



Anna Canary

Promotional  
Writing and  
Sales Coach

Listen as this  
happy client  
says...

*“Clarity, Caring,  
and Humor --  
those are  
qualities that  
shine through  
when Anna leads  
the TeleClass  
Creation  
Training. I  
had dozens of  
ideas for topics  
prior to the  
class, but I felt  
overwhelmed,  
and fearful about  
how to  
implement the  
ideas and teach  
others.  
I needed clarity.  
Anna provided  
the guidance that  
helped me get  
greater clarity*

## Monthly Tips E-Zine!

### Website Creation

***Five familiar Website challenges that can slow down production –  
Which do you want to overcome?***

1. How do I get a **domain name** registered, paid for and secured for my business?
2. Why do I need a reliable **Web Host**, who do I call and what can they do for me?
3. What the heck is “**Search Engine Optimization**” and why should I care about it?
4. Why do I need to trust a well-trained **Website Designer** to create my business look?
5. **What the heck do I write** on my site to tell customers what I do and compel them to hire me?

#### ***For People Who Want A Web Site - But Can't Seem To Get Started***

These and other questions come to mind when we are creating our first website or want to upgrade the “beginner” site that we have now. Let our **Web Creation Team** share answers to these and other questions on our one-hour **Q and A** TeleClass. This TeleClass is for entrepreneurs and coaches who know they need to get a great site up and running AND want to make sure it is delivered with **high value for dollars spent**.

**Register for this Information Session Today!**

**[Get Your Website Up And Running: Discover the 5 biggest challenges that can slow you down and how to conquer them fast!](#)**

***Make it Easy – Allow Us To Design, Write And Host Your New Site!***

**[Email us for a free estimate of your new site - today!](#)**

## TeleLeader Tip Of The Month

### ***Create An Easy-To-Follow Visual To Illustrate Your Main Point***

To help attendees retain what they are learning and “see” what you are talking about as you share an important technique or concept in your TeleClasses, ask them to do write or draw something. When students have a visual to refer to as you go along, they learn more, retain more and perceive a higher value for their time/money spent on your sessions. I especially notice this when I have a few “visual processors” in a class. They really need to

**and confidence.  
I would highly  
recommend  
Anna's TeleClass  
Creation Series  
for anyone who  
wants to take  
their business to  
the next level."**

**Diana Walker**  
Sunrider Group  
Director, Health &  
Cravings Coach  
[www.diana2.com](http://www.diana2.com)

see a picture so they can see your point, words can become overwhelming - one big swirl of confusion. Our "kinesthetic processors" love to take action and do some drawing too!

Here are some visuals you can create during your TeleClasses:

- A chart or matrix that shows different elements of your point
- A mind map to get the brain flowing in new directions
- A timeline showing where they are now and where they want to be soon
- A to-do list or checklist they can refer to over and over again

Students will appreciate you "getting them to draw" in your TeleClass. They'll become loyal because they perceive the high-value of the information you share and you'll reap the rewards when they take the next step and become "**your new client**"!

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## Sales Tip Of The Month

### ***How To Talk About Your Products Or Services Without Appearing Pushy, Aggressive Or "Goodness Forbid" – Boring!***

**Building upon last months tip:** We talked about how to ask just the right questions to build rapport and show you care about creating a solid relationship with potential clients. Once you have done your homework and found out if:

- This is actually an ideal customer for you and worth spending time and effort
- They really do need your product or services – so you can deliver results
- They have the time, money and commitment to spend working with you

Then it is time to talk about your services or how your product can help them either solve problems or fulfill a burning desire. Here are a few tips to help you organize your thoughts to do this:

1. State the situation they are dealing with - as you both see it now.  
*"Just so I am clear, here is what I see is the most frustrating thing you need to solve..."*
2. Talk about a positive solution that would solve or fulfill their need.  
*"So, ideally, if we could eliminate the anxiety and reduce the frustration....."*
3. Tell them how you can provide that solution and produce the results they want.  
*"Here's how I feel I can help you get what you want.... And reduce...and improve....."*
4. Ask for the Sale.  
*"Shall we book a date for our first session together?" "Can I place an order for your first 5 units?"*

Your customers will hear how much you care about their challenges and will appreciate that you took the time to ask them pertinent questions before telling them all about your products and services. Stay tuned for next month when we talk about **Overcoming Objections**.

*You'll learn even more about how to increase your ability to get hired  
when you join us on our **June TeleClass Sales Series!***

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## Upcoming TeleClass Specials

***Look at your calendar today - These are starting soon!  
Please Note: I am holding these "live and interactive" for June –  
In the future they will be in the form of audio links you can download.***

Another happy  
client says...

**"Thanks so  
much for sharing**

*all your expertise  
in writing  
wonderful  
TeleClasses and  
writing content  
for my website!  
You gave me  
more than I ever  
expected or even  
imagined! The  
clarity of the  
content and your  
presentation  
style is the one I  
will hear and see  
in my mind's eye  
when I am giving  
my TeleClasses!  
You are one  
teacher who  
stands head and  
shoulders above  
the crowd!  
Thank you for  
sharing your gift  
with the world."*

**Carrie Jacobs**  
[www.Jacobs-Group.com](http://www.Jacobs-Group.com)

Although I advertise my TeleClasses for a higher price to the general public, I offer special contacts like you a healthy discount for "Series" TeleClasses. Here is what is coming up over the next month:

## Free TeleClasses

How To Create **Captivating Titles And Headlines**

How To Answer The Question: "So. What Do You Do?"

**Get Your New Website Up and Running:**

Discover The 5 Biggest Challenges That Can Slow You Down  
And How To Conquer Them Fast!

### [Anna's Upcoming TeleClasses - Dates and Times](#)

## For New TeleLeaders!

I will help you create new TeleClasses with structure, value and promotion to capture interest in your topic and attract people to register!

**TeleClass Creation Series for New TeleLeaders:**

Create your Titles, Script and After-Class Notes in 3 confidence-building sessions.

Click on the link below for more info or to register.  
*(I am advertising this for \$109 which is already a great price)*

[Register with this link and Save \\$30 US on the June Series](#)

June 8, 15, 22 @ 4pm EST – 1hr per session

## For Coaches and Entrepreneurs

For those of you who are really good at getting clients interested yet wonder why they won't commit to hiring you, here's a program that will clear the confusion and hone your closing skills.

If you want to grow your client base in friendly, sincere and powerful ways, click on the link below for more info or to register.  
*(I am advertising this one for \$119 US)*

**4 Session Sales Series:**

Take Control, Ask the Right Questions, Set the Stage to Get Hired Faster and Easier

[Register with this special link and Save \\$30 US on the June Session](#)

June 20, 23 and 27,29 @ 8pm EST – 1 hr per session

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Many of you already know that a lot of good learning happens in my TeleClasses. That's the way I like to work...in a results-oriented way!

**Always available** to you is my **one-on-one** coaching option, a **3-hour** package for **\$275 US**.

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# Articles

To stir business and motivate the soul!

Here's one from the Web Creation Team:

**[Search Engine Optimization Techniques - Get Your Business Found Sooner!](#)**

***Have A Great Month – Building Your Wonderful Business!***

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