



Anna Canary

Promotional
Writing and
Sales Coach

A happy client
says....

"Thank you for the great, practical, easy to use techniques you've taught me. As a new TeleLeader, preparation for my classes now takes half the time and I'm much more confident each time I teach a class. You've probably shaved months off the learning process and the feedback I get from students is consistently

Monthly Tips E-Zine!

Announcing...

The Website Creation Team

For those of you who need a new website and don't know where to start!

There are many things to consider when planning a new website, things like: Design for impact, compelling words to attract clients and secure and solid hosting.

Our high-performance team wants to make this exciting process easy, fun and satisfying for you.

A one stop shop – We'll design, write and host your new site!

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

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### TeleLeader Tip Of The Month

**Ask good questions to encourage high-participation!**

To create highly interactive TeleClasses, it is rewarding to capitalize on the attention and focus of your attendees by asking questions that encourage participation. When students participate, they learn more, retain more and perceive a higher value for their time or money spent on your sessions.

Here are some tips to improving your use of questions during your TeleClasses:

1. Eliminate any question that begins with
  - Anybody...?
  - Does anybody...?
  - Anyone...?
  - Has anyone....?
2. Ask Open-ended questions that begin with:
  - **Who, What, Where, When, Why and How (5 W's and an H)**
3. Ask questions that pre-suppose someone will want to answer, such as...
  - **Who can give us their interpretation of this?**
  - **Who wants to begin?**
  - **Who wants to go next?**

positive. I couldn't be doing this at this level so fast if I had not taken your class."

It's all true, Anna, and more! Thank you again.

It's funny, whenever I open my mouth to speak in a class I'm hearing you speak in my head.

I'm looking forward to learning more.

### **MARTY MARSH**

*Tips, Techniques, Tools  
& TeleClasses for  
Marketing,  
Advertising and  
Promoting Your  
Business*

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

- **Who wants to go next?**
- **Who has an ideal about that?**
- **Who can add to this list?**

Students will appreciate you "drawing them out" 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

### *Doing your "homework" by asking the right questions!*

**Building upon last months tip**, it is imperative to ask just the right questions to build rapport and show you care about creating a solid relationship with potential clients. Here's how you can save yourself some time too - create a list of **4 – 6 good open-ended** questions that you can ask every potential client. Once created, you can use these questions over and over again. Let me break this down so you can see it clearly.

1. Ask a couple of **open-ended** questions to get the conversation flowing and uncover why this person has approached you for help.
  - **What prompted you to call?**
  - **What are some of your challenges or frustrations in this area?**

2. Look at the list of **Top 10 Benefits/Results** that you created last month. Or create a list now. For **each item on that list, create an open-ended question to uncover a need for it**. If your potential client doesn't see clearly that they need the good results that you provide, it will take too much convincing to encourage them to hire you. For example, lets say that after working with you they will be:
  - Better able to communicate their ideas in corporate meetings (**Benefit**)

Two questions you could ask to uncover a need for this benefit might be:

- How do you feel about your ability to communicate ideas to others?
  - How important is getting your ideas heard and respected by others?
3. Creating open questions to uncover needs is a challenging thing for most entrepreneurs. In fact, even some professionally trained sales people have a hard time with it and they tend to glide over this step too quickly. If you do a good job of uncovering if your clients **need** your good results, you'll be way ahead of the game. You'll notice that closing sales will then become a breeze. **Look at the 10 questions you've designed to uncover needs** and **choose the best 4** to use during your "homework" stage.

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's tip when we'll explore **how to talk about your services** without appearing pushy, aggressive or "goodness forbid" – boring!

***You can learn even more about how to increase your ability to get hired if you join me on a TeleClass Series!***

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# Upcoming TeleClass Specials

**Look at your calendar today - These are starting very soon!**

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?**”

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

## For New TeleLeaders!

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

Consider **joining a group session** and create TeleClasses with your peers.

#### **TeleClass Creation Series for New TeleLeaders:**

Create your Titles, Descriptions, Clock-Model 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 one for \$109 which is already a great price)*

#### [Register with this link and save \\$30US for the May Series!](#)

**May 11, 18, 25 @ 4pm EST – 1 hr 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, Consider joining this **4-WEEK ~ 4-SESSION** program.

#### **How Many New Clients Do You Want In 2005?**

Create Your Plan To Kick-Start Getting Hired  
As You Go Through This 4-Week Group Series

Click on the link below for more info or to register.

*(I am advertising this one for \$119 US)*

#### [Register with this link and save \\$30 US for the May Series!](#)

**May 17, 19, 24, 26 @ 8pm EST – 1 hr per session**

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**.

Another happy client says...

*“Anna, Thank you, Thank you. Your TeleClass Creation class was absolutely marvelous. I cannot possibly write all the superlatives that I associate with your teaching style.*

*William Arthur Ward clearly had you in mind when he spoke of a great teacher:*

***"The mediocre teacher tells. The good teacher explains. The superior teacher demonstrates. The great teacher inspires."***

Lonnie Loonam  
*No More Clutter - The Premier Organizing Company in Florida*  
**(904) 535.4553**

# 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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