



## Ultimate Telesummit Checklist


A Telesummit is a ton of work, but it can yield you a large email list quickly (if you do it correctly). You can monetize a Telesummit to recoup at least some of your costs of hosting it, and at times even generate a profit.


As with anything you do, to grow your list, keep your ideal audience in mind throughout the planning and preparation process. Ask yourself: What do they want more of in their life? What keeps them up at night? What are their pain points? In what areas are they stuck?


Once you have your theme, you'll want to name your event. Study other Telesummits to see how their titles focus on benefits to be gained by those who listen in.


Below are the main actions you'll need to take to create your Telesummit.


Note: Start this process at least 4-6 months before the event. Any later, and you won't get the speakers you want and you'll generate a lot of unnecessary stress. This list DOES NOT include every little detail that needs to be taken care of, so be sure to hire a virtual assistant with experience in multi-speaker events. The virtual assistant will take care of all of the "herding of the cats" so to speak, like creating the website and managing the entire process. This will ensure a smooth, less stressful event. There is a lot to manage! You need to focus on inviting speakers, writing your promotional materials and planning your follow-up strategies for all the new contacts you'll gain.

 Set the dates and times for event. Ex. A 2-week event with speakers each day or a 1-month event with 3 speakers a week.

 Identify your ideal audience and choose a topic/theme.


 Name the event confirm the domain name is available and purchase it.


 Make a list of all the different areas of this topic you would like to cover.


 Get organized! This can make or break a successful event.


 Create a list of potential speakers and the area they can speak on.

 Decide if you will be offering an affiliate commission to your speakers; if so what is the commission amount/rate.


 Define all the moving parts of your Telesummit and identify what tasks you will be managing and what you will outsource. If outsourcing, hire the project management team or virtual professional that will be partnering with you.


 Decide what technology you will be using to run the event.


 Create your website banner and event website home page to show potential speakers when inviting to participate.

 Invite speakers and arrange dates/times for interviews for those who accept your invitation.


 Decide on and prepare your follow-up offering to the generated list.


 Send and collect speaker agreements.

 Gather material from speakers. Topic, title, description of presentation w/ bullets, short bio, headshot, what they're selling, bonus, list of questions to guide presentation.


 Enroll speakers as affiliates and sign up as their affiliate.


 Create additional website pages

 Setup opt-in list and write automated emails in your email marketing system (confirm, instructions, invite your friends).


 Create solo promotional emails, e-zine blurbs, Facebook & LinkedIn posts and tweets.

 Test ALL emails and links BEFORE sending anything to speakers or participants.

 Create & send speaker packages with all promo copy, promotional timeline, affiliate codes, speaking times and dial-in instructions.

 Create promotional emails for each speaker event and recording afterward.

 Plan and create your follow-up promotions to the entire list.

 Prepare your mindset for SUCCESS

 Promote! Promote! Promote!



**ULTIMATE**  
**VIRTUAL ASSISTANTS**  
*...start running the business you envisioned!*

CONNECT  
with UVA  
TODAY!