

Teleseminar 9-Step Timeline

- Step #1: Welcoming - encourage audience introductions
- Step #2: Introduction - WHO is on, HOW call happened, WHY listen
- Step #3: Content - case studies, stories, how to, endorsements
- Step #4: Call-To-Action 1st time (Approx. 15 minute mark)
- Step #5: Call-To-Action 2nd time (Approx. 30 minute mark)
- Step #6: Call-To-Action 3rd time (Approx. 40 minute mark)
- Step #7: Ethical Bribe - magic word, pop quiz, contest ... etc.
- Step #8: Summary - summarize key points and give CTA 4th time
- Step #9: FAQ Session - after "formal tele-training" (if applicable)

