

LITR TALK BACK BLOG

May 31, 2008

Tele-seminars are a valuable promotional tool....

Last night I was a feature presenter in a tele-seminar series for Media Week 2008 with Chris Curtis of Web Business Ownership; who is also a host on VoiceAmerica.

The goal of this session was to familiarize all the attendees with the various aspects of using LITR, live internet talk radio, as a marketing and promotional tool, for on-line and off-line campaigns.

The key thought I came away was how important it is to decide what your message is. Without a clear understanding of what you want to say and the direction that you want to lead the listener, your communication on any level will be compromised.

In marketing and promotional terms, it means that you are NOT connecting with your intended audience. If you are not connecting with your audience, then your product/service is being passed over.

Clarity and focus are the keys to any successful campaign. No amount of media, advertising, emails, press releases, or even having a conversation will be worthwhile without this key ingredient.

Another point that Chris Curtis made was actually an extension of my thoughts on the March 29th issue of the LITR TALK BACK BLOG; regarding Re-Purposing.

Chris suggested that if you are hosting your own show you could re-purpose the written transcripts from the show into a 13 or more chapter book. Publish it online and create yet another product for yourself. Brilliant Chris, thanks.

The final point to make is the use of the tele-seminar concept itself. Chris uses many of the techniques we've discussed previously to continuously build her already successful business. The tele-seminar is yet another way to connect people, to you and your message.

Always remember, good media begets more good media!

Talk Back at you later!

Stephan

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