

**TELESUMMIT
SUCCESS
SECRETS**

TELESUMMIT CHECKLIST

- Create Telesummit Name / Positioning
- Create a Telesummit Timeline
- Write Speaker Invitation Email Copy
- Research and Reach Out To Speakers
- Create Speaker Tracking Document
- Create Speaker's Agreement
- Create a Form to Collect Speaker Information
- Follow Up to Collect The Form and Agreements, and to Schedule Interviews
- Decide on the Event Schedule
- Write Copy for Pages: Opt In, Upsell, Thank You, Replay, Access
- Create Opt In, Upsell, Thank You, Replay, and Access Pages
- Create Order Form For Upsell Page
- Add Video to Pages
- Write Copy For Auto Responders and Host/Speaker Promotional Emails and Social
- Media Posts
- Create Graphics: Facebook Group/Cover/Event Photos, Email Banners, General Social
- Media Posts, Promotional Posts for Each Speaker, Posts for Each Day of Summit,
- Schedule Graphic
- Set Up Auto Responders For Registrants and Buyers
- Send Speaker's Promotional Copy With Affiliate Tracking Links and Graphics
- Finish and Edit Interviews As Necessary
- Set up Interviews To Air As If They Are Live
- Promote The Opt In Page To Your Own List and Social Media
- Follow Up To Make Sure Speaker's Promote
- Send Out Reminder Email To Registrants The Day Before
- Send Out Daily Emails About That Day's Speaker
- Send Out Daily Emails About That Day's Replays and Gifts
- Update the Replay and Gift Page Each Day
- Continue Promoting and Following Up throughout the Summit
- Send Out A Final Email With The Links To All Speaker's Gifts
- Run A Special On The Final Opportunity To Buy The Upsell
- Remove The Replays And Fulfill The Upsell To Buyers
- Add Registrants To Your Newsletter
- Repurpose Your Recordings