

## GETTING SPEAKERS

Subject: (name), May I promote you to my audience?

Hi (Name),

I am reaching out to interview you for our upcoming (name of summit.). My audience would love to hear about (name of speaker's topic.)

I know your time is valuable, so in exchange for you being a guest, I would love to share your website and/or giveaway to our viewers and afterwards on our list.

Of course, we can record the interview at your convenience to make sure the time works for you. And we will create all marketing materials including emails and social media posts to promote your involvement to our list.

All we ask is that you share the event with your list at least once and post it on social media. All of the other speakers will do the same, so you will get even more lead generation opportunities throughout the Summit.

Can we start promoting you as a speaker?

Cheers,  
(your name)

## FOLLOWING UP

Subject: Re: Promoting you to our list.

Hi there (name),

Following up on my email below. Please let me know if we can start promoting you as a speaker?

(copy and paste message from above.)

## ONCE THEY AGREE TO BE IN THE SUMMIT

Subject: (name of Summit) Next Steps

Thank you for agreeing to be a speaker for our (name of Summit).

Here are next steps...

1. Let's schedule your interview. Here are some open time slots we have available:

Please let me know what works for you.

2. I can't wait to start promoting you as a speaker. Please reply back with the following:
  - Your bio (keep to 250 words or under)
  - Your headshot
  - Your area of expertise for the summit
  - What bonus you will give away and the link (feel free to include a link that needs a login.) Current bonuses include (name some of your other bonuses.)

I look forward to hearing you and conducting your interview.

Cheers,  
Name

## SUGGESTED QUESTIONS TO ASK FOR THE INTERVIEW

1. Your name
2. Tell us about your business
3. How did you first get involved in (name)
4. How has (doing their thing) changed things for you?
5. If you could go back in time and tell your younger self some advice what would it be?
6. What is one favorite tool you use?
7. A favorite book to recommend?
8. If you had to share a piece of advice for someone starting out, what would it be?

## EMAILS TO PROMOTE THE EVENT

Subject: Get (Name of Summit)

Hey there (name),

Would you like to (outcome of event)?

How about (name of subtopic), (subtopic,) (subtopic)?

Register now for the free event, (Name of event).

Click here to reserve your spot now.

The Summit is completely free and will include not just one but (# of ) speakers.

Including:

(List speakers and topic)

Click here and reserve your spot now.

And get ready to (outcome of the event.)

Cheers,  
Your name

PS This is a one-time only live event. You must register now to get access.

Click here to reserve your spot now.

## DAY BEFORE THE EVENT

Subject: Live Webcast...(Name of Event)

Hey there (name),

Tomorrow I am putting on a FREE live webcast:

Name of event  
(make clickable)

Want to (outcome)

**CLICK HERE TO RESERVE YOUR SPOT NOW**

Cheers,  
Your name

## MORNING OF THE EVENT

Subject: In just a few hours...

(name),

Today at (time), you can join me live for:

Name of event (make it clickable)

The event is free, but you must reserve a spot.

[CLICK HERE TO RESERVE YOUR SPOT NOW](#)

Cheers,  
Your name

## WHEN THE EVENT IS STARTING

Subject: We are live (name).

(name)

Here's a quick link so you can get in right now for the webcast:

Name of event. (make it clickable)

See you there

Cheers,  
Your name

**EMAIL FOR THE SPEAKER TO SEND OUT**

Get (Name of Summit)

Hey there (name),

Would you like to (outcome of event)?

How about (name of subtopic), (subtopic,) (subtopic)?

Register now for the free event, (Name of event). Your truly is speaking at (date), (time).

Click here to reserve your spot now.

The Summit is completely free and will include not just one but (# of ) speakers.

Including:

(List speakers and topic)

Click here and reserve your spot now.

And get ready to (outcome of the event.)

Cheers,  
Your name

PS This is a one-time only live event. You must register now to get access.

Click here to reserve your spot now.