



A Special Report

17 Reasons to Offer a Teleseminar – And How To Choose the Right Type of Teleseminar to Give!

Created by

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Author, Teleseminar Basics

Reasons to offer a teleseminar – and the type of teleseminar to offer

If Your Purpose Is To	Then Offer This Type of Teleseminar
Make money by charging admission to the teleseminar.	Lesson or Interview or Panel Paid; Record it and sell
Create a product by recording your teleseminar.	Lesson or Interview or Panel Free or Paid, Record it and sell
Get your message out to a broader base of people – especially those who prefer listening to reading.	Lesson or Interview Free
Build a sense of community.	Discussion Free
Sell a more expensive seminar or service.	Interview Free
Do market research by seeing what questions people have about your topic.	Discussion Free
Get audience feedback on your offering as it currently exists.	Discussion Free
Offer individual and small group coaching sessions.	Discussion Paid; Record it for client use
Provide customer support seminars.	Lesson or Interview Free
Create a stronger connection with your clients – beyond email and snail mail.	Lesson or Interview or Discussion Free
Hold a meeting.	Discussion Free
Demonstrate your skills by offering a free demo on the call.	Lesson or Discussion Free

Generate new customers through free or low cost calls.	Lesson or Discussion Free
Teach a course.	Lesson Paid
Deliver a conference presentation to the desktop.	Lesson Free or Paid; Provide visuals as handout
Offer short motivational sessions as everyone starts their day.	Discussion – or recorded Free
Test an idea before you invest a lot of time, effort and money in it.	Lesson or Interview or Discussion Free or Paid

Jeanette Cates, The Technology Tamer™



Jeanette S. Cates, PhD is the creator of the Online Success System and author of *Online Success Tactics: 101 ways to build your small business*.

Dr. Cates is a frequent speaker at state and national conferences, with more than 300 presentations to her credit. Her fast-paced, information-packed presentations and her knack for explaining cutting-edge technology in easy-to-understand terms have gained her the reputation of being The Technology Tamer™. She has taken that same experience and applied it to the Internet to become your Online Success Guide.

As the owner of TechTamers she has developed a full line of learning materials, including more than 100 technology-based workshops, ranging from Introduction to eLearning to Web-Site-in-a-Day™. In addition, she has authored numerous tips booklets, special reports, ebooks, and audio albums. In 2001 she launched Tech4Speakers.com, a site dedicated to helping speakers use technology more effectively in their presentations, products, productivity, and online presence. Jeanette is a Certified Technical Trainer and is conversant with more than 200 software programs. She is also a Robert G. Allen Infopreneur Master Trainer. She edits the InfopreneurLibrary.com, an online resource for people who create and sell Information Products. In addition, Jeanette and her staff manage more than 30 different websites.

Dr. Cates holds a PhD in Instructional Design and Technology and an M.Ed. in Adult Education, both from the University of Texas at Austin. She earned a B.S. in Business Administration from Trinity University. She is listed in Who's Who of American Women and is a member of Women in Technology International and the National Speakers Association. Jeanette has been featured in PC World, Computer Shopper, and TechRepublic, among other technology-related publications.

Jeanette has been married for 36 years to Bob Cates, an Internal Auditor. They have three daughters – Stephanie, Jennifer and Vicki, and are the proud grandparents of J.R., Heather, Megan and Jaycie.



TechTamers is a consulting and training firm, based in Austin, Texas. Founded by Dr. Jeanette Cates, TechTamers works with business owners who want to turn their Website into Gold! TechTamers' clients range from A to Z – from Apple Computer to the San Diego Zoo, and include many independent business owners who look to TechTamers for strategic and tactical support of their online businesses.



Finally! A quick, easy-to-use Teleseminar Basics course for coaches, consultants, authors, and professional speakers who are short of time...

“Give Me 90 Minutes – and I’ll Have You Hosting Your First Teleseminar – and Creating Outrageously Profitable Products with Lightning-Like Speed With a ‘System’ You Can Crank Up Any Time You Want More Cash!”

You won’t believe how easy it is to...

- Use your voice to **build a lasting connection** to your clients & prospects
- Set up a **production line of money-making products**
- Even outsource all the details so **all you have to do is show up for the call!**

Here’s what people are saying about Teleseminar Basics:

“Increased our list 500%!”

“50 people signed up for my very first teleseminar!”

“Teleseminar Basics gave me the confidence to create a radio show!”

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