

Speaking in targeted virtual summits is an incredible way to grow your email list and revenue. But only if you set yourself up the right way!

In well organized and promoted summits, speakers can easily gain many hundreds of new subscribers and make thousands of dollars in sales within a couple of days of the event being over. That doesn't include the additional sales that come from future launches.

This is our goal with the **Break Through with Media** summit. *And I want this success for you too!*

In this guide, we'll cover:

- How to get the most opt-ins from your summit presentation.
- How to get the most opt-ins through an all-access "POWER PASS" contribution.
- How to see immediate sales as a result.

COLLECT MORE EMAIL OPT-INS FROM YOUR PRESENTATION

Can you just show up to your presentation, promote any old freebie, and call it good?

Absolutely! But if you want to see the most possible sign-ups come through the door, let's talk strategy.

The best thing you can do is to create a free offer directly related to your presentation.

- *What is the next step attendees need to take after watching your presentation?*
- *What can you provide to make one action step you give easier?*
- *Are there any quick templates you might have that will be helpful?*

These types of resources are the ones that attendees rush to download and actually take the time to open. They also facilitate attendees getting a meaningful result from your presentation, increasing the likelihood that they'll buy from you in the future. Score!

If you'd like to do brainstorming around this, feel free to reach out using the contact information included at the end of this guide.

COLLECT MORE EMAIL OPT-INS FROM YOUR "POWER PASS" CONTRIBUTION

While the "POWER PASS" is an incredible value-add for attendees and a way for you to make affiliate sales, it's also a powerful way for you to grow your email list with buyers.

How does that work?

When you contribute a bonus, we'll send buyers to your website to claim that bonus. This can be done through a simple opt-in form or by entering a coupon code on the checkout page. Either way, you'll have their information.

Offering bonus material that is usually paid content, allows speakers to give this warm audience the engaging, exploratory experience that not just increases your list but often results in immediate sales thanks to the bonus. Now that's exciting!

But, as I'm sure you'd expect, not all bonuses perform well. So let's make sure yours does.

High-performing bonuses are things like...

- **Templates** - Templates are always a huge hit because they're a fast way for people to implement something without second-guessing themselves. This could be anything that helps the user create, design or structure something germane to the topic your are speaking on.
- **Courses with a specific outcome related to your session** - The more specific a course is that you contribute (whether it's a small offer or larger program), the more sign-ups you'll receive and the more targeted those people will be to what you cover.
- **Actionable workshops** - Similar to courses, workshops that are actionable and deliver a specific result related to what you are speaking about tend to perform well.

Things that don't perform well include...

- **eBooks** - people assume that eBooks are too much work to consume and full of fluff.
- **Webinars** - People can usually tell that something is set up to pitch them pretty easily and choose to avoid it.
- **Vague offers** - If your offer is untargeted or doesn't give a specific outcome, our buyers aren't as likely to take the time to sign up.

For the most part, if your offer is targeted to entrepreneurs wanting exposure through media and speaking and/or related to your presentation topic, you're golden!

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SEE IMMEDIATE SALES WHEN COLLECTING EMAIL ADDRESSES

Hundreds of new email addresses are great...but seeing some extra income is greater. ;)

The best thing you can do to start making immediate sales is to **hook up a tripwire offer** after your freebie opt-in *and* "POWER PASS" bonus.

In addition, make sure those who sign up for your list are introduced into a welcome sequence and funnel.

Generally, a good welcome sequence would look something like this:

1. **Celebrate** them grabbing your freebie or bonus, remind them of why they grabbed it, and encourage them to jump in. Include a p.s. inviting them to sign up for your webinar or paid products.
2. **Check in** on their progress and provide a couple of your best free resources. You can totally do a mention of any signature training or masterclass you have here.
3. Send a **value-add** email that helps them overcome a barrier.
4. Share an **invite to a webinar** or whatever you use to pitch your paid offers.
5. **Send value-add emails** or your regular newsletters until your next scheduled launch.

With a sequence like this, the people who are most interested in what you have to offer are likely to jump in right away.

From there, people who need more time to warm up or are overwhelmed by signing up for *#allthethings* will have time to get a ton of value before your next launch.

Always look beyond summits and bundles you're part of as something that should lead to sales. Done right, summits are powerful sales and marketing tools!

NEED TO BRAINSTORM? I'D LOVE TO!

If you'd like to brainstorm, run your idea by me, or get some quick feedback, please feel free to reach out.

You can reach me in any of the following ways (*in order of how quickly I'm likely to respond*):

- Send a DM on Messenger at [September Smith](#) (not my fave platform but same one as speaker group)
- DM on LinkedIn @13 September Smith | LinkedIn
- Email at september@breakthroughin22.com

Thank you for being a part of this event!