

## MODULE FOUR

# SUMMIT GUIDE

### Set Up Before The Summit

- » Sign up page - noting what the summit is about, speaker images and the title of their tale
- » Thank you page - including a link to the group and possible early bird rate for the recordings
- » Emails (see below)
- » Speaker Emails (see below)
- » Social (see below)
- » Speaker Social (see below)
- » Facebook Cover Images (see below)
- » Facebook Post images (see below)
- » Facebook scheduled posts - schedule out as many of the Posts as possible, so you have less to do during the summit

- » Events in your group - Create an event for each speaker as a way to get more attention and more people on the lives.
- » Speaker agreement
- » Speaker form (see below)

<b>Emails</b>
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- » Send another email a week before the summit reminding them of the event and share with them the speakers and their talk titles and why it is beneficial for them to attend.
- » Welcome email including link to join the group and the schedule of the event
- » 2 days before the summit begins including link to join the group, the schedule of the event and a few FAQs such as “Are the calls recorded?”, “Where can I see the speaker’s bio’s and topics?”, “What if I can’t make it live?”, “How long do I have to watch the recordings?”, “Can I buy the recordings and watch it on my time?” <- promote the purchase of the recordings
- » Each day of the summit sent out an email with that day’s schedule - speaker, topic, time and link to the group

- » Every night of the summit sent out an email with that day's recording and the information for the next day. Include date and time for any watch parties.
- » When the summit is over thank them for participating in the summit, remind them that recordings are available until x day and they can purchase recordings. Let them know what's coming up in your group.

**Speaker's Emails**

- » Create an announcement email for speakers to send to their list (a week before) including what the summit is about, a bit about you the host and their relationship to you, that they are a speaker and the title of their talk is “\_\_\_”.
- » Create an email for speakers to send to their list including what the summit is about, a bit about you the host, why it would benefit them to attend, that they are a speaker and the title of their talk is “\_\_\_” and the other speakers will cover topics such as \_\_\_, \_\_\_ and \_\_\_.
- » Create an email for them to send out the day before or day of their talk. Include what their talk title is, what they will cover and that there will be a Q&A at the end.

## Social Images

While you are creating these begin writing the caption that goes with them, including a link to register. These can be used in Instagram, Twitter, Facebook page and in your group. Just be aware that each social media platform has different sizing requirements for images.

- » Promotional images of the event
- » Create one promotional image per speaker - this gives you minimum 5 social posts
- » Create one promotional image per speaker to be used the day of their talk ie “Chrissy Snow talks to us today about her exercise plan at 2pm eastern” then the caption of the social post would include how to register and watch.
- » Create images for the watch parties.

## Speaker Social Images

- » “I’m speaking at the \_\_\_ summit”
- » Create a collage of the speakers with the words “I am a speaker at the \_\_\_ summit starting [date]”

- » Use the speaker image you created for yourself, tweak it to say “Today is the day I speak at the \_\_\_ summit!” Caption would include their talk title, description and the link to register.

### Facebook Cover Images

- » Announcement cover image “The \_\_\_ summit starts [date]. Change your cover to this one 1-2 weeks before hand. Once you change it make sure your description of the photo includes information on the summit and how to register. They are already in the group but if you could find a reason to get them to your list that would be beneficial. One reason could be to get the link to get the early bird pricing on the recordings.
- » 7 days before the summit begins post a cover image that includes an image of each of the speakers and the date of their talk.
- » Optional: You could change the cover each day announcing the speaker of the day.
- » Once the summit is over change the cover image to indicate that the recordings are up until x day, be sure to change the description of the photo to include how they can buy the recordings.

## Facebook Post Images

- » Image announcing the summit including the start date. The caption should include why they should participate plus the registration link. Mark it as an announcement.
- » Image promoting early bird rate on recordings and where to buy. Early bird is only available until the day before the summit (or earlier). Delete this post once the early bird is complete to avoid confrontation from a participant who feels they should get the discount. It happens right?
- » Image announcing the speakers. This could be the “speaker collage” you created (noted above). In the caption include the schedule of the speakers and their talk title. Mark it as an announcement and keep updating this post with links to the speaker’s talks/FB Lives as you go.
- » Each day of the summit post an image of the speaker, the time of their talk and the title of their talk. In the caption include the description of their talk
- » If you are doing watch parties then announce them once the live talk is completed. You can use the same image as above with the words “Missed this talk? Join the watch party today at Xpm”

- » When the summit is over we will need an image to indicate that the recordings are up until x day, and to be sure to change the description of the photo to include how they can buy the recordings.

## Speaker Form

» Name

» Email

» Do you have an assistant we should be communicating with? If so what is their name and contact info?

» The summit takes place from X Day to X Day. All talks take place at xpm [timezone]. Please indicate which dates work for you (minimum 3 options).

- Monday [month] [day]
- Tuesday [month] [day]
- Wednesday [month] [day]
- Thursday [month] [day]
- Friday [month] [day]

» Title of your talk

» Description of your talk (we will be copying this and pasting it into our marketing, please write it in a way that let's us do that with little or no editing)

- » Your bio
  
- » Please upload your picture
  
- » Are you selling a product during your talk? Please provide us with a spot to sign up for your affiliate program. We require a 50% commission during the summit.
  
- » What is the product? We found that products < \$200 work best. Please provide a link to the product for us to review.
  
- » If we need to get a hold of you on the day of your talk, what is the quickest way to get a hold of you? Please provide a cell number at the very least.
  
- Check this box to confirm that you will send out at least 1 email to your list and post to social media 3x.

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with Sandra De Freitas