



## TWYD Office Hours | Feb 8, 2017

**Julie Stevens (to Everyone):** 1:01 PM: Hi all - good to join you. Hope you are all well and greetings from the UK

**Julie Stevens (to Everyone):** 1:03 PM: Hi - a Q around the sales video script

**Julie Stevens (to Everyone):** 1:04 PM: Happy to share live

**Dave Chaplin (to Everyone):** 1:05 PM: Mic poised!

**Kelly Sroka (to Everyone):** 1:06 PM: I'm slowly working on a scrapbooking class that centers around using kits and sketches. I'm still in the early planning stages and working through the class.

**Jennifer Kellogg (to Everyone):** 1:10 PM: dave wants to share

**Julie Stevens (to Everyone):** 1:10 PM: HI Dave - another Brit I hear!

**Wellington (to Everyone):** 1:12 PM: I have to jump off for 20 mins - So far I have finished MOD3. Tonight I'm starting recording MOD4. I do have a Question about funnels - When using Zoom what's the easiest way to send people to a landing/sales page

**Jennifer Kellogg (to Everyone):** 1:13 PM: I use zoom

**Lynn , (to Everyone):** 1:13 PM: My first course is selling very well! This was a course I've sold in a CD format for several years, but in the year since I made an online version available, online sales have almost equalled conference sales.

**Jennifer Kellogg (to Everyone):** 1:13 PM: no i don't

**Jennifer Kellogg (to Everyone):** 1:14 PM: Yesterday Heather recommended Webinar Jam for webinars

**Lynn , (to Everyone):** 1:14 PM: Now I'm working on transferring a series of four short books into four online classes that will work well, I think, as a funnel.

**Katy (to Everyone):** 1:14 PM: Can't talk right now, but I'm still working hard on my content. I haven't created my funnel yet.

**Jennifer Kellogg (to Everyone):** 1:15 PM: definitely watch the video from yesterday

**Jennifer Kellogg (to Everyone):** 1:15 PM: i would like a seminar on how to market on LinkedIn

**Mischelle Henry (to Everyone):** 1:16 PM: Mischelle....I have not started anything...This is my first meeting..I am just listening

**Jennifer Kellogg (to Everyone):** 1:17 PM: you are retargeting people that visit your website?

**Jennifer Kellogg (to Everyone):** 1:17 PM: welcome Michelle!! this is the place to ask any sort of questions

**Lynn , (to Everyone):** 1:18 PM: Yes!

**Jennifer Kellogg (to Everyone):** 1:18 PM: congrats Lynn!!!

**Lynn , (to Everyone):** 1:26 PM: I would really enjoy doing a webinar, I think, or a 5-day challenge, but the learning curve is intimidating!

**Julie Stevens (to Everyone):** 1:26 PM: Ive not really got my head around doing webinars yet so I think i would do a challenge.

**Lynn , (to Everyone):** 1:29 PM: Can you expand on what a 5-day challenge looks like?

**Julie Stevens (to Everyone):** 1:29 PM: Yes to FB lives! I do like them :)

**Katy (to Everyone):** 1:29 PM: I'm thinking that I'll do a webinar.

**Lynn , (to Everyone):** 1:31 PM: Can a FB Live clip be saved as a video on your FB group page?

**Dave Chaplin (to Everyone):** 1:31 PM: Good night, must go.

**Lynn , (to Everyone):** 1:34 PM: It does!

**Kelly Sroka (to Everyone):** 1:34 PM: Yes!

**debbie debbie (to Everyone):** 1:35 PM:  
<http://www.heartsoulhustle.com/blogs/case-study-the-22331-5-day-challenge-the-system-the-steps-and-the-process>

**Lynn , (to Everyone):** 1:35 PM: Perfect!

**Lynn , (to Everyone):** 1:36 PM: May I ask about FB Live?

**Jana (to Everyone):** 1:37 PM: I just did one facebook for the designer I work

**Jana (to Everyone):** 1:37 PM: facebook live

**Jana (to Everyone):** 1:37 PM: OBs records

**Jana (to Everyone):** 1:37 PM: but you could also download

**Julie Stevens (to Everyone):** 1:38 PM: you can share from a page but not from a group especially if you have a closed group

**Jana (to Everyone):** 1:38 PM: I just finish a facebook like

**Jana (to Everyone):** 1:38 PM: <https://www.facebook.com/NBKDesign/>

**Jana (to Everyone):** 1:38 PM: showing photoshop

**Jana (to Everyone):** 1:38 PM: check that later

**Jana (to Everyone):** 1:38 PM: it was with OBS

**debbie debbie (to Everyone):** 1:38 PM: <https://obsproject.com/>

**Jana (to Everyone):** 1:39 PM: yes it takes a while to learn

**Julie Stevens (to Everyone):** 1:39 PM: Best to go Live from your Biz page - FB then tracks with insights. FB are also rolling out FB Lives from the desktop.

**Jana (to Everyone):** 1:39 PM: and you have to set up so its not slow

**Jana (to Everyone):** 1:40 PM: you have to physically downlaod them

**Jana (to Everyone):** 1:40 PM: if its public you can share

**Jana (to Everyone):** 1:41 PM: yes

**Julie Stevens (to Everyone):** 1:41 PM: yep

**Jana (to Everyone):** 1:43 PM: yes

**Julie Stevens (to Everyone):** 1:43 PM: yes - I would suggest you ask your audience to share for you

**Julie Stevens (to Everyone):** 1:44 PM: audience can then share into their groups as I understand it

**Jennifer Kellogg (to Everyone):** 1:44 PM: Time for Debbie to get a MAC!

**Julie Stevens (to Everyone):** 1:45 PM: Oh yes to the Mac!

**Jana (to Everyone):** 1:45 PM: you are back

**Lynn , (to Everyone):** 1:46 PM: I'd like to know about cost

**Jennifer Kellogg (to Everyone):** 1:46 PM: i have a funnel question

**Jennifer Kellogg (to Everyone):** 1:47 PM: Heather recommended Webinar Jam - it's about \$400 year

**Jennifer Kellogg (to Everyone):** 1:51 PM: OH - I did not realize that.

**Jennifer Kellogg (to Everyone):** 1:53 PM: I don't like the quality of google hangouts. that's why we stopped using it for our staff meetings

**Lynn , (to Everyone):** 1:54 PM: That sounds good to me, too!

**Jennifer Kellogg (to Everyone):** 1:59 PM: that seemed like it was an OBS problem

**Lynn , (to Everyone):** 2:03 PM: We ALL hate the sound of our own voices. I think it's because we sound different inside our heads than we do in a recording. When I speak, I use the notes function on my PowerPoint presentations, but I am more comfortable once I've run through it two or three times.

**Lynn , (to Everyone):** 2:04 PM: The trick is to have a script and not SOUND like we have a script.

**Jennifer Kellogg (to Everyone):** 2:05 PM: LOL

**Jana (to Everyone):** 2:05 PM: I think its just practice but you have to stop think about audience and put your content.

**Katy (to Everyone):** 2:05 PM: I have an off topic question... I teach kids to read and write by tutoring them once a week. I'm taking what I currently teach and am making an online reading program, but I'm a little concerned about losing all of my current business to my online business. I'm also not quite sure whether to offer each lesson individually or as a membership. Wondering how best to continue...

**Katy (to Everyone):** 2:05 PM: yes

**Jana (to Everyone):** 2:05 PM: if I got stuck because my accent i would not do anything . Some people will learn some people wont like the way I speak thats life

**Julie Stevens (to Everyone):** 2:06 PM: can you cover sales video scripting - just looking at my notes form your sales page structure - so you recomemnd following that for the sales video? How are others doing their sales videos?

**Lynn , (to Everyone):** 2:06 PM: IF the price of your online course is the same as the in-person course, having a class could be like cloning your efforts.

**Katy (to Everyone):** 2:06 PM: Yes, the packets would be less than my hourly rate...

**Lynn , (to Everyone):** 2:06 PM: Ah...

**Jennifer Kellogg (to Everyone):** 2:07 PM: i'd like to discuss the membership option too

**Jennifer Kellogg (to Everyone):** 2:07 PM: right

**Jennifer Kellogg (to Everyone):** 2:07 PM: makes sense

**Katy (to Everyone):** 2:09 PM: Sorry, still can't unmute. Thanks for your input! :)

**Jennifer Kellogg (to Everyone):** 2:12 PM: Diane Wolf who is in the class is teaching presentation skills. Maybe she could do a webinar for TWYD on presentation skills?

**Lynn , (to Everyone):** 2:15 PM: So sorry...must go. I'll catch the rest if you put the recording up later. Thanks so much, everybody! :)

**Katy (to Everyone):** 2:24 PM: Definitely...that's the plan!

**Julie Stevens (to Everyone):** 2:25 PM: no im cool - off to cook supper now. Enjoy the rest of your day and I will speak with you all again next time - I shall be in Canada on hols so hoping to catch you then - Ill be on pst time not gmt!

**Jana (to Everyone):** 2:25 PM: thanks Debbie