



Module 8: How to Turbo Charge Your Listbuilding with Telesummits

OBJECTIVE

Get the inside scoop on how to give your listbuilding a quantum boost. This module is advanced and may not be for everyone. You get all my process templates: from sequence mindmaps, which explain the order in which you have to complete all the tasks for these complex events, to telephone scripts and email templates and SO much more.

MODULE OVERVIEW

You'll get the inside scoop on how to leverage one expert interview in 12 ways that will continue to grow your list, share your message, create visibility and generate income.

- 1. The Telesummit Model.** A brief explanation of how it works.
- 2. Telesummit Sequence Mindmap.** Detailed task and process map for hosting a telesummit.
- 3. Juicy Telesummit Partner Checklist.** Ensure that your partners meet the six criteria and odds are that your partnership will not only be profitable, but long term too. Plus, there are two additional criteria for Telesummit Partners.
- 4. Telesummit Partner JV Conversation.** There are 3 additional elements you need to cover in your conversation when hosting a telesummit: list size, promo email and VIP bonus.
- 5. Telesummit Partner Invite Email.** Come across confident, and include the 3 essential elements that will have your potential JV Partner say, "Yes!" to your telesummit. This is slightly different for a Telesummit, than a Solo Expert Interview.
- 6. Copywriting for Your Telesummit.** We'll cover the differences with the Opt-In Page, the Promo Emails and an additional piece... the Salesletter.
- 7. 3 Products You Can Create from Your Telesummit.** Easily create products from your event.
- 8. 10-Week Telesummit Timeline.** Task and process map for hosting a Telesummit Event.
- 9. Make the Most of Your Telesummit.** Tips to enjoy the event!

ACTION STEPS

- 1.** Review the Telesummit Sequence Mindmap.
- 2.** Determine your theme, projected date and potential speakers.
- 3.** Follow the 10-Week Telesummit Timeline to host and produce an expert series that rocks!

These can all be accessed on [Module 8](#).

THE TELESUMMIT MODEL

A telesummit is a quantum list building strategy. There are lots of moving pieces so planning is key and administrative and technical support are essential.

The primary objective of a telesummit is to build your list. Additional objectives are to (1) generate massive visibility, (2) position your expertise, (3) build trust and credibility with your subscribers and (4) generate income.

- ➔ You do ALL the work for your JV Partners and make it an easy 'YES' to partner with. You sign all speakers up as affiliates and provide customized copy for each JV Partner with masked affiliate links.
- ➔ Recommended number of optimal partners ranges from 10-15.
- ➔ The recommended frequency and time frame of the series are: one to two weeks, with several speakers per day.
- ➔ All calls are pre-recorded and transcribed. Free streaming audio is provided to all registrants for 24 hrs after the call.
- ➔ Registrants are presented with a one time offer, an Upgrade Package: audios + transcripts (\$97) + Action Map, etc. There is a 30-day money back guarantee.
- ➔ Speakers earn income when they direct their subscribers to the event and they purchase the upgrade package. The affiliate split is 50%.
- ➔ Affiliate payments should be made after the 30 day Guarantee Period has expired.
- ➔ You can add additional income generation with a JV Partner offer at the end of the call.
- ➔ Host Interviews on Instant Teleseminar with a 250 bridgeline and 2,000+ webcast streaming capacity. Queue pre-recorded interviews to play at the scheduled times.

TELESUMMIT SEQUENCE

There are a lot of moving pieces to a Telesummit. You'll need to juggle your role as producer and host of the event. This is a very complex listbuilding strategy and support is essential. Take a look at the 3 Phases of the Telesummit below and identify who you can count on for the extra support. You may need to outsource specific tasks, or even hire an event manager.

PHASE I. PREPARE TO HOST YOUR TELESUMMIT

1. **Identify a hot theme** for your Telesummit that delivers an in demand solution.
2. **Set Telesummit Dates** at least ten weeks out.
3. **Determine your Telesummit format.**
 - Set broadcast schedule: Mon-Fri, 1-3 interviews/day, over 5 days ; or Mon-Fri, 1-3 interviews/day, over 10 days
 - **Determine interview length.** I highly recommend 30 minutes.
 - **Draft interview questions.** This should be a template, with at least 10-12 questions. Allow yourself to be guided by the flow of the conversation.
4. **Decide on product offering and price point.** Will you Include Transcripts, Action Map, etc., anything that will appeal to different learning styles and allow your customers to consume your content in a style that works best for them.
5. **Decide on what bonus(es) you'll include** as an incentive to purchase. It should be in line with the Telesummit theme and it should move people into working with you in some way. A bonus Q&A call or Training (on a related topic) usually works really well.
6. **Research and Identify Potential JV Speaker/Partners**
 - Decide on number of speakers. 10-15 is suggested, with lists 5,000+.
 - Contact and schedule JV Conversation.
 - Get their agreement on 1 solo email and social media posts during launch window.
 - Ask for a VIP Bonus to be included as a way for them to build their lists, it should be different than what they have readily available on their websites. This is optional, not mandatory.
7. **Contact friends, colleagues and mentors who are willing to partner** with you in getting the word out. Add them to your [Affiliate Master List](#).

COPYWRITING FOR YOUR TELESUMMIT

There is considerable copywriting required for a Telesummit. You will need to provide all of it to your JV Partners and affiliates. Here are the the essential copy pieces you'll need to draft, or outsource:

1. Draft Opt-in Page, Thank You Page and Welcome Email
2. Draft Salespage, Download Page and Thank You Email
3. 2 JV Partner/Affiliate Promo solo emails
4. 20-30 social media posts
5. Reminder and Replay Emails for each call
6. 2 blog posts and newsletter notice (optional)

PHASE II. PRODUCE YOUR TELESUMMIT

Identify someone to take charge of event management and all ensuing tasks. You'll need someone adept at managing your email marketing program, comfortable with uploading copy, audio and video to your website, and able to handle your customer service.

Here are some of the technical and administrative tasks you'll need support with:

1. Upload Opt-In Page
2. Upload Replay Page where you'll direct participants to listen to the interviews
3. Upload Salespage to Website
4. Create Event for each speaker on Instant Teleseminar
5. Upload Reminder & Replay Broadcasts
6. Set up Affiliate Program
7. Create Product in Shopping Cart (with Thank you Page and Welcome Email)
8. Set up a Help Desk/Ticket System. If you're using a host with Cpanel you can use osTicket (under Software/Services, select Fantastico Deluxe)
9. **Join each of your JV Partner's mailing lists to confirm promo emails have been sent.** This can generate quite an amount of email so you'll want to manage it. This is how you'll track when each JV Partner sends their solo emails. Here's a suggestion:
 - Use a unique email address to join all mailing lists.
 - You can use enews@yourdomain.com.
 - Create a folder for these subscriptions.
 - Create a rule in your email program that automatically moves the email to the corresponding folder.

PHASE III. PROMOTE YOUR TELESUMMIT

The Telesummit promotion happens during the launch window, 7-10 days before your first interview broadcast. Here are the 3 ways that you build buzz during your launch windows.

- **Blogging.** I strongly recommend that you incorporate blogging during your event. If you have pre-recorded your interviews and had them transcribed it will be very easy to create short blog posts with key points and a call to action. This is an additional way for folks to participate in your event that may not feel inclined to listen to the audio or may prefer to scan copy.
- **Solo Emails** (yours, JV Partners and affiliates). You should draft at least 2 solo emails. Your partners are only required to send one but you can send them two, just in case they feel inclined to send an additional one. This is where the bulk of your listbuilding will occur!
- **Social Media.** This is a key visibility strategy. You should be posting several times a day in the primary networks that you regularly engage in. Make sure to feature your experts and tag them so that they can stop by and add to the conversation.

You can also create press releases and use additional channels for event promotions, as mentioned in previous modules.

This is the most fun part of the event. You get to generate excitement and buzz. You get to promote your fabulous partners and content. All the hard work you've done pays off in this small window of 5-10 days. Congratulations!

JUICY TELESUMMIT PARTNER CHECKLIST

Discerning which Experts will create the juiciest and most profitable Joint Ventures isn't a mystery. Make sure they meet the following criteria:

1. **Niched website.** Your expert should have a website that embodies an a specific message and Tribe. You should 'get' who they're speaking to right away and it should be resonant with your own Tribe.
2. **Active list builder.** Do they have an optin gift? Is it juicy and compelling and speaks to your market. Is it something you would pay for?
3. **Quality products & services that your Tribe needs.** These should address the urgent problems of your Tribe. Think of the topic titles you came up with. Sometimes they're willing to share a product with you so that you can get to know their work. Ask!
4. **Affiliate Program.** Whether you're hosting an event to build your list, or you want to add a revenue generating component, you can set up your links so that even if your event participants are not purchasing anything now they can be tagged through your affiliate link. You want to be able to track your statistics and use their promotional material: how many clicks on your link, how many products sold, etc.
5. **Social Media Savvy.** Social media is an integral strategy in the Enlightened Listbuilding roadmap. It's an ideal way to engage and connect with your potential participants. JV partners that are social media savvy will not only post links about their programs/products/services, they will be interacting, commenting, having conversations and promoting others.
6. **You are a True Fan.** There is nothing more convincing than an authentic endorsement. You are a true fan if your Expert's body of work excites you and stirs you up so much that you feel the urge to share it. You'll know you're ON, if you can give an endorsement, instead of a recommendation. It's a totally different game when you can give an endorsement (you personally have experienced their program/product/service), instead of a recommendation (you know their great so their program/product/service must be great).

7. **Engaged Platform.** Your Telesummit JV Partners should have a loyal following of at least 5,000 on their mailing list. You can have folks with a smaller list, but make sure that their social media following is VERY strong.
8. **Willing to send a solo email and social media for your event.** This is non-negotiable unless they are a VERY big name whose participation in your event will profile you BIG time.

Ensuring that your Experts meet these criteria creates incredible synergy and sets the stage for a powerful and cool conversation! Use the [Juicy JV Worksheet](#) to help you keep track.

TELESUMMIT PARTNER JV CONVERSATION

There are 3 additional elements that you'll want to explore in your JV conversation:

1. **List Size.** It should be a minimum of 5,000.
2. **Promotion.** A telesummit is based on everyone mailing their list, that is how you build your list. This is a non-negotiable element, unless they're a very BIG name. At a minimum they should be willing to send ONE solo email and social media throughout the event.
3. **VIP Bonus.** A juicy bonus adds value for your subscribers and gives your JV Partners an opportunity to also build their list. The bonus should be something not readily available on their website, otherwise it's not a special bonus.

TELESUMMIT PARTNER EMAIL INVITE

The only difference in the email event is that you will point them to the collective reach of all your speakers lists. Here's an example:

[Speaker],

I'm writing to see if you'd be interested in being a possible Speaker/JV Partner in an upcoming teleseminar series entitled [Event Name].

I'm a coach and wellness trainer and formerly interviewed wellness experts for Dave Buck's Coachville.com, the largest social networking community for coaches in the world. *[Position your qualifying expertise and positioning for the event.]*

Do you have a few minutes in the next day or so to speak with me about this? This is a large event, with a potential reach of 100,000 participants, and is somewhat time sensitive.

Thanks, [Signature]

Subject: Interested in being a Speaker/JV Partner?

COPYWRITING FOR YOUR TELESUMMIT

We'll cover the differences with the Op In Page, the Promo Emails and an additional piece... the Salesletter.

Opt In Page

Your opt in page will be a lot longer for a Telesummit. You need to include your partner pictures and a short topic description, along with brief bio or title. Because of the length it also means that you usually need to include two web forms, one towards the top and one at the bottom.

Promo Emails

Each promo email will have the customized, masked affiliate link for each partner. The promo emails are a bit long, so you need to include the links towards the top of the email, the middle and the bottom.

Your Salespage

Here are some things

- Use video! If you can do video booyah! If you want to try your hand at creating a video salesletter, I highly recommend James Wedmore's, **Video Salesletter Secrets**.
- Share elements of your personal story and highlight why you are qualified to lead the series. Gather testimonials and plug in throughout.
- Put in placeholders for speakers: picture and generic call topics/descriptions (gathered from internet research of speakers). Later, as things are finalized edit the copy as needed.
- Decide if you'll provide a bonus for customers and include copy and bonus image.
- Put in links to products, guarantee and credit card images and medical disclaimer (if applicable).
- Include a picture of yourself in your signature line.
- Include helpdesk contact info.
- For salespage writing tips, listen to interview with [Michele PW on Why Won't They Buy](#).

3 PRODUCTS YOU CAN CREATE FROM YOUR TELESUMMIT

There are three kinds of products you can create from a Telesummit:

1. **Digital Product.** Copy your replay page, with speaker pictures and topic descriptions and insert a download link for the audios and transcripts. An easy price is \$97.
2. **Physical Product.** You can create a physical product by outsourcing to Kunaki. You'll probably want to take the transcripts and turn it into a workbook or spiral

bound report. This takes a bit more work, but it has a higher perceived value. You can also price it higher (\$127- \$147)

3. **Kindle Book.** This is pretty hot right now. You can use the transcripts to write a book and post on Amazon as a way to build your list. Don't price it high, .99 - \$2.99. You can then direct them from your Kindle book to a paid offer on your site, perhaps the audio recordings. You can choose to make this a standalone book, or you can include your partners in it to help you promote it and even make it an Amazon Bestseller.

If it's your first telesummit. I recommend that you go the easy route and create a digital product. You can always upgrade to a physical product down the line.

10-WEEK TELESUMMIT TIMELINE

Use the following timeline to guide you in producing and hosting your Telesummit. You may need to adjust along the way. Tune into your own guidance!

TEN Weeks

1. **Contact Potential Speakers and set up a JV call.**
2. **Send the Post JV Email.**

NINE Weeks

1. **Continue filling your speaker slots.**
2. **Start recording JV Partner interviews.** Send audio to transcriptionist as soon as you finish the call.

EIGHT Weeks

1. **Set up your opt-in process.**
 - Create Opt-in Page (include speaker pics and names). As you interview speakers fill in the call description.
 - Create prospect mailing list. Route to your salespage when folks opt in via Web Form.
 - Create Thank you web page with reminder to whitelist your address.
 - Create Welcome Email (cover frequency of broadcasts and affiliate relationship)
2. **Recruit additional affiliates.** Connect with colleagues who have a following and would like to provide a juicy bonus.

SEVEN Weeks

1. **Create replay page.** Should mimic your optin page with speaker pics and topic descriptions.
2. **Create all your promotional copy:** solo emails, blog posts, newsletter notice and social media posts. All emails should be text only, no html. Be careful with spammy subject lines (free, etc.), they effect deliverability.
3. **Write your sales page.**

SIX Weeks

1. **Create product in your shopping cart.** Point link to download page.
 - Create separate mailing list for customers.
 - Remove customers, from prospect autoresponder.
 - Thank you web page with reminder to whitelist your address.
 - Thank you email should cover all the info they need: dial-in info, interview dates/times and download page. Include a brief outline of what to expect, don't overwhelm with info.
2. **Set up your customer download page.** Easy way to do this is just to copy the replay page and insert audio/transcript download links.

FIVE Weeks

1. **Sign up for your JV Partners affiliate program.** If you're promoting a paid offer at the end of the interview you'll want to have the link all ready. You'll want to create your own masked affiliate link for this also.
2. **Continue drafting and tweaking your promotional copy:** sales page, solo emails, blog posts, newsletter notice and social media posts. All emails should be text only, no html. Be careful with spammy subject lines (free, etc.), they effect deliverability.

FOUR Weeks

1. **Sign up your JV Partners as affiliates and create masked affiliate links.**
 - You'll need a shopping cart/service or a WordPress plugin to manage your affiliates. If you use a web host with Cpanel it's VERY easy to create masked affiliate links.
 - If you have a wordpress blog as your website there's a handy plug-in called prettylinks which makes this easy peasy.
2. **Draft your interview questions.** These should be a list of 10-12 questions on your topic theme.

THREE Weeks

1. Create your events on Instant Teleseminar. You'll want to include a picture, brief description of speaker and, most importantly, a link to the product that is being promoted on the call (via your masked affiliate link). Set up ALL your calls
2. Plug in Instant Teleseminar iframes replay code into replay page.
3. Send your JV Partners the Promotion Packet which should include, 2 solo emails, social media posts, blog posts and newsletter notice (optional). All emails should be text only, no html. Be careful with spammy subject lines (free, etc.), they impact deliverability.

TWO Weeks

1. **Send your JV Partners/Affiliates an email reminder.** This is to engage and generate excitement for the upcoming event and also to remind them of the launch window
2. **Schedule all your social media posts using Tweetdeck or Hootsuite.**

TEN Days

1. **Monitor JV Partner (and Affiliate) Promo Mailings.** Your launch window is 7-10 days before your first interview. It is VERY important that ALL partners send out their solo emails and post on social media during this timeframe. Keep Track with your [Affiliate Master List](#). You may need to do some JV wrangling, and follow up with partners, to ensure that they mail.
2. **Continue to Create Social Media Buzz.** This is the time to stir up buzz on social media and start building anticipation for the start of the event. Make sure to encourage your JV Partners and Affiliates to join you in spreading the word.

FIVE Days Before

1. Send reminder emails to both your prospect and customer lists and Affiliates.

ONE Day Before

1. Send reminder emails to both your prospect and customer lists and Affiliates.

Enjoy the ride! And ... Make sure to **email, call or send a thank you card to your speaker and thank them for the partnering with you on the Telesummit.** Genuine stuff only, this is a total give!

MAKE THE MOST OF YOUR TELESUMMIT

Lots of work goes into hosting a Telesummit, don't forget to reap the rewards of all your hard work and enjoy your accomplishment. It's huge!

1. **Enjoy your launch and feel the excitement as your shopping cart goes Kaching! Kaching! Kaching!T**
2. Take care of chargebacks as they occur. Contact your members directly, call them! Try to square it away before you appeal it. If not, remove them from your list.
3. Thank the inner voices that arise and forge ahead. You're a trailblazer and gathering valuable information for your next event. The actual series is a full immersion in how to do a joint venture.
4. Ignore nasty-grams and unsubscribes. You're interested in building a responsive and engaged tribe.
5. Pay your affiliates within 30 days. Long drawn out affiliate payouts are not conducive to repeat affiliate adventures.
6. Interact with your subscribers. Find out who they are and what they REALLY want.
7. Create a post-series survey to assess speakers/topics, determine market needs, future speakers, gather testimonials. Keep it brief, offer an ethical bribe.
8. Give folks a link to submit an audio testimonial, with an ethical bribe.
9. As folks email you about your wonderful series ask them if you can use their comments as a testimonial.
10. Gather statistics from your joint venture partners/speakers and affiliates. How much in sales? How many subscribers added to their list. You leverage all this info in your next series.

Look for where you can streamline the event procedures, whether it's technology or communication . . . tweak, tweak, tweak

RESOURCES

[Webinar](#)

[Why Won't They Buy, Michele PW](#) (Interview)

[JV Invite Email](#) (Template)

[Telesummit Partner Call](#) (Checklist)

[Post Call Email](#) (Template)

[Post JV Call Email for Newbie JV Partners](#) (Template)

[Speaker Master List](#) (Worksheet)

[Affiliate Master List](#) (Checklist)

[Telesummit Timeline \(Checklist\)](#)

[Telesummit Sequence \(Mindmap\)](#)

[JV Launch Email \(Template\)](#)

[Self Care Mastery Opt In Page](#)

[Self Care Mastery Salesletter](#)

[Self Care Mastery VIP Bonus Page](#)

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