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.

1. 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?