



**NOTE – PLEASE REVIEW CAREFULLY AND EDIT BASED ON YOUR VOICE, PREFERENCES, STYLE AND DETAILS. THIS IS JUST A GUIDELINE.**

### **INITIAL SPEAKER CALL OUTLINE**

#### **Key points to cover:**

- Event overview – why you created the event and what you hope to accomplish by hosting it
- Speaker expertise – why you think this speaker is a great fit for the event. Mention if you've read his/her book, seen him/her speak, taken his/her program, etc.
- Speaker's audience – to ensure their email list/following contains your target audience
- Requirements:
  - Does the speaker have at least 5000 of subscribers on his/her email list.
  - Will the speaker send two solo emails (solo meaning the only content is the promo for the summit) to his/her FULL email list within the promo period.
    - Note – you will provide the content for the emails.
  - Will the speaker also promote via social media (Facebook, Twitter, LinkedIn)
  - NOTE: This is the part of the convo that everyone hates...but it's really important. Here's an easy way to ask – "We think you'd be a great fit for the summit and would love to have you as an expert. We do have a few requirements of all speakers – first, that you have a mailing list of at least 5,000 subscribers and second that you will send two solo emails within the promo window (x date to x date) and promote via social media. Do you meet those requirements?" This may raise some questions – see below.
- Next steps – you'll send an email confirming their participation and connecting them to your speaker management team. The team will then send the agreement terms and list of items needed for the event (eg photo, intro bio, etc).

#### **Questions the speaker may ask (and how to handle):**

- Who else is speaking on the event



- Mention any one who has already said yes – especially any celebrities or thought leaders.
- If you don't have anyone recruited yet say "We're in the initial stage of invitations – we're extending invitations to X, Y, Z." And mention the celebrities or thought leaders.
- When will the interviews be held
- Will the interviews be pre-recorded
  - Yes – and note whether audio or video
- How will you market the event (other than promotion through other speakers)
  - Your other efforts will include promotion to your mailing list, promotion through non-speaker affiliates and Facebook or Google ads (if appropriate).
  - Ask if the speaker has contacts in any organizations or other people who would be interested in either speaking or helping to promote in exchange for 50% commission.
- Will I get access to the entire list of registrants?
  - No – for privacy reasons we can't offer
- Will I make money by participating?
  - Yes – speakers (and non-speaker affiliates) will earn 50% of the sales of the generated through their unique affiliate link.
- Will I grow my email list by participating?
  - Yes – each speaker is encouraged to offer a free gift to the listeners. We will post the free gift link when the interview airs. That free gift link should lead to an opt-in page that requires the listener to enter his/her name and email address in order to obtain the gift, thus growing the speaker's email list.
- I'd love to be on the summit, BUT...
  - ...my email list does not meet the X requirement, however I have a ton of fans on Facebook (or followers on Twitter)
    - Unfortunately you'll have to let this one go. Social media followers do not convert at the same level as email subscribers. You can make exceptions (for celebrities, thought leaders, etc), but only make 1-2 exceptions. In order to have the best list build, you need to get in front of as many people as possible.
  - ...I don't do solo emails to my list – only newsletter mentions.
    - Same note as above. In fairness to all the speakers who ARE participating fully and promoting fully, this is a no.
  - ...I can only do 1 solo email during the promo period.



- This is a judgement call – ask for a few alternatives:
  - Will you send the 2<sup>nd</sup> solo email during the event period (many speakers send the day before their interview airs)? As long as it's a solo email, this is a fine exception to make.
  - Will you do 2-3 additional non-solo mailings instead (like a newsletter mention)?
  - Will you do additional social media postings instead?
  - Do you know someone who can mail on your behalf?
  - Do you have a radio show or podcast on which you could interview us and we can promote the summit?
  - The general idea here is that they need to bring something else to the table in exchange for not doing the 2<sup>nd</sup> mailing. Get creative!