

abundance
freedom
confidence
assurance
wealth energy
create inspire



GLOBAL TELEPOWER TRAINING SYSTEMS

June 2006

Anna's Monthly Tips E-Zine!

GLOBAL TELEPOWER TRAINING SYSTEMS

First things first....

Being so focused on finishing my **Certified TeleLeader Training** and **Sales Training** programs over the past few months, I have not had the time to nurture YOU the clients who appreciate getting a little help from the coaching packages I offer. Now that these programs are complete and launched, I am back in the saddle, ready and available to help ease your frustrations with the following:

- **TeleClass Creation** - to give you the confidence to teach your new teleclasses
- **Authentic Sales Promotion** - so you can stop losing those hot leads and get hired!
- **Website Writing** - speak to the heart of your clients needs and stimulate buying clients



And now....Some Free TeleClasses coming up just for you:

[REGISTER HERE for any of Anna's Upcoming TeleClasses](#)

How to answer the question, "So, what do you do?"
So People Can Remember You and Tell Others

Thursday, June 22nd @ 2pm EST / 11am Pacific / 7pm UK

Bridgeline: 1 (605) 772-3200 Pin: 617614 #

11 Sure-fire Tips to **Writing Great Website Copy** to Draw In Your Ideal Clients

Thursday, June 8th @ 4pm EST / 1pm Pacific

Thursday, June 22nd @ 4pm EST / 1pm Pacific

Bridgeline: 1 (605) 772-3200 Pin: 617614 #

How to Create **Captivating Titles and Hot Topics** for Newsletters,
Articles, Websites and Workshops

This Happy Client
Tells Us:

"In a masterful way Anna led me and the other participants step by step through the process of sales copy writing for the web site. She covered all the bases and left nothing out. I was amazed how easily she packed the hour full of value and over-delivered on her intent. I left the class feeling confident that I could succeed, and reassured that Anna is one great resource that I can count on!"

Tuesday, June 20th @ 4pm EST / 1pm Pacific

Tuesday, June 27th @ 4pm EST / 1pm Pacific

Bridgeline: 1 (605) 772-3200 Pin: 617614 #

[REGISTER HERE for any of Anna's Upcoming TeleClasses](#)

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Here's an affordable way for us to work together on a deeper level:

Do you wish you sounded more authentic and confident when talking about your business and getting people to hire you or buy?

Then this course starting on **Wednesday, June 7<sup>th</sup>** is ideal for you!

### Gentle and Powerful Sales Conversations

- **Decide** on ideal networking circles to become known and generate hot leads
- **Approach** potential clients, referrals and leads in non-invasive, considerate ways
- **Design** the right questions to ask that assess your clients desires and solutions to needs
- **Discover** how to recommend your services so clients see "What's in it for them?"
- **Master** the "Art of the Easy Close" – you've set the stage, now get yourself hired!
- **Learn** to nurture and keep in touch with your happy clients so they refer others to you.

4 Hours of **Live** TeleClasses @ 11am PST, 2pm EST, 7pm GMT (UK)

June 7, 14, 21 and 28

Over **\$149** US in Value for only **\$99** US!

[Register Me Now!](#)

"Anna Canary's sales teleclass is one of the best investments I ever made. I quickly achieved over 1000% ROI on my teleclass fee by using the sales techniques I sharpened in the teleclass. Whether you are an introvert (like I am) or an extrovert, Anna's sales techniques are extremely powerful and allow you to conduct the sales process with the utmost integrity, close the sale, and actually enjoy the sales process. Anna is a warm and skilled teleclass facilitator who gives 110% to her students."

-- Dan Johnson, CEC, Performance Mastery, [www.performancemastery.com](http://www.performancemastery.com)

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Determined to learn how to teach teleclasses? Not sure how to start?

Certified TeleLeader Training

7 Hours of **Live** TeleClasses

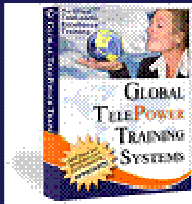
[For Course Outline and all the great Bonus Extras you get - click here!](#)

We are currently taking names on a waiting list for September!

A **\$399** Value of 7 LIVE Sessions for Only **\$249** US

To Secure Your Spot for September – [Email Anna Now!](#)

The Global TeleLeader Training Program is awesome. Anna is great.



*She will teach you from A to Z on becoming a TeleLeader and creating teleclasses.
I highly recommend this program for future TeleLeaders.*

David Flowers, President and CEO, Go Postal Productions www.youmustgopostal.com

This Months Tip!

It is time to give you **another juicy tip** designed to get you generating new revenue.

Marketing With Recorded Audio Messages and TeleClasses

A good way to **modernize your websites**, newsletters and client follow-up emails is to **record audios** and create **downloadable MP3 files**. An MP3 file is simply a link to a recording that anyone can click on and listen. What a fascinating idea! This resource is taking off like wildfire and driving website marketing to exciting new levels.



To listen to this tip live:

There are so many different ways you can use **Recorded Audios**. You can use them to attract potential clients, follow-up with former clients and educate people about what you do.

Here are some popular ideas:

- **Record your teleclasses** as you deliver them. **Hint:** Start your recording **after** you have greeted everyone and done TeleClass etiquette – people listening to audios like to hear the meatiest part of your lessons so avoid making them sit through introductions and greetings.
- **Invite your happy clients to record testimonials** – they can do this easily by calling a number, pressing a simple code and saying their piece. **Hint:** Suggest they make it short and sweet, two to three sentences is great.
- **Send audio notes** via email to former clients to touch base and apprise them of new products and services.
- **Record your Newsletters** or parts of your **E-Zine** so people can hear your message rather than read it.
- **Create Audio E-books** as **PDF files** so your customers can easily follow along as they read and absorb your information. You can create an audio for each chapter!
- **Put audio messages on your website** – a message from you in your Bio, announce upcoming promotions or update your **Frequently Asked Questions** page.
- **Create downloadable e-lessons** via audio so that your customers can:
 - ✓ Receive a **free mini teleclass** or some tips when they sign-up for your E-Zine
 - ✓ Listen to an **interview** of you and a client or a special guest speaker
 - ✓ **Buy your fee-based teleclass** audios via MP3 files and download them into their iPods or a CD player to listen to later.

There are various ways to record TeleClasses and messages. Some services charge quite a bit for just one MP3 downloadable file (\$30US on some Bridge Services). I've done my homework and shopped around until I found an affordable, easy to use service called **AudioAcrobat**.

I'm impressed with the superior level of support and personal attention that I get from these folks. As well, **AudioAcrobat** gives weekly **live** training teleclasses on how to use their service. Want to learn about audios? Or Podcasting? Their training sessions are thorough and they introduce you to all the wonderful things you can do in AudioAcrobat.

Hey! You can even create your very own **Radio Talk Show** from AudioAcrobat. **AND** you can try it for an entire month for free – so there's zero risk! If you try it and find you cannot

see the benefit then you just cancel it before your month is up. I love, love, love AudioAcrobat – can you tell?

Check it out for yourself! <http://akanary.audioacrobat.com/>

While we are on the subject...here is some great **free software** - Audacity - that you can use to “tidy up” your recordings. Cut the excess chatter you don’t need, edit mistakes, etc.



There is no great tutorial on the Audacity download so I recommend going to: <http://audacity.sourceforge.net/manual-1.2/tutorials.html> to learn the basics.

New Products to Announce!

Here is my first **complimentary E-Book** that I will use as a promotional tool for Corporate Business Trainers:

[Tele-Training: The HR Guide to Eliminating Training Costs and Boosting Productivity](#)

I am excited be launching two or three new **E-Books / Audio Lessons** over the next few weeks, so, stay tuned for that announcement!



Please forward this EZine to others who can profit from these training programs.

In closing,...

Every month in this E-Zine I will let you know what training programs are coming up in the month ahead. My goal is to **improve your confidence, inspire and motivate** you to become professional sounding, sales-oriented entrepreneurs and TeleClass Leaders.

Next month, we will talk about Podcasting...

Did You Know?

Podcasting has nothing to do with iPods, really. It's just an easy to remember term that is synonymous with RSS, or Really Simple Syndication.

It's also a cool way to let your subscribers poll you for new content, rather than sending out notices by email that ultimately get blocked or ignored.

Let's learn and do it together!

Sincerely,



Anna Canary,
President and CEO,
Global TelePower Training Systems

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