
Virtual Summit Launch Guide

- ❑ Pick the Summit theme -- theme should be aligned with your paid course/training/program.
- ❑ Identify your Summit dates (can be 3 days, 5 days or even 7 days).
- ❑ Promotion period is 5 days before the first day of Summit.
- ❑ Make a list of all the speakers you would like to participate.
 - ❑ Start with your top 3 most recognized speakers.
- ❑ Craft your speaker “reach out” message -- personalize much as possible.
- ❑ Schedule interviews with speakers (all sessions are recorded).
- ❑ Create Summit speaker release schedule. Number of speakers that gets released depends on the total number of speakers. For example, if 15 speakers, then it would most likely be 3 speakers over 5 days. If fewer speakers, then your Summit schedule may be shorter.
- ❑ Pull together headshots + bios for speakers (be sure to get approval).
- ❑ Send contracts to speakers (include promo agreements in contract).
 - ❑ Ideally each speaker promotes on social 1-2x, sends 1 email ahead of the Summit and sends 1 more email on the day their talk is released.
Tip: The more dedicated emails, the more emails you will capture. Social media promotion, while important for creating a buzz, is not as effective for capturing emails.
- ❑ Setup the Summit opt-in landing page, thank you page, and confirmation emails.
- ❑ Setup the Summit content (drip content).
 - ❑ you can use membership sites to drip content.
- ❑ Write promo copy for speakers to promote:
 - ❑ Social posts
 - ❑ 1-2 emails for their dedicated sends
- ❑ Optional: create promo banners for speakers (include speaker image on banner).
- ❑ Send promo copy and banners to speakers.

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- ❑ If driving ads on Facebook, ads will kick-off during promotion time and can go 1-2 days into the Summit itself so people will still have time to consume the content.
 - ❑ Create Summit promo tracking spreadsheet to track speaker promotion as the emails start to go out and word is getting out on social media.
 - ❑ Nurture/seed your email list (+ social media followers) leading up to the Summit (let them know it's coming)!
 - ❑ Setup Summit content emails:
 - ❑ Invite email.
 - ❑ 1-2 emails each day during the Summit (drip content).
 - ❑ Closing email -- alert them that content is coming down (be sure to specify the date). It's typical to have the Summit content be available for 2-3 days after Summit closes.
 - ❑ Revenue strategy tip: you can offer the Summit as paid content for lower price point. My favorite strategy is to offer the Summit content as a BONUS for the paid course.
 - ❑ Continue to nurture your email list (+ social media followers) as you head into your (paid course) launch.