



Grow Your List With A Tele-Summit



Carol Lamoreaux http://ProMomSolutions.com

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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





Why Do a Tele-Summit?

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

For example, in just <u>12 weeks</u>, I grew my list by <u>over 600%</u> 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!





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!









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





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









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



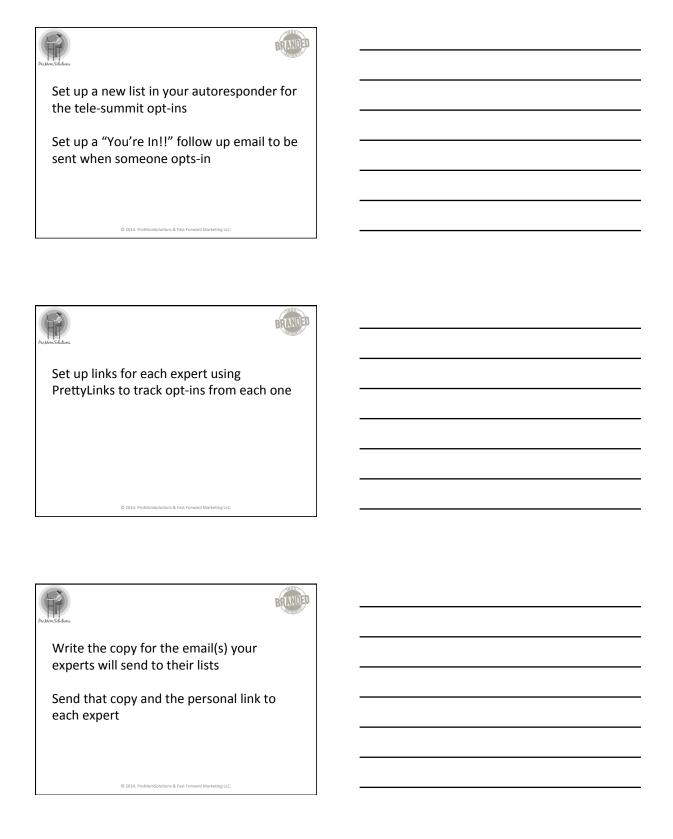


Set up an opt-in page for your tele-summit

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















In your autoresponder, set up a BROADCAST message for each day of the summit.

Leave each day's interview page up for a limited time – I left them up for 72 hours

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If you want, you can offer a replay period when your summit ends

I made all the interviews available for 10 days after the summit officially ended





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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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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