



## Cheat Sheet

**7 Proven Steps To Creating, Promoting & Profiting From Your Own Virtual Summit To Skyrocket Your Business & Brand Online**

# 1. Define Your “Profitable” Virtual Summit Theme

- ◉ Go specific rather than broad & general. Narrow down your niche!
- ◉ What field/niche do you want to become the go-person in?
- ◉ Research & model other successful summits in your niche (or related field)
- ◉ Define your customer avatar
- ◉ Build, authentic, powerful relationships before you actually need them!
- ◉ Test + Analyze (Survey your existing audience if you have one, ask people in your network if they are close to being your customer avatar, write an expert-round up post etc.)

# 2. Plan Your Virtual Summit

- ◉ When will your summit take place?
- ◉ Free or paid virtual summit?
- ◉ Live or pre-recorded?
- ◉ Prepare PDF about your summit
- ◉ What format will your content be in?
- ◉ How many speakers will you invite and who will they be (If you want have 30 speakers on your summit, make a wish list of 50-60 people that would potentially be a good fit)?
- ◉ How many interviews per day?
- ◉ Pre-calls with speakers
- ◉ Do you have a speaker agreement in place?

- ◉ Create a compelling design (landing page, thank you page, order page, inner pages, promotional graphics etc.)
- ◉ What about technology to set everything up?
- ◉ What will the “irresistible” offer (start thinking about this early on)?
- ◉ Decide whether or not you want to have sponsors on your summit
- ◉ Prepare promotional material
- ◉ Set up affiliate program
- ◉ Have you created a promotional schedule?
- ◉ Make a list of blogs, podcasts and other mediums where you can promote your summit
- ◉ Launch with a baam!

[Check out the top must-have tools I recommend and use for my summit here!](#)

### 3. Positioning Your Summit For Success

- ◉ The hook/positioning of your summit is absolutely key.
- ◉ Name matters FAR LESS than the hook and positioning. Go with a name that is clear so people understand what your summit all about. Make sure that .com is available, but be aware of trademarks (for example you can't use WordPress, Apple etc. in your name).
- ◉ Create a great looking high converting landing page before you start inviting speakers on. This is key and it's looks so much more professional to have something up with a great design, and you're more likely to get a YES from them as well since you will stand out from all the other summits. You can even create a graphic/

graphic/banner image with some speakers on there already if you want to take it even further.

## 4. Getting Key Influencers On Board As Speakers

- ◉ Invite speakers who are very aligned with your message and can provide epic content that will benefit your target audience massively.
- ◉ Start inviting speakers on from the wish list you made at the planning stage. A simple email will usually be all you need to send, especially if you built some kind of relationship with them before the summit.
- ◉ Have a good balance of A-listers, B-listers and C-listers as speakers.
- ◉ If you really want to stand out from the crowd, send a video invitation with a personalized message (nobody is really doing this!)
- ◉ Before the actual interview with the speaker, try to schedule a pre-call so they are super clear on what your summit is all about, your mission, promotional schedule etc.

## 5. Creating & Delivering Your Virtual Summit

- ◉ Schedule interviews with speakers in advance (or if you do a live virtual summit, schedule in the interviews during the summit... you may want to be flexible, especially for the big name speakers).
- ◉ Learn how to conduct insightful, interesting interviews (good to practice especially if you've never done an interview in your life

before.... remember people are going to pay money for your summit so it has to be really valuable information!)

- Make sure you're familiar with the equipment and it's all set up (recording software, HD webcam, professional lighting if possible etc.)
- Record your video interview via Skype or Google+ Hangout (+ edit)
- Upload to Vimeo or Wistia and add the code to your site
- Set up all the inner pages for your virtual summit (you can just see how I did it if you sign up at [TheBrandingSummit.com](http://TheBrandingSummit.com))
- If you have sponsors for your summit, make sure they are displayed and mentioned according to agreement.
- Each interview/presentation is Free for a limited time during the summit from the time it goes live (normally 48 hours)
- For buyers of the "Summit All Access Pass", set up a membership site where they watch/listen to all the interviews/presentations and get access to bonuses you may offer.

## 6. Launch Like A Pro To Drive Tons Of Opt-ins & Sales

- Start promoting 3-4 weeks before the first session goes live. This will give you enough time to get your summit out there with a big baam and build enough buzz around it (but you should mention it even before this on social media here and there, when you're interviewing speakers and so on to built even more anticipation and buzz).
- Get featured on relevant blogs, podcasts and be active in forums etc.

- ◉ Make it super easy for the speakers (and other affiliates) to promote your summit by creating swipe copy emails, FB/Twitter/LinkedIn/Google+ posts, graphics etc. they can use.
- ◉ Create a dedicated affiliate page on your site.
- ◉ Get other people in your field other than speakers to promote your launch... never put all eggs in one basket. It all comes down to building, authentic, powerful relationships with people before you actually need them.

## 7. Over Delivering + Ongoing Opt-ins, Exposure & More Profit

- ◉ Inject your personality into your business & brand (This is so important!)
- ◉ Leverage the relationships with the speakers for future partnerships (webinars, joint ventures, affiliates etc.)
- ◉ Over delivering with exclusive bonuses, amazing customer service, etc.
- ◉ Send a simple survey to all attendees and ask for feedback after the summit
- ◉ Send a personalized thank you message to all the speakers on your summit
- ◉ Opt-ins and sales don't have to stop after launch (The virtual summit launch is just the beginning!)
- ◉ Make your virtual summit an evergreen product that will continue to bring in opt-ins and sales long after the summit is over (set up a funnel for it)