

# *New Earth Vision Summits Program Outline*

## **6-MONTH PLAN**

### **Session 1: Meet & Greet, Limiting Beliefs, Taking Initial Action Steps**

- Clearing Your limiting beliefs
- Clarifying your vision – The big picture view – Create your 1-year Vision Statement

### **Session 2: Your Ideal Clients & Website**

Getting crystal clear on your ideal clients

Refining your messaging on business website, clear calls-to-action (CTA's)

***For those just starting your business...***

**Note 1 about website:** If you're not ready to have your business website completed at this time you can continue to work on it throughout the 6 months, so that it will be ready by the time you host your summit event.

**Note 2 about website:** You don't need to have your programs/services figured out yet, at this point. I find that clarity on the programs usually comes quite strongly as you move through the Online Summit Process (about 4-5 months in). But if you want to have your offerings on your site, thing big...global—How will you want them to be structured when your audience is 2000, 5000, or more.

### **Session 3: Your Event!**

- Choose your online event theme – designed to appeal to your ideal client
- Finalize your event title & subtitle
- Create a 2-3 sentence description of your event (will be used in speaker emails)
- Make a list of 20 or more speakers who you could potentially invite
- Choose event dates

## **CREATING THE ONLINE EVENT (5 MONTHS):**

### **Sessions 4 & 5: Inviting Your Speakers – Preparing for Interviews**

- How to choose the best speakers – 5000 or more on email list!!!
- Decide on which speakers to contact
- Email template for contacting speakers
- Set up calendar booking system
- Speaker requirements
- Speaker Agreement/Contract
- Speaker Questionnaire
- Interview process & scheduling; using Zoom conferencing
- Speaker View
- Interview Sheet Template
- Begin Contacting Speakers

*(These sessions include open space for extra coaching time.)*

### **Session 6: Branding Your Event**

- Creating event banners
- Creating more extensive working to describe your event
- Energy of your branding & copy – Who do you want to powerfully call in?

Samples of banners:

- [www.greatwombawakening.com](http://www.greatwombawakening.com)
- [www.real-magic.org](http://www.real-magic.org)
- [www.with-hearts-wide-open.com](http://www.with-hearts-wide-open.com)
- Setting up the Online Event website – Landing Page and Registration Page

### **Session 7: Technology to Support You**

- Aweber or YOUR OWN – Get your Welcome email set up and linked to your registration page
- Stripe & PayPal
- Technological resources to support the online event (Zoom, video editor, YouTube, S3)
- Survey program

### **Session 8: Promotional Materials**

- Create your online event promotional materials for speakers

*(This session includes open space for extra coaching time.)*

### **Session 9: Additional Pages on Your Event Website**

- Event Schedule
- Welcome Page
- Speaker Pages (optional but highly recommended)
- VIP Lifetime Access option & corresponding pages

### **Session 10: Lifetime Access, YouTube, and Cloud Storage**

VIP Lifetime Access option – product page, Lifetime Access Page, Lifetime Access Welcome Email

Set up videos on YouTube to get more sign-ups throughout event –title & description of event

How to use cloud storage & overview of different options to set up for Lifetime Access

How to create the event Welcome email

### **Session 11: Your Offers to Event Attendees!**

- Decide on your free gift offer – Free 30 min consultation?
- Design a specific program (plus variants/different price or length levels) to offer to people during the 30 min consultations
- Identify & set up any technology needed to support your offers (if applicable)
- **Enrollment Conversations:** Advanced strategies & guidance for highly-successful enrollment conversations.

### **Session 12: Launching Your Event – And What Comes Next!**

- Protecting your time & energy during the weeks leading up to the event
- Possible technology issues & how to handle
- Following up on your free gift offer
- Following up with subscribers after the online event
- Following up with speakers after the online event (thank you's, sending their interviews in downloadable form, etc)

### **Timelines Summary:**

Have completed at least 4 weeks prior to your event:

- Event Banners
- Stripe & PayPal ready to go
- You should be continuously uploading interview videos to YouTube (set them as Private) as you record them.

Have completed at least 3 weeks prior to your event:

- Online event website Landing Page & Registration Page
- Promotional Materials Page ready to go, and promo period instructions sent out to speakers (I don't send out promo materials until right before that period begins so that "eager beavers" don't jump the gun!)

Have completed at least 2 weeks prior to your event:

- Event Schedule Page
- Welcome Page (can be a sales page for the interview set, if you wish)
- Automated welcome email for when people join your event

Have completed at least 1 week prior to your event:

- Speaker Pages

Have completed within the first few days of your event starting:

- Lifetime Access Page