

## SPEAKER FOLLOW UP – ASKING FOR PROMO MATERIALS - example 1

Hello, [REDACTED]

I am SO excited that you will be joining me for “[The Abundance Codes: Soulful strategies for freedom-loving entrepreneurs](#)” Video Interview Series along with many other experts who will be talking about how it is totally possible to unite Spirit and Strategy and create Abundance and Freedom in our businesses and lives.

- The Video-series launches on **March 1st**, with one expert being featured daily.
- At the end of the interview, I will invite you to talk about your free gift and let listeners know the link where everyone can obtain that free gift from you. I'll also be including that link in all of my promotions about your interview. Total time for the interview will be **30 minutes** with my introduction of you, the interview, your offer of the free gift, and closure. Of course we'll have a little wiggle room and I won't be cutting off any brilliant ideas or stories :)
- All experts have agreed to send out a solo email to their mailing list, a newsletter blurb and social media links between **February 16th and 29th**, scheduled on the days of your choice.

The Contract Agreement will be sent to you in another email for signing. Once it is signed and returned to me, I will ask that you send me the following:

1. Short Bio (one small paragraph)
2. Photo
3. Professional Title and Topic for your Interview
4. Link for your Free Gift
5. Five Questions that you would like me to ask you during our interview
6. Confirm that you have our Video Interview date on your schedule please – Scheduled [REDACTED]
7. For tracking purposes, please share your list size.

I believe this email includes all the important details, but if I've missed something or should you have questions please feel free to contact me.

Again, my thanks and I'm thrilled that you're joining as a speaker!

With Love in Light and Dark,

- Eugenia

## SPEAKER FOLLOW UP – ASKING FOR PROMO MATERIALS - example 2

Hi, Mona Rosa

Glad that you are considering my Abundance Gate series. Here are the relevant details:

**VISION:** Most entrepreneur summits focus on either strictly “business strategies” or only on the “spiritual abundance” stuff like intuition and manifesting. For this Interview Series I want to create a combination of these that is a unique blend that each of us who is already at that level has – to unite Spirit and Strategy to create Abundance and Freedom for heart-centered women-entrepreneurs.

**AUDIENCE:** I want to help women-entrepreneurs who are already at 6-figures, and want to go to multiple 6-figures this year but not by “working harder” anymore. They might be scared to fully express themselves and show up, yet bored and exhausted in their current business model. They’ve been trying more of a high-end business for a while but haven’t gotten results – but they know they are ready to show up and get to these multiple 6-figures.

**EXPOSURE:** One of the things that helps us create a win-win with this series for all involved is that all of my speakers get exposure to each other's audiences. This is what I’m doing to make sure that KC gets an amazing exposure in this summit – all the people I’m interviewing have a list size well over 10,000, many 20k+, which means that her presentation will be promoted to a bare minimum of 200,000 people, most likely 3x that. So I can guarantee her that level of exposure because the same things I’m asking her to do, I’m asking all the other speakers to do. And I want to let her know how important it is to me that she gets the exposure she deserves by participating in this.

**DATES:** The summit is pre-recorded and the dates it airs are **March 1<sup>st</sup> – 21<sup>st</sup>**. The **promo period of Feb. 16<sup>th</sup> – 29<sup>th</sup>**.

**REQUIREMENTS:** I am asking all the speakers to commit to **2 solo emails to their entire list** during the promo period and at least **2 social media posts** about the summit + promote your own interview and show up in the summit’s FB group a few times. I am willing to be creative here too (podcast, youtube channel, etc.)

**FREE GIFT:** each speaker will have an opportunity to offer a gift that fits with this audience (it **cannot** be anything of direct interaction with KC, i.e. “free discovery session” etc., has to be pre-recorded, etc.) and nothing “for purchase” is allowed on the summit.

**INTERVIEWS:** All interviews are pre-recorded **30 min. videos** over Zoom – I’ll send you the link for the Zoom meeting when we set the date up.

**NEXT STEPS:**

1. Please reply to this email if KC wants to participate. Then we can set up the recording dates – and if KC (or you) wants to hop on a short call with me to talk everything over, let me know;
2. I will then have my assistant sent you the Legal Agreement to sign;
3. I will request from you all the details for your interview;
4. I will **give you all the swipe copy for promotion**, so you will just need to mail it out (or modify a bit to fit your writing style if you want).

Love in Light and Dark - Eugenia