

## Teleseminar Leading Guidelines



### What is a teleseminar?

A teleseminar is a workshop or seminar delivered over a conference call line to a group of people. Many coaches offer free teleseminars as an easy, effective and low-cost way to attract new clients. You can also deliver paid teleseminars as an additional offering in your business.

### Conference Call Services

Here are some of the free and paid conference call services currently available:

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

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

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

<http://delegatedtodone.com/recommends/instantteleseminar> (this is the one I have used for the last 6 years)

### Teleseminar Types:

Expert/Content Driven (majority of teleseminars)

Learner/Experience Driven (peer-to-peer, facilitation)

While many teleseminars are expert/content driven, as the facilitator you can make it more of a learner/experience driven by keep it fun and interactive.

Create an experience of mutual sharing, learning and discovery. The wisdom is in the group.

## **What makes a teleseminar memorable?**

- People remember stories more than content.
- The experience and interaction has more impact than the content.

## **Ground Rules help create a safe space and build trust.**

- Establish confidentiality.
- Honor what other people say.
- No judgement, no one is wrong.
- Give people the right to “pass” if you call on them.

## **Who you are being as the Teleseminar Leader helps create a safe space.**

- Be authentic and present.
- Reflect back what participants share.
- Be compassionate, caring, accepting and open-minded.
- Make everyone right.
- Acknowledge participants.

## **Establish Teleseminar Etiquette**

Remember that your participants may not be familiar with teleseminars, so be sure to address these teleseminar etiquette points in your confirmation email and at the beginning of the teleseminar:

- Call in from a quiet location to avoid background noise.
- If you are calling in from an office phone system don't put the teleseminar on hold or we may hear your office hold music.
- Avoid using a speaker phone as they tend to pick up a lot of background noise.
- Please say first name before speaking.
- It's okay if there is pause in the dialogue. There is no need to fill the silence.
- It's okay to “pass” if you are called on.
- Be respectful of other participants.
- Share in a laser-like fashion.
- Have fun!

## **Keys to Success**

- You are a unique teleseminar leader. Be authentic. Be yourself.
- Focus on leveraging your strengths.
- Be coach-like.
- Welcome and engage participants.

- Set the tone when the first person arrives.  
“Ann, I am so glad you are here.”
- Begin a discussion with that person and the other early arrivals.
- Remember, the wisdom is in the group. You can help bring out the wisdom of the group by connecting with individuals (ie: laser coaching, having a short directed conversation), as opposed to always addressing the group.

## Facilitation Hints

- Stay neutral.
- Paraphrase and synthesize ideas.
- Listen actively.
- Ask clear, concise, simple questions (7-10 words) that cover a single issue.
  - What do you need to do to...?
  - What is one action step you can take?
  - When will it be done?
- Ask challenging questions that will stimulate thought.
- Don't ask why questions.

## Managing Different Communication Styles

In most groups you will find three main categories of people:

- People who are naturally talkative and often have something to share or contribute.
- People who are more quiet and prefer to observe or even “hide out.”
- People in the middle who actively participate but don't monopolize the conversation.

You can manage all of these different communication styles and keep everyone happy and engaged in your teleseminar by addressing this at the start of the teleseminar. Explain that you understand that each person has a unique way of communicating and because one of the goals of your teleseminars is full participation, you'll do your best to facilitate the teleseminar in a manner that encourages maximum participation by each person.

## Tips for Encouraging Quiet People to Participate

- Ask to hear from someone who hasn't shared yet.
- Call on a specific person.
- Allow enough silence, time and space, for all comments.

## Tips for Handling Talkative People Who Monopolize or Speak at Length

- Find a moment to jump in.
- Use the person's name.
- Make an acknowledging statement.
- Ask a focused question.
- When the person replies move on to your next point.

## **Practice**

The more you practice your teleseminar leading skills, the better you'll get!