




Grow Your List With A Tele-Summit



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What is a Tele-Summit?

A tele-summit is a virtual, online event where several “experts” are interviewed by a host on a certain topic.

The object is to provide valuable FREE content to the listeners in exchange for their contact information.

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Each expert also provides a free gift to the listeners.

This makes it valuable to the experts because their list grows as well

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Why Do a Tele-Summit?

In a few weeks time, with a concentrated effort, you can grow your list significantly.

For example, in just 12 weeks, I grew my list by over 600% doing one tele-summit!

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My biggest takeaway from doing my summit: I amazed myself at how I communicated with the experts and how fun it really was to connect with some really great people!



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How To Do A Tele-Summit

1. Select a topic & date for summit
2. Select experts to interview
3. Contact experts & schedule interviews
4. Interview experts – Record them
5. Put together opt-in pages, marketing emails and expert pages
6. You & experts promote the summit
7. After summit concludes, build a relationship with your new list!



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Choose a topic for your tele-summit that:

1. You are interested in
2. Is valuable to YOU
3. Provides a benefit for your ideal client
4. Solve a problem for your target market



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Choose a creative, catchy title & tagline for your summit.

State the benefit you are providing.



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Buy the URL for your summit.

If you have an established site, you can forward the summit URL to a page on your website to get a great traffic boost!




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Get a nice banner made for your summit.

Fiverr.com is a great place to go!


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URL: makingmoneyfromhomesummit.com

Forwarded to:
promomsolutions.com/making-money-from-home-summit/

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Establish the requirements you need your experts to meet and **STICK TO THEM!**

- Minimum list size
- Promotion you need them to do:
 - # of Emails they need to send
 - Social Media

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Choose GREAT experts to interview!

- Who has expertise relate to your topic?
- Who would you LOVE to talk to?
- Who would you enjoy learning from?
- Who has an audience that includes YOUR ideal client?

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Research the experts to learn more about them so you can connect with them.

I found more experts just by liking someone's page – Facebook suggests similar pages and some of them were a great fit!



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Email them explaining your summit & what you are trying to provide for the listeners

Mention something you like about them to make a connection and why you think they are a good fit



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Keep the email brief but say just enough to spark their curiosity

You want to get them on the phone!

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Get verbal confirmation that they meet your requirements and WILL promote for you!

Schedule the interview while you have them on the phone

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I had them sign an agreement (electronically) that stated what I expected of them and what I would do for them.

echosign.com works great for that

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Decide how long you want each interview to be

30 minutes is a pretty good length so you have adequate time to provide great content

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Come up with a list of questions that you think will fill the time and are relevant to your topic

I had 10 questions for my 30 minute interviews

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Provide the questions to your experts in advance

I offered an option for them to tweak the questions if they wanted, but only one did

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Two things you need to include at the end of each interview:

1. I understand you have a free gift for our listeners. Can you take a minute to tell them about it and how they can get it?
2. Can you take a minute and tell everyone how they can learn more about you and what you are doing?

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You want to do the interviews before your summit launches and record them

Pre-recording gives you flexibility in finding time in your schedule and your expert's schedule to get the interview done



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I did audio only interviews and used Instant Teleseminar to do the interviews and record them at the same time

Instant Teleseminar also makes it easy to make the recorded interviews available to your listeners

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Set up an opt-in page for your tele-summit

- Your banner
- Headline
- Record an audio or video of you introducing your summit
- Opt-in box (name & email)

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21 Experts Share Their Top Tools & Strategies To Help You Fast Forward Your Business!





Enter your name and email below and join us now!!


Enter Your Name...

Enter Your Email...

Get Access Now!

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Thank You!

Thank you for registering for the Making Money From Home Summit! I am so glad you will be joining us!


You will be introduced to 21 experts who have built a successful business or two, and they will share some of the tools they love and the strategies they have found that help them stay productive and keep on target.

I personally love learning from people who have already figured things out! That way I can take advantage of their experiences and get to my goal even faster!

The summit starts July 21st so watch for emails with the details. The interviews will be delivered to your inbox each day of the summit.



Please feel free to share the Making Money From Home Summit with all your friends! Just copy and paste this link: <http://makingmoneyfromhomesummit.com> and post to Facebook, Twitter, or email it!

I can't wait to share all the interviews with you!



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Set up a new list in your autoresponder for the tele-summit opt-ins



Set up a “You’re In!!” follow up email to be sent when someone opts-in

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Set up links for each expert using PrettyLinks to track opt-ins from each one



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Write the copy for the email(s) your experts will send to their lists



Send that copy and the personal link to each expert

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Ask experts to promote summit several days before it starts to build an audience before the first day



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Decide if you want to feature one or two interviews each day

I did two a day



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Using OptimizePress, set up a page for the experts that include their bio, interview and link to their free gift

If you have two interviews each day, you can either put them together on a single page or on individual pages



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I set up a page with OptimizePress with a link to each of my daily pages.

You could also put a link to each daily page in your broadcast email announcing the replay period

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Day 1

Michelle Vanekpas

Michelle Vanekpas is a mom of three children and a business owner. She is a successful entrepreneur and has been featured in various media outlets. She is a member of the ProMomSolutions community and has shared her expertise on many occasions.

Kim Flynn

Kim Flynn is a mom of three children and a business owner. She is a successful entrepreneur and has been featured in various media outlets. She is a member of the ProMomSolutions community and has shared her expertise on many occasions.

[Listen Here!](#)

Day 2

Asante Phipps



Asante Phipps is a mom of three children and a business owner. She is a successful entrepreneur and has been featured in various media outlets. She is a member of the ProMomSolutions community and has shared her expertise on many occasions.

Cynthia Berlin

Cynthia Berlin is a mom of three children and a business owner. She is a successful entrepreneur and has been featured in various media outlets. She is a member of the ProMomSolutions community and has shared her expertise on many occasions.

[Listen Here!](#)

Day 3






Send out a broadcast message about the replay period

I asked the experts to email their lists again also – some did

I got several more opt-ins during the replay period

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Now it's up to you how you build a relationship with your new list!

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