

Want to Boost Your Income?

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From Zero
to **H.O.T.**
with
**High-Octane
Teleclasses &
Webinars!**



Use VoIP

To join the call using VoIP (that's when you use your computer's audio system instead of a phone line) select "Use Mic & Speakers."

For best results, please use a computer headset and not your computer's microphone and speakers.

Audio



Use Your Telephone

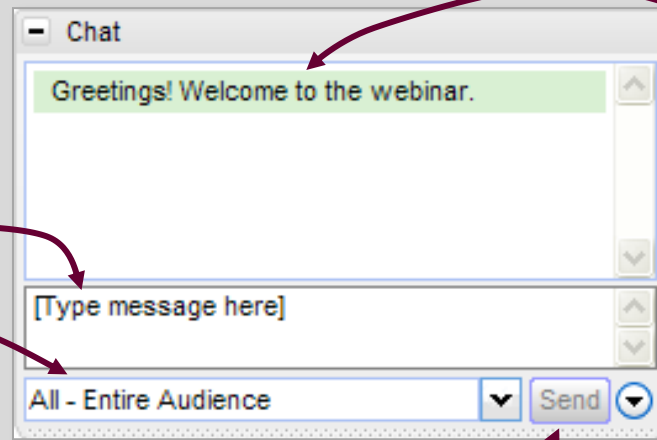
To dial-in with a regular phone, make sure the "Use Telephone" option is selected, then dial the phone number provided. When prompted, enter the Access Code and audio PIN.

For best results, please use a landline with a corded headset.

Chat

To send a text message to the instructor or other participants...

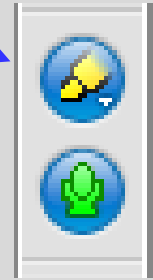
1. Type your message.
2. Select the recipient(s).
3. Click the Send button.



Your message will appear here.

Controls

Drawing
Tools



Mute and
un-mute yourself



Agenda

- Why a High-Octane Teleclass?
- Top five mistakes...and their cures?
- Is it worth your time?
- What can you do next to put on your own high-octane teleclass or webinar?

Inquiry

What is your level of interest in putting on a teleclass or webinar by the end of the year?



High-Octane



Case Study

140 x 50%



70 x 10%



7

Top 5 Mistakes

1



4



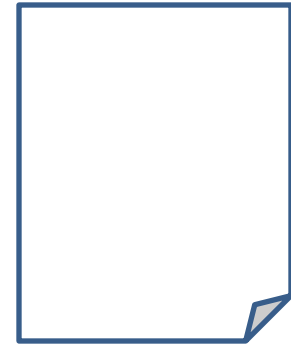
3



2



5



Mistake #1



Lackluster delivery.

The Cure...



Tap into your
passion, expertise, and confidence
by taking the time to follow
the 4 stages of design.

How?



High-Octane Delivery

High-Octane Delivery

The end product: *breathe life into it; engage and educate the audience.*



What media or technology will I be using during the course?

What else do I need to do to make this course engaging and effective?

How will I evaluate the audience's experience of the course?

How will I support my audience after the course?

Mistake #2



Not knowing your audience.

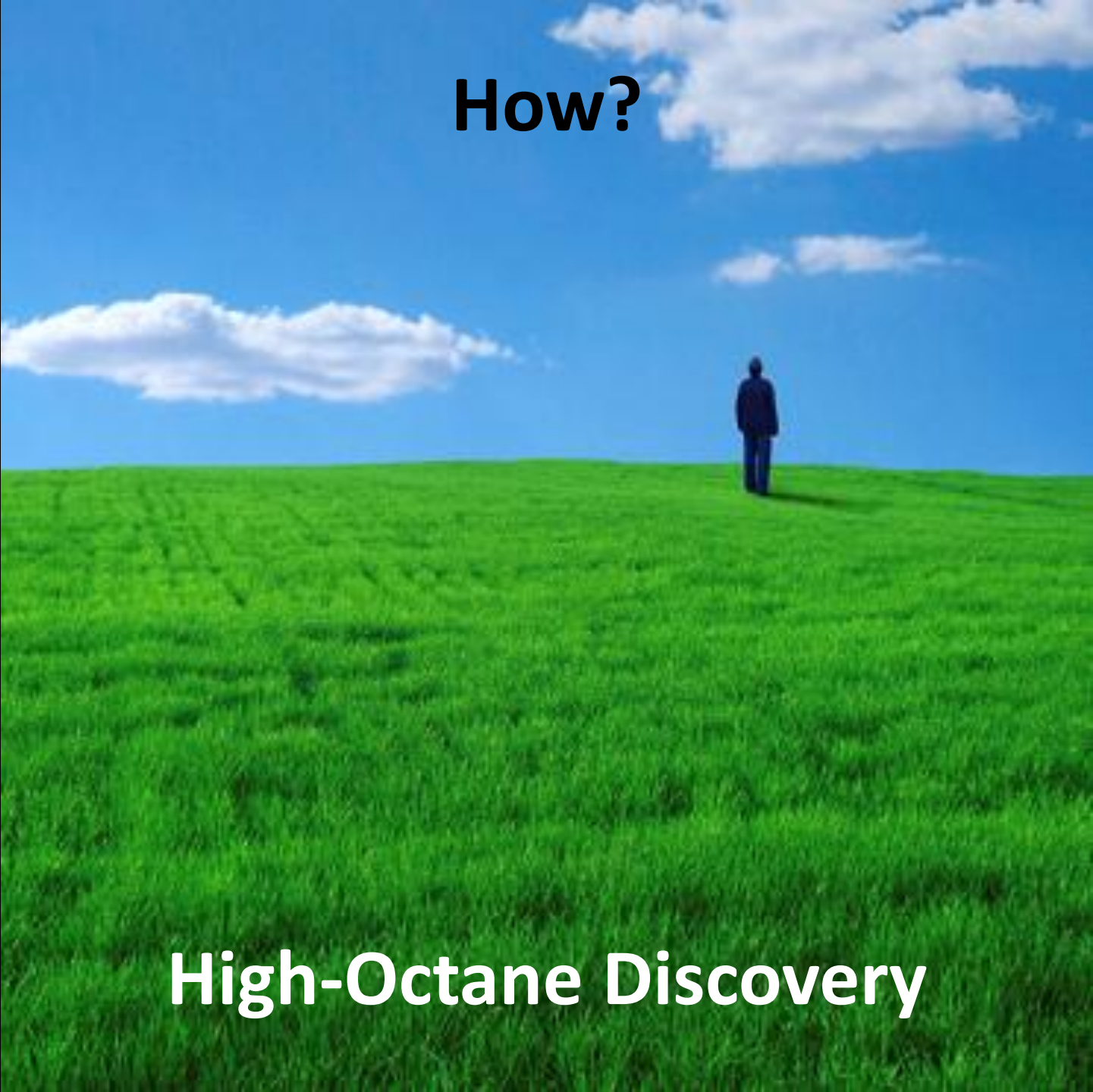
The Cure...



Get **really** clear about your audience.

How?

High-Octane Discovery



High-Octane Discovery

Possibilities and limitations: *collect the information that will drive your decisions.*



Who specifically is my audience?

What problems do they have that I can help them solve?

How will my audience benefit from my solution? How will I benefit?

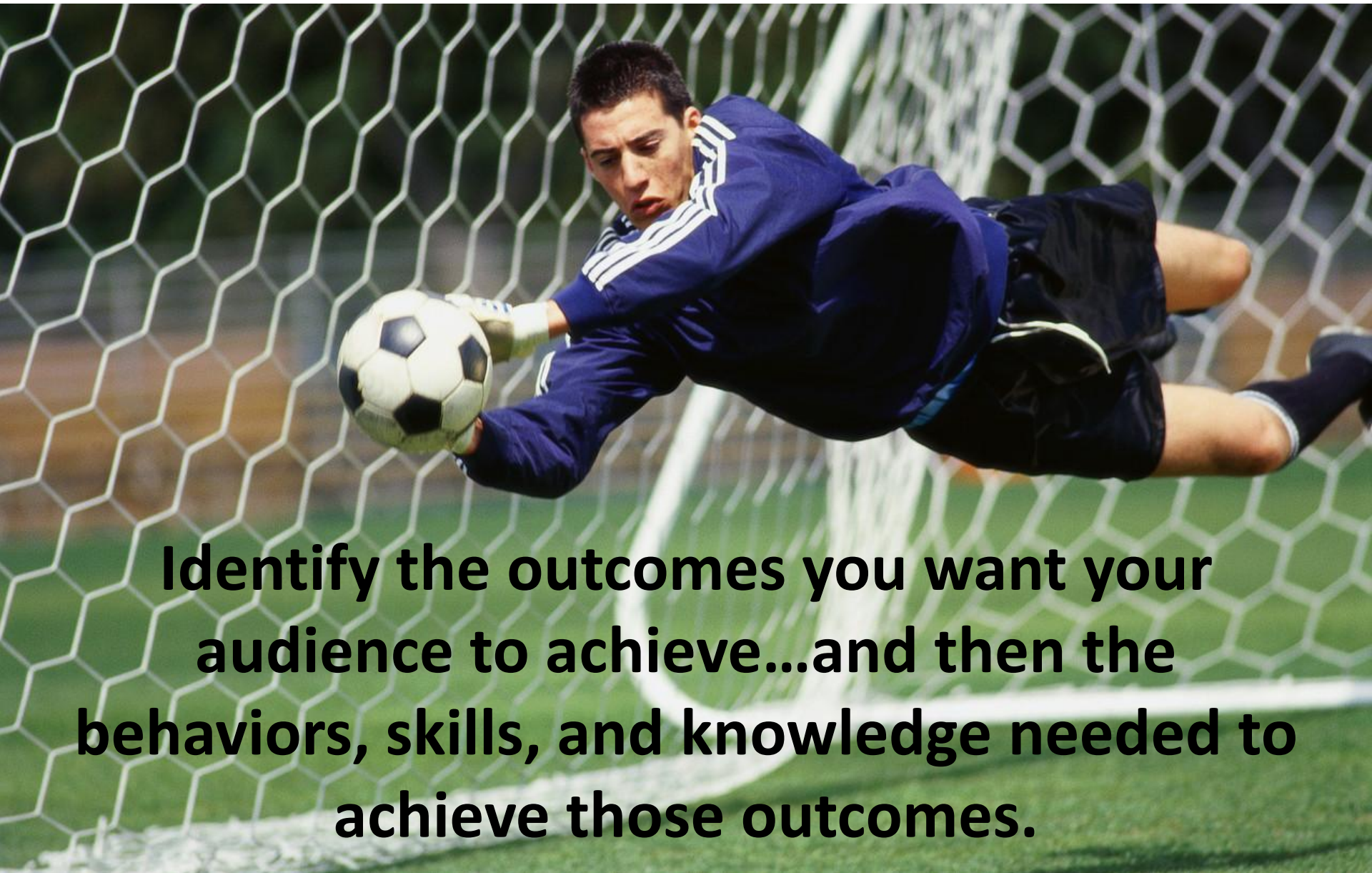
What is my budget for this project?

Mistake #3



**Burying your participants in an
information dump.**

The Cure...



Identify the outcomes you want your audience to achieve...and then the behaviors, skills, and knowledge needed to achieve those outcomes.

How?

High-Octane Design



High-Octane Design

The blueprint: *do the creative thinking and planning.*



What post-course outcomes will my audience want to engage in?

What behaviors will lead them to those outcomes?

What skills will lead to those behaviors?

What knowledge will lead to those skills?

Mistake #4

Boring or inactive.





The Cure...

**Shift the
productive tension.**



How?

High-Octane Development

High-Octane Development

Activities and materials: *do the heavy lifting.*



What course activities will bring the skills and behaviors to life?

Mistake #5

- **No materials/visuals**
- **Poor materials/visuals**
- **Uninteresting materials/visuals**
- **Bullet point after bullet point**
- **All words and no visuals**
- **Blah, blah, blah**

The Cure...

Create materials
and visuals
that are interesting,
engaging,
and useful.





How?

High-Octane Development

High-Octane Development

Activities and materials: *do the heavy lifting.*



What printed materials will my audience need for the course?

What media or technology will I be using to create the materials?

What visual elements will I include in the materials?

Bonus: Mistake #6

Um,
come to my teleclass.
Please?

Lackluster marketing.

The Cure...



Shine the spotlight on how you will solve your audience's problem.

Design Quick Guide

Putting on a course is like putting up a house...

The 4 Stages of Design

1. Discovery



2. Design



3. Development



4. Delivery



The 4 stages of design are the path you follow as you focus on developing the course, marketing the course, and managing the logistics of the course. Each area of focus requires that you engage in the 4 stages of design.

The 3 Areas of Focus

The Course



Marketing

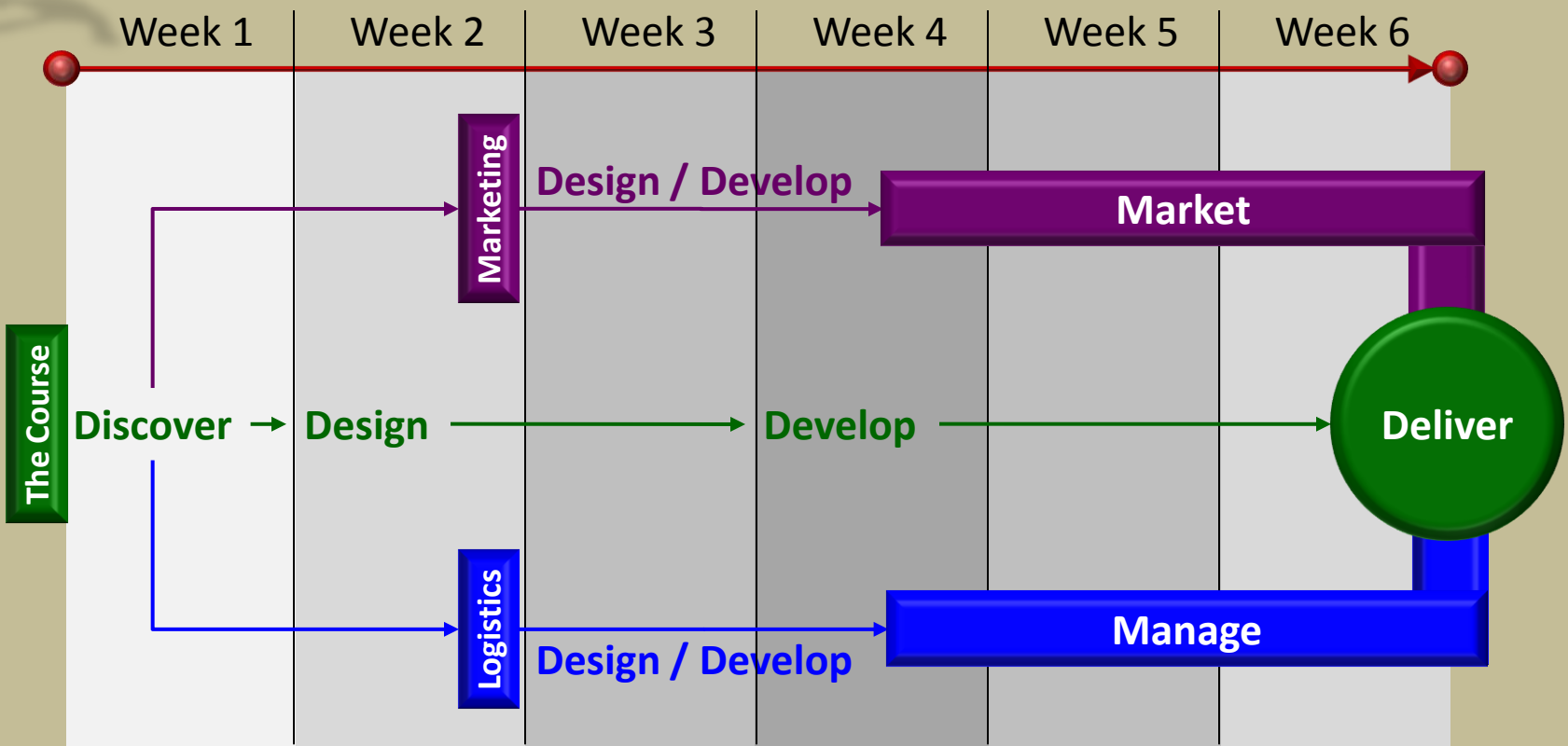


Logistics

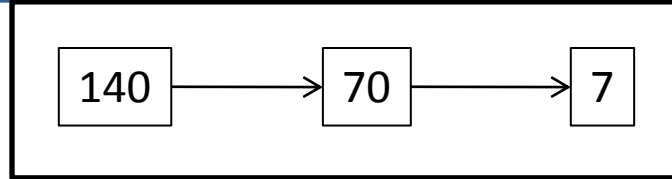




From Zero to H.O.T. in Six Weeks or Less!



Was It Worth It to Me?



Investment

\$263

Immediate Income

\$1,500

What Are Your Choices?

1



2



3

Premium Package	Best Value Save 25%	✓	✓	✓	✓	✓	\$899 Learn More or Buy Now
Design Package	Big Discount Save 17%	✓	✓	✓	✓		\$749 Learn More or Buy Now
Marketing Package	Package Discount Save 13%	✓				✓	\$349 Learn More or Buy Now
Discovery Ala Carte	Most Flexible	✓	✓	✓	✓	✓	\$1,195 Learn More or Buy Now
		\$99	\$299	\$299	\$199	\$299	

What's Next...

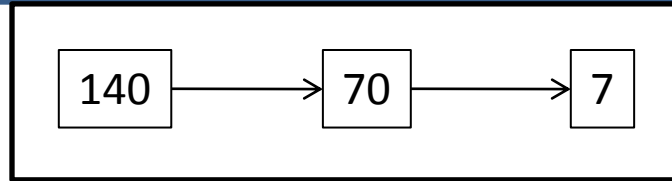
		Discovery ^a	Teleclass Design	Teleclass Development	Teleclass Delivery	Marketing & Logistics Mgmt	
		1 Wed 7/28	3 Wed 8/4, 8/11, 8/18	3 Wed 9/1, 9/8, 9/15	2 Thurs 9/9 and 9/16	3 Thurs 8/5, 8/12, 8/19	
Premium Package	Best Value Save 25%	✓	✓	✓	✓	✓	\$899 Learn More or Buy Now
Design Package	Big Discount Save 17%	✓	✓	✓	✓		\$749 Learn More or Buy Now
Marketing Package	Package Discount Save 13%	✓				✓	\$349 Learn More or Buy Now
Discovery Ala Carte	Most Flexible	✓	✓	✓	✓	✓	\$1,195 Learn More or Buy Now
		\$99	\$299	\$299	\$199	\$299	

100% money-back guarantee

Repeatable process

Comprehensive training and detailed templates

Is It Worth It to YOU?



\$263

Investment

\$899

\$200

\$1,199

\$1,500

Immediate Income

12 😊s

\$100

\$1,200

**What is one thing you
will do differently as a
result of this
course?**



Send me your feedback...

www.CustomTrainingDesign.com/evaluation.html



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