Soul Design Strategy

Conscious F.U.T.U.R.E. Mastery

HOSTING A HIGHLY CONVERTING CONFERENCE
"STAY FOCUSED" CHECKLISTS

DECIDE ON THE SPEAKER REQUIREMENTS:

- [ ] Solo Emails (a feature email about the conference with no other content added) >> you want at least 2 solo emails per speaker to their entire list (but it can be more, or you can be ok with 1 solo, and then resend it to the unopened).
- [ ] Social media promo (you will give them a copy and images to post) >> you want at least 2 posts before the event starts during the promo period + 1 post just before their own interview airs.

DECISIONS TO MAKE BEFORE REACHING OUT TO SPEAKERS:

- [ ] Topic of the conference and the larger Vision is stands for (title + subtitle)
- [ ] Dates for your conference
- [ ] Format of the conference (number of speakers, how many per day, etc.)
- [ ] Event extras (panels, live Q&As, extra presentations, etc.)
- [ ] Speaker requirements (list size, industry, level of achievements, etc.)
- [ ] Type of gifts allowed
- [ ] Live Party Extras (inform your speakers there will be live parties to promo the event).
- [ ] Facebook group to run the event in (ideally your own!)
- [ ] Replays structure.
- [ ] Speaker Agreement written and ready in PDF (use https://smallpdf.com/sign-pdf to send it)

DECISIONS TO MAKE ABOUT YOUR OWN PRESENTATION:

- [ ] Topic of your webinar that is relevant to the conference audience (and hold a desired answer) while directly leading into your high-ticket offer.
- [ ] Type of presentation - all-at-once webinar at the end of the conference, or weekly-parts training for the theme of each week.
- [ ] Live over zoom (with Q&A and interaction) or pre-recorded.

☐ Title and subtitle of your webinar (or One title and weekly Subtitles for the "parts").

DECISIONS ABOUT FACEBOOK GROUP:

☐ Which group you are running your conference in (ideally your own!)

☐ Prep the banner for the conference - you will replace your standard banner with the conference banner before the event, and take it off after.

THE OVERVIEW:

WEBSITE	EMAILS	SPEAKERS	TECH
1- **Opt-in page** + video 2- **Thank You page** + video 3- **Speaker Page** (title, video, bio, free gift button, their links) > *you duplicate this page and insert each speaker data.* 4- **Affiliate Portal** (2 solo emails, special media posts, banners + square speaker images + affiliate links)	1- **Pitch** to speakers 2- **Follow up to schedule** them 3- Reminders 4- **Promo swipe** (2 solo+ 2 social media + blurbs) 5- **Daily emails** per speaker 6- **Replay** emails 7- **Sales emails** (pitch to your offer after the conference + nurture the list) 8- Survey emails	1- **Research** who might be a good fit (VA sends pitch emails) **2- Pre-qualify conversation** and all relevant Questions 3- **Record the Interview** itself (and load to Vimeo and your site page) 4- **Engage** via email, FB group, social - make sure speakers mail, interact with audience, know what is happening, know their interview air date.	1- Form 1 : **initial info from speakers** applying for your event 2- Form 2: **Speaker Agreement** (legal release to send for e-sign) 3- Form 3: **Survey** (if you want to collect their experiences for market research later) 4- Set up all **affiliate links** 5- Set up **all automated mailings and posting**