

Virtual Summit Package

FAQs

How do I create personalized summit URLs for my speakers?

(mysummit.com/speaker-name) You don't, we do it for you!

Can we track those links to see how many clicks they get?

Of course!

Summit Website & Automations - What's covered?

We build your entire summit funnel and forms, and all automations are included.

What's included in the Summit CRM?

When you host your summit with KG Online Services, you'll be using an all in one platform. Your contacts will be tagged and categorized properly. If you are not using our platform for your summit, we will be happy to export your new contact list to your preferred contact manager.

Summit Emails, Promotional Copy, Website Copy

Who writes them? We do! You get copywriting in your package.

What should I put in the emails? We advise on this but write the email for you. You get to review and edit as needed before we load it in your summit automations.

What copy or verbiage should be on my website? We take care of this for you. You'll be able to review and edit as needed.

How do people see the interview from the email? We include a link to your each speaker's interview page.

Speaker Acquisition

How do I find speakers? Can someone research them for me? We provide a one on one live Speaker Acquisition Training call on how to find speakers, show you different ways to find them, and coaching you on how to approach them. We even provide email and social media message templates for reaching out. Our package includes providing your first 20 names. We'll research 20 speakers and provide their details and contact information. We also send out the first 20 outreach emails to those names. We even followup twice. This gives you a boost in your speaker acquisition game plan.

How many speakers should I have? This is up to you. We've seen great summits with 10, 15, or 20 speakers. Some experienced summit hosts recommend a 21 Day summit with 21 speakers. We've seen summits up to 42 speakers. However, in our experience, more speakers after 21 does not significantly increase your optins. Your package does include up to 30 speaker interview pages designed for you. Additional pages are additional fee.

How do I find speakers who will speak for free? What do I say to them when I reach out? Covered in the Speaker Acquisition Training call. You'll get coaching on it.

Should I just accept any speaker? What criteria should they meet? We'll advise you on best practices for your unique event but generally speaking, we advise you to make sure their email contact list is above 5k.

Do you have a system for collecting the speaker's data? (bio, headshot, websites, socials, free gifts, etc.) Yes, we do. We handle collecting and organizing that for you as well as keeping you updated on who has/hasn't submitted their details.

How do the speakers get their promotional materials? Who creates the materials and copy for them? We create all their promotional materials (graphics, URL, and copy) as well as a custom online Speaker's Hub inside your summit platform. It has everything they need available for download.

Are there more advanced strategies I can use to get my speakers to promote more? Yes, there are. We're glad you asked and you guessed it: Covered in the Speaker Acquisition Training call.

Do you help me answer my speaker's questions before and after they agree to speak? Absolutely! Your package includes your own Summit Producer who helps you keep your speakers on track, answers their questions and also advises you on how to answer them if you are unsure.

Do I need speaker or interview pages? Do you build those? Yes and Yes

What about interview videos? How do you get them ready for the summit? Do you edit them for me? We embed the videos in the speaker's interview page along with their bio and other information they provide. We do basic edits (cutting out awkward moments, etc.) If you want musical intakes or outtakes, we can recommend a VA.

Other Summit Elements

What should I put in my upgrade (VIP) package? How do I price it? How do I convey the importance of my offer? Most people start with offering the recordings of the summit sessions. During your Foundations/Readiness work

session we cover elements of the upgrade and getting your offer to sound as amazing as it is.

And the upgrade or VIP portal: How is that set up so that my VIPs can download their recordings? We create a custom portal just for your VIPs. We also set up automated emails giving them details on how to access it.

Do you set up the checkout page to Stripe or PayPal? We do. We handle your tech headaches so you don't have to!

What size should my website banner be? What kind of graphics will the speakers get to share? Your package includes banners for the website, emails and also 3 graphics for speakers to share on social media.

How do I choose a launch date? There is a simple formula to determine the best launch date for you and your unique summit. We'll talk about this during your first session.

Is there an outline or series of steps to follow so I don't get lost? Any support outside of email or chat? We provide you with a summit workbook - which has the steps needed and a timeline. You're able to work inside that workbook - it's a working document between us! Additionally, you are given 60 minute sessions once a week throughout the duration of your summit. These are great for updates, questions, mini trainings for you and staying on track. You are never in doubt and always feel prepared.

So Many Questions!! Your package includes SO MUCH!!!

Other topics we talk about during your first work session:

- What's the best length for the optin video?
- Should I have a VIP video? And thank you video?
- What goes in my video? Can someone review and provide feedback?
- How do I create the best title and tagline for my event?
- Are some months better for hosting a summit than others?
- I need tips for my interviews with the speakers. Help?

And MORE!!!!

Pricing

Pricing for the all inclusive summit package can vary depending on you and what you've done already. When we have our Zoom Q&A call, we'll discuss your summit and various elements you may have already worked on. Payment plans are available.

Limited Time Offer for New Business Owners (Or experienced who love a great deal): Purchase our all inclusive summit package and get your entire business platform, automations, emails, etc. connected at over 60% off. Ask for details during your Q&A call.