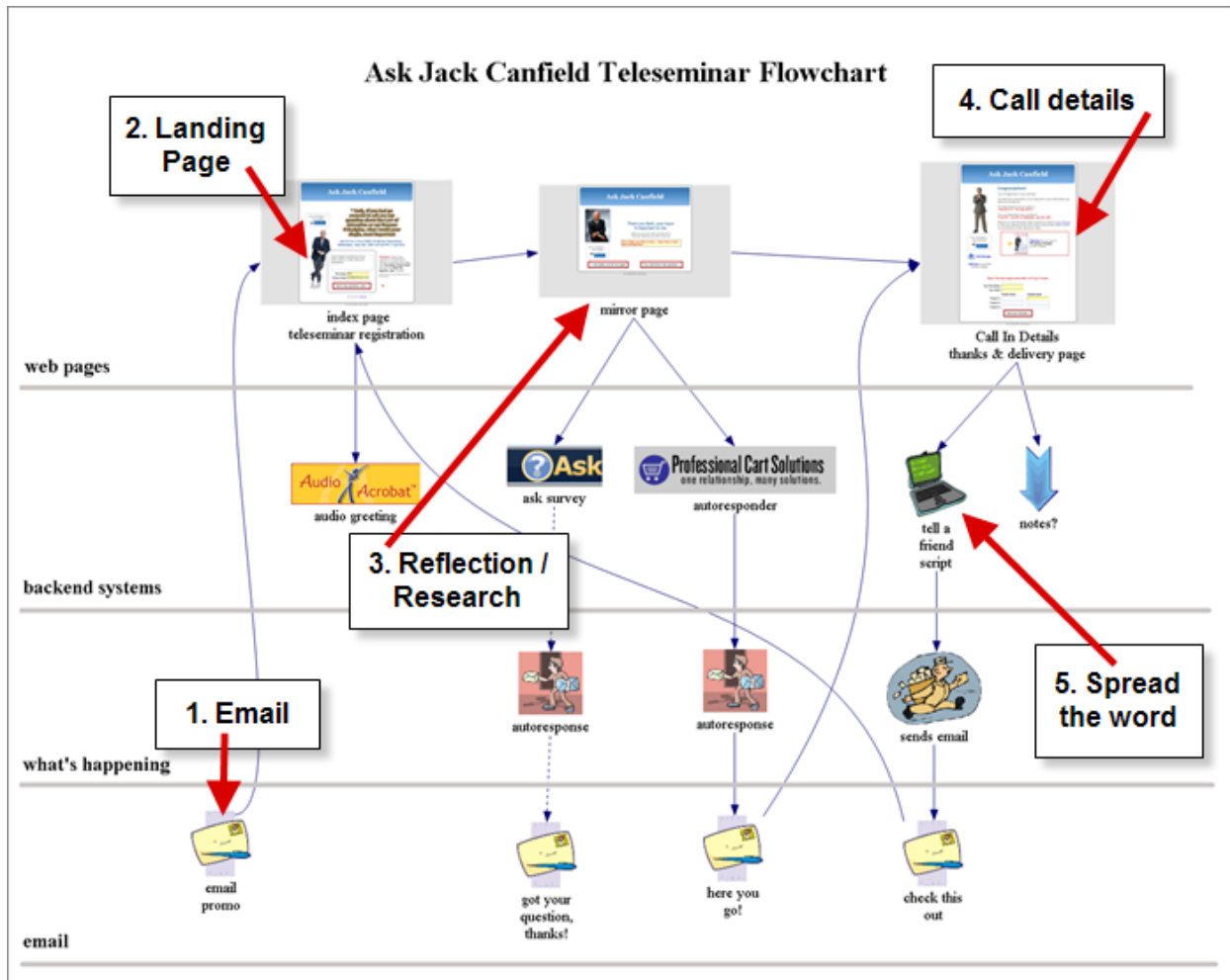
Ask Jack Canfield [Archives](#)

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TELESEMINAR TECHNOLOGY SECRETS



Flowchart: AskJackCanfield.com





Teleseminar **Notes & Give-Aways** Secrets



7 (of 21) Teleseminar Notes & Give-Aways Ideas

1. Study Guide
2. Cheat Sheet
3. Executive Summary
4. Teleseminar Tips
5. Notes
6. Checklist
7. Job Aid



Recommended Resources

- www.PrimoPDF.com
- [Adobe Acrobat Professional](#) ← This is what I use
- [Snagit](#) ← This is what I use



Case Study: Pre-Teleseminar / Webcast Job Aid



TELESEMINAR TECHNOLOGY SECRETS



Case Study: Techie Coach Teleseminars Study Guides

The image shows three overlapping study guide covers. The top cover is titled "5 SECRETS TO CREATING A BLOCKBUSTER COACHING WEBSITE ... (THEY'RE NOT WHAT YOU THINK!)" and is a study guide by Beth M. Lyons. The middle cover is titled "THE TECHIE COACH 'GIVE-AWAYS TO TOOLS & ..." and is also by Beth M. Lyons. The bottom cover is partially obscured but appears to be another study guide by Beth M. Lyons. Each cover includes the Techie Coach logo, the author's name, and copyright information for Kitchen Table Coaching.

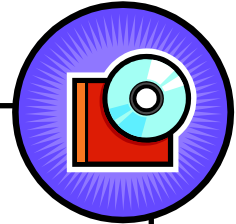
Top Cover:
A Special Technology For Coaches™ Resource
"5 SECRETS TO CREATING A BLOCKBUSTER COACHING WEBSITE ... (THEY'RE NOT WHAT YOU THINK!)"
STUDY GUIDE
By Beth M. Lyons
www.TechieCoach.com
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www.KitchenTableCoaching.com | www.TechieCoach.com
p. 1

Middle Cover:
Give T
Put ye
"THE TECHIE COACH 'GIVE-AWAYS TO TOOLS & ..."
Techie Coach
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Bottom Cover:
A Special Technology For
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p. 1



Teleseminar **Recording & Replay** Secrets



Recording & Replay Tips

Record **every call** you do. Seriously. Recording is often free, and you never know when you're going to be brilliant. Yes?

Always **have a backup** recording. Why? See above. (Tho I do pay for my backup recording capability.)

Offer a replay so people can still participate even if the call date/time doesn't work for them.

Learn how to do **basic editing** of your teleseminar audio. It's easy with the right tools. You want to know how to:

- Level the volume
- Remove stuff at beginning
- Add voice intro / music

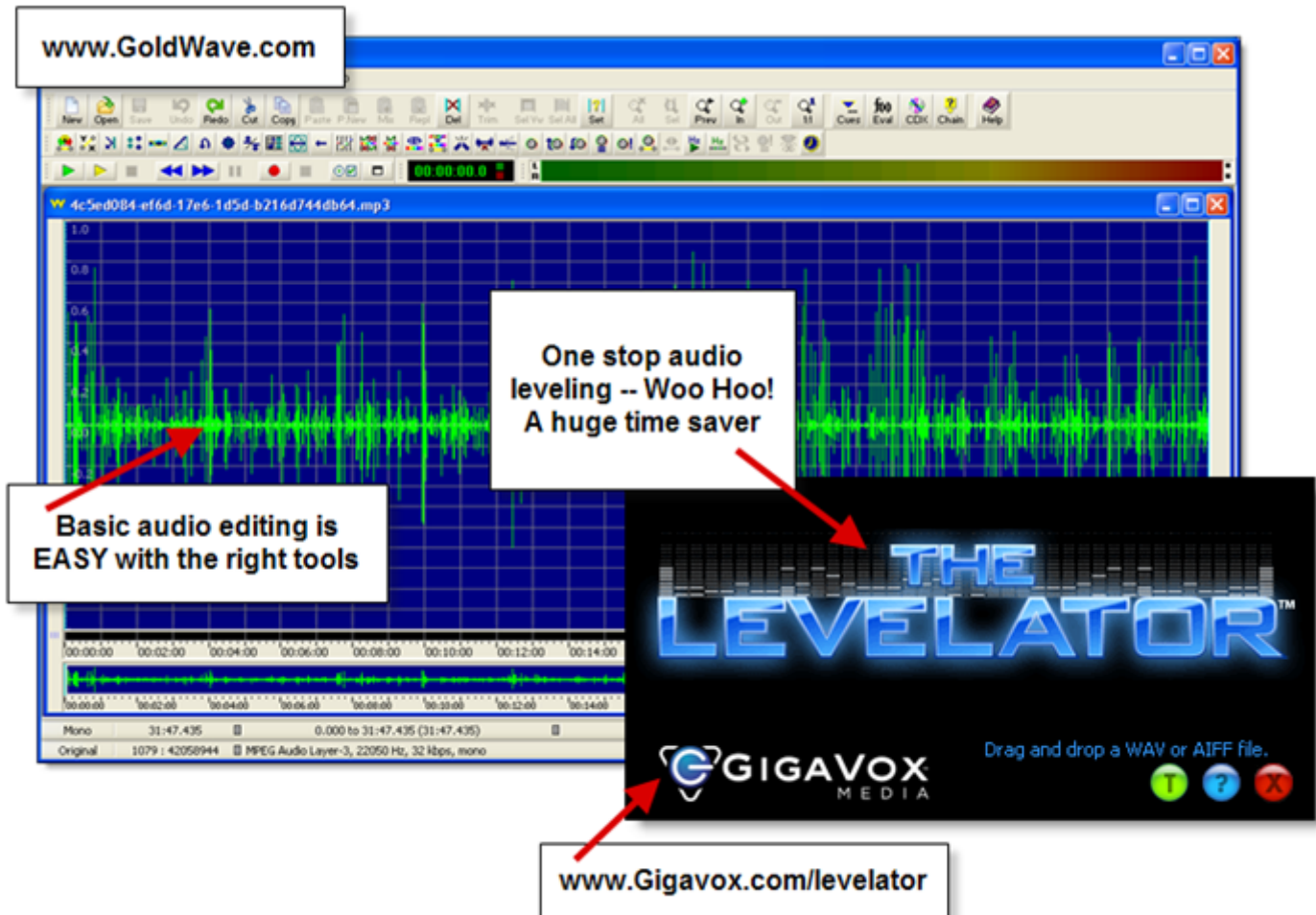
Recommended Resources



- www.GreatAudioSoftware.com
- www.Goldwave.com
- www.GreatTeleWebcastService.com
- www.FreeConferenceCall.com
- www.TheBasementVentures.com

These are what I use ...

Case Study: Audio Editing Tools



The image shows a screenshot of the GoldWave audio editor interface. The window title is "www.GoldWave.com". The main area displays a green audio waveform on a blue grid. A text box with the text "One stop audio leveling -- Woo Hoo! A huge time saver" has a red arrow pointing to the waveform. Another text box with the text "Basic audio editing is EASY with the right tools" has a red arrow pointing to the waveform. Below the waveform is a timeline and a status bar showing "Mono 31:47.435" and "Original 1079 | 42058944 | MPEG Audio Layer-3, 22050 Hz, 32 kbps, mono".

www.GoldWave.com

One stop audio leveling -- Woo Hoo!
A huge time saver

Basic audio editing is EASY with the right tools

THE LEVELATOR™

GIGAVOX MEDIA

Drag and drop a WAV or AIFF file.

www.Gigavox.com/levelator



Case Study: AskDenis.com

Ask Denis About Semiologic



Denis de Bernardy

Listen to or **Download** the previous calls

...

Listen here, or download the MP3 version of the Ask Denis About Semiologic Teleseminar.

And don't forget to [ask another question to get a reminder for the next teleseminar & webinar.](#) :)

Click Track 1 to start playing or download the whole file via the link below the player.

▶ 00:00 | 00:00 ◀

- Beth Lyons & Denis de Bernardy - Ask Denis July 24 Track 2
- Beth Lyons & Denis de Bernardy - Ask Denis July 24 Track 3
- Beth Lyons & Denis de Bernardy - Ask Denis July 24 Track 4
- Beth Lyons & Denis de Bernardy - Ask Denis July 24 Track 5
- Beth Lyons & Denis de Bernardy - Ask Denis June 27 Track 1

Download Replay MP3s



[NEW! July 24th Q&A mp3](#)

[June 27th Q&A mp3](#)

[June 20th Q&A mp3](#)



Case Study: 5 Blockbuster Coaching Web Site Secrets

5 Secrets To Creating A Blockbuster Coaching Web Site (They're Not What You Think)

Thursday, August 2nd, 2007
1pm Eastern / 4pm Pacific

Teleseminar Study Materials Downloads



[Event Tips](#)



[Completed Study Guide](#)



Listen to the Replay Here:

Replay:



[Download MP3](#)

Directions: Listen to the replay, download the Teleseminar Materials and answer the Bonus Co-Creation Question below!

Bonus Co-Creation Question



As a small service business owner, what's your single most important question about increasing the effectiveness of your web site?

Techie Coach





About Techie Coaching

If you could only do one thing to expand your business in the next month ... don't you already have an idea of what you'd do?

Of course you do.

So why aren't you doing it? Ah, yes, this is the Million Dollar Question.

It's usually because of one of the following 2 reasons:

- 1) You don't know how to do what you know you should be doing.
- 2) You do know how ... but you don't quite feel comfortable yet.

Well, at Techie Coach we offer services for folks at both ends of this spectrum.

Problem #1: Don't Know How

Solution: Techie Coach 'How-To' Workshops

For the first group ... we offer online Technology 'How-To' Workshops to help you acquire the skills and knowledge you need. The most effective way to learn something new ... is to have someone show you how it's done ... and then practice it yourself.

Therefore ... these workshops offer:

An Online Learning Environment

So you can learn at home on your own computer ... which is, after all, the same environment where you'll actually be using the skills. This increases your comprehension, and saves you time and money.

An Interactive and Visual Learning Environment

You can ask questions by chat or voice, resize the learning environment to suit your needs, and the ability to actually see, in real time, what we're talking about. We not only talk about how ... we actually show you how.

A No-Fluff, Adult Learning Approach

As an adult learner ... what you're looking to do is to acquire a new skill ... as a means to end. We understand this ... and have designed our workshops to give you what you really need to know ... with none of the fluff you typically find in 'how-to' classes and books.

2-3 Sessions Each Week

Not knowing how is a short-term problem that needs a short term solution ... so our multi-session workshops typically meet every other day ... so you can quickly get what you need ... and still have time to integrate and implement what you're learning.

Upcoming Techie Coach events are listed at www.TechieCoach.com.



Problem #2: Do Know How, But Still Not Comfortable **Solution: Technology Mastermind Coaching Groups**

If you already know how to do what you want to be doing ... but you're still not quite comfortable putting it into action ... then more information won't help ...

What will help is building more support into your environment ... and the best way to do that ... is a Mastermind Coaching Group.

See the thing is ... taking new action ... can feel like a huge risk. And while it's really important to have the support of your family and friends ... your business partners and even your coach ...

Nothing compares to the experience of having a group of your peers, all extraordinary, talented people in their own right, completely believe in you ... and support you in taking action and moving forward.

It's literally the difference between walking uphill in direct opposition to a strong wind ... and having that wind at your back.

The hill's still there. But it's so much easier when you have some support. In a Technology Mastermind Coaching Group you will:

Develop and Implement Your Own Action Plan

Coaching groups are all about action ... you decide what you're going to do ... and when you're going to do it. It's a personalized approach designed to get you what you want and need.

Take The Action You Need To Take

Now that's you've got the action plan ... it's time to move forward. And your group will have your back the entire time. If everything falls apart ... we'll be there to pick you and help put things back together. And if everything works out great ... better than you expected (which is, frankly, what's really holding most of us back) ... we'll be there celebrate with you and cheer you on.

Learn From Others And Share Resources

One of the best things about participating in the group is that you have access to each other's experiences and resource networks. This one aspect alone can save you huge amounts of time and money. It's also a really wonderful experience to be able to share the benefit of your knowledge and expertise the group as well.

2 Sessions Each Month

This is an action approach ... so 2 sessions a month gives you enough support to move forward ... without being too much and getting in your way. And you can always supplement the group sessions with an individual session if you'd like something more.

[Sign up to be notified about upcoming groups.](#)



About Techie Coach Beth Lyons

Like many coaches, I did not take a linear path to coaching as a career. I studied theater, music and psychology in college, and then went on to a successful first career as an IT Director for professional associations. A Crohns Disease diagnosis in 1995, forced me to reinvent my life/work situation to support a healthier less 'stress-monkey' lifestyle.

At first I thought I really needed to leave the Techie aspect behind, and strike out in a completely new direction (hence, Kitchen Table Coaching). But as I started participating more in the coaching community at large, I saw a real need for down-to-earth technical support and information for coaches.

With over 15 years of experience helping the not-so-technical among us get comfortable with learn, and then master the technologies they need and want to use, I knew that I was in a perfect position to fill this need (hence, Techie Coach).

Exploring new technologies and how they can be used to expand learning experiences, communication, productivity and profits ... is literally what I do for fun. My philosophies and techniques are self-tested; I find experience is an excellent educator.

I have a gift for seeing implementation and 'best-use' strategies, and communicating them in 'plain english'.

My intention is that you get a strategy, product or knowledge that you can use immediately, and find an ongoing supportive environment to help you realize your wildest business dreams.

Sound good? I'd love to hear from you.



Beth Lyons
The Techie Coach
301-891-1147

beth@techiecoach.com | www.TechieCoach.com

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(thanks Seth Godin & Jimmy D. Brown for the great language above!)