

HOW TO

GROW YOUR EMAIL LIST ORGANICALLY

BE AN ONLINE
TELESUMMIT ROCK STAR

BY TRAVIS RICHARDSON



CONTENTS

01 INTRODUCTION

The editor in chief heads all the departments of the organization and is held accountable for delegating tasks to staff members and managing them.

02 PART ONE: FACEBOOK

Travel is the movement of people between relatively distant geographical locations.

05 FAILS TO AVOID

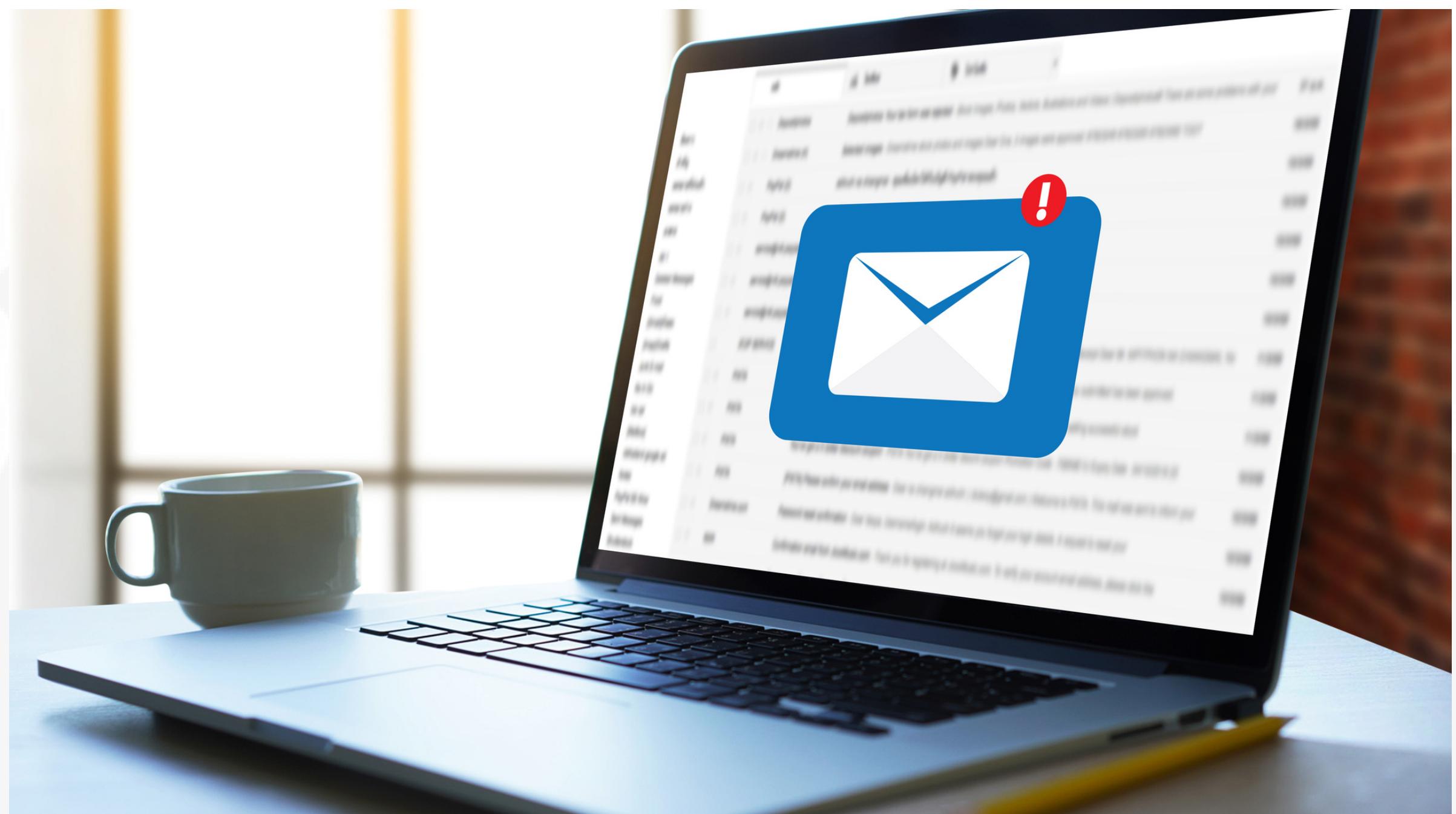
Failure is the state or condition of not meeting a desirable or intended objective, and may be viewed as the opposite of success. Product failure ranges from failure

06 TRAVEL TIPS & TRICKS

discusses current or recent news of either general interest (i.e. daily newspapers) or of a specific topic (i.e. political or trade news magazines, club newsletters).

07 FOOD NUTRIENTS

A nutrient is a component in foods that an organism uses to survive and grow.



CHAPTER 1

HOW TO GROW YOUR EMAIL LIST ORGANICALLY

And Become an Online
Telesummit Rock Star



"DO NOT ADDRESS YOUR READERS AS THOUGH THEY WERE GATHERED TOGETHER IN A STADIUM. WHEN PEOPLE READ YOUR COPY, THEY ARE ALONE. PRETEND YOU ARE WRITING TO EACH OF THEM A LETTER ON BEHALF OF YOUR CLIENT." – DAVID OGILVY

The online marketing world pushes many ideas that help grow an email list, and with the importance of having one, most people have tried quite a few. Besides renting lists, which is questionably ethical and usually ineffective, most methods of getting people to sign up focus on a more organic, slow-build type of thing.

Do you have time to wait around for people to sign up when they feel like it?

The level of success any business can achieve comes directly from how many eager consumers it can attract in a short amount of time. Getting 1,000 people on an email list in a year by simply posting a sign-up form on your website and waiting will never let you achieve the type of profits you need to stay in business.

What other types of list building methods have you tried?

- Pop-up or pop-under ads
- Ebook giveaways
- Direct mail postcards or letters
- Social media leverage
- Swap ads with other newsletter owners
- Offer "Email Only" specials

While these methods can work, there is one way that is faster and more effective for building an email list in your unique industry.

In the health and wellness industries, **speed of audience engagement** matters even more. As new research becomes available and new trends **take hold in your targeted consumer base**, you need the ability to reach as many interested people as possible immediately.



HOSTING A TELESUMMIT CHECKS ALL THE BOXES WHEN IT COMES TO LIST BUILDING.

Why is a tele-summit so powerful for the health and wellness industries? How can it help you build your email list and supercharge future growth and profits?

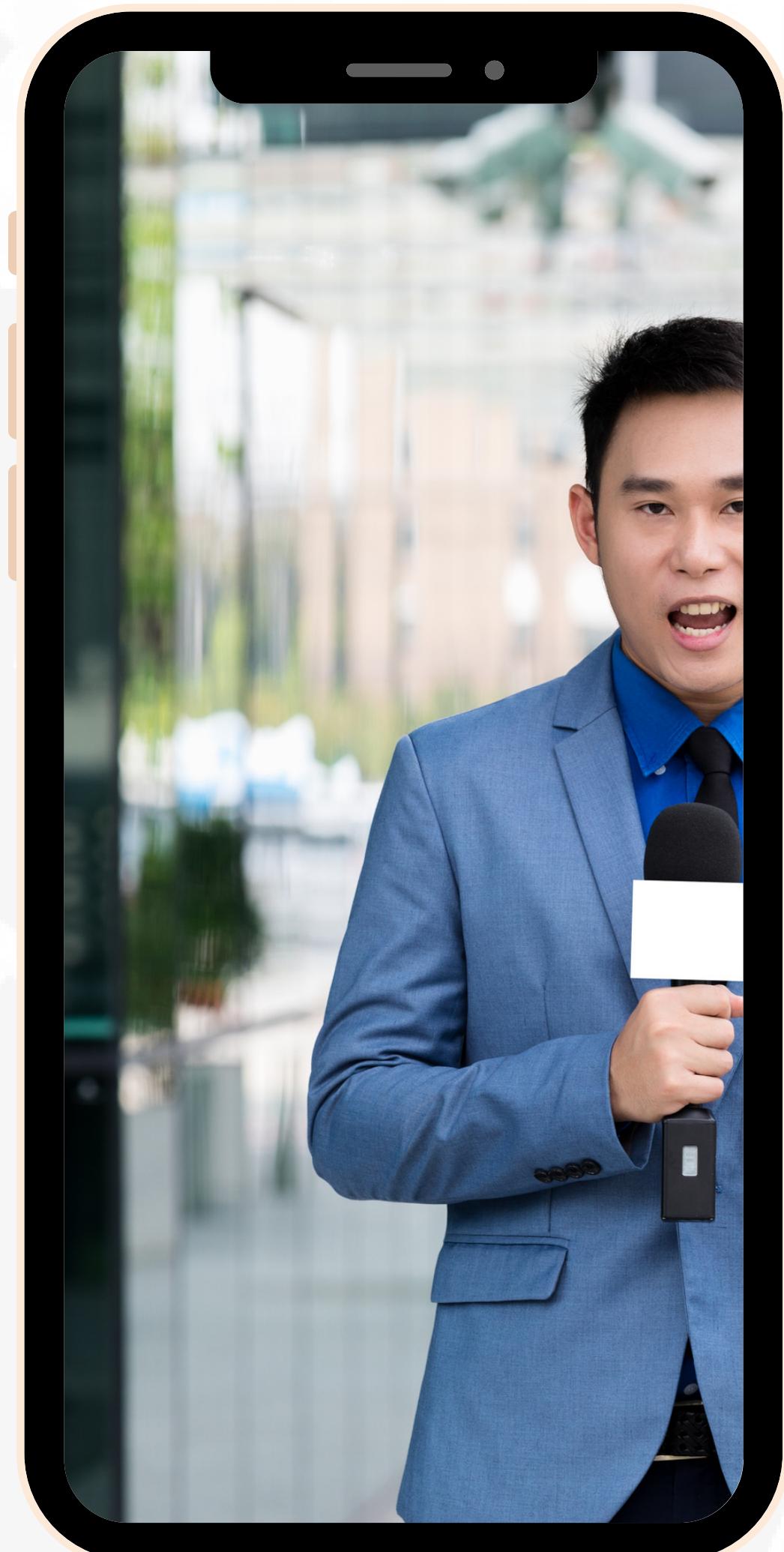
- Place yourself in the **top position for trust** in your market
- **Network with others** you attract to the tele-summit
- **Get a hungry audience** right in front of you

Hosting a tele-summit is a true power move for building your consumer email list. However, you have to know how to do it right if you want the best results.

How to Host an Online Telesummit

Before you begin planning for a tele-summit or any other type of event-based marketing strategy, you have to identify your main goal. When you focus on building an opt-in email list, the way you approach organization changes slightly. You will not push a product or service specifically, and you will not share all your excellent information with the people who attend or listen in.

Instead, you have to share just enough to convince your audience you have plenty more things of value to tell them in the future.



You have to also impress them with your connections, expertise, and focus on their needs rather than your own.

But first...

What is a Telesummit?

There are multiple online professional gatherings or presentations that could be part of a marketing or list building strategy. They include tele-summits, seminars, webinars, and live chat rooms among others.

"If you want to be successful, find someone who has achieved the results you want and copy what they do and you'll achieve the same results".

- Tony Robbins

Seminars, webinars, and live chat are frequently put on by one or two people who work closely together and focus on a particular subject, service, or product type. Telesummits may have a broader scope and bring together multiple people to make or provide presentations to run during the event. They frequently focus on a host interviewing the other important people involved.

Telesummits are entirely virtual. They are usually more extensive and can last quite a bit longer (multiple days sometimes!) than seminars or webinars.

A health or wellness telesummit may contain:

- Introduction by the host
- Multiple speeches, lessons, or presentations from experts
- Expert interview sessions

- Audio file presentations, tutorials, or classes
- Question and answer periods
- Optional premium tele-events
- Purchasable transcripts or companion print or digital media

Planning for Success:

If you want to **create and host a tele-summit that attracts the largest target audience and convinces them to sign up to your email list**, there are seven main steps you must take.

Before you learn about them, however, remember that you will have to **market your tele-summit in advance**. Building a list of interested people makes sense, but **realize this is not your list for information about your business after the summit is over**. Of course, give all the signups the opportunity to transfer.

Here are the 6 steps to tele-summit success:

Step #1 – Pick a Niche, Issue or Interest:

You know your audience better than anyone, or at least that's what you want them to believe after the tele-summit is done. Find out what problems, issues, or questions the people struggle to find answers or solutions for.

These might be the best ideas for your telesummit niche or topic.

Do not bite off more than you can chew for your first tele-summit.

Stick with a relatively small niche or single topic that would be of interest to your audience. Although the **initial group of people attending** may be smaller due to the specificity of the topic, they will be more **eager to engage and sign up**.

Focusing on one small topic related to your health or wellness company also leaves the **door open to future tele-summits with more chances to collect emails**.



The NATURAL LIVING Tour Unbelievable lineup of speakers that are proven winners in the natural living industry



Ben Azadi
Author, Speaker, Founder of Keto Kamp
The Reversal of Destiny



Dr. Alexandra MAYER
Oasis Integrative Medicine
Confident Strong and Beautiful



Cindy Holt
Holt Holistic Healing
My Healing Journey



Dani La Barrie
Affinity Care
Happiness, Freedom & Self Fulfillment



Devin Burke
Sleep Science Coach
Unlocking the Power of Sleep



Dr. Dan Pompa
Cellular Healing Expert
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Step #2 – Outline and Write Down Your Goals

Although the **overreaching goal** is to get lots of sign-ups for your newsletter, the ones you write down during the planning stages have more to do with what you want to give to your audience members.

Is your intention to teach them about a **new technique or health practice**?

Perhaps you want to **help them solve a troublesome problem** aligned with a product you offer

Identifying your **specific goals** is the essential for knowing how to run the tele-summit and attract important people to interview or do presentations.



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Step #3 – Figure Out the Nuts and Bolts

Various programs and systems exist to make your tele-summit work smoothly. This technological side must be in place and tested before you invite the first person. The last thing you need is for the system to fail or Also, determine what media format your target consumer base would respond to the best. Options include:

- Easy to record audio
- More personal video
- Live streaming (Involves more risk.)
- Playing back pre-recorded content.

Only choose what you can confidently display, and make sure your audience can access it easily.

Step #4 – Craft an Organization Style or Theme



Although it is possible to have a tele-summit that just uses your company logo or colors, creating a unique look for the event itself creates a more cohesive marketing plan.

The event should be identifiable as something offered by your brand, but not the only part of it.

This style or theme will appear on virtual or printed content, the video clips offered or posted on your site, and in advertising for the summit itself.

Step #5 – Attract Experts and Influencers

This step is the most important. If you do not have a sufficient number of experts or influencers who can make a presentation or answer questions about your niche or subject, you do not have a tele-summit.

How many should you have? **One expert gives you an interview.** Ten might make the event drag on too long. Make sure each speaker is:

- Respected or admired in your niche or industry
- Reliable and willing to promote the event
- Has zero reluctance to be interviewed or give a presentation for an audience
- Different enough from the other speakers to not cause repetition

Ask more than you think you will need and tell them exactly what you expect from them to make the decision process easier. Also, be sure to have a backup plan in case someone backs out.





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STEP #6 – CREATE THE CONTENT (OR GET OTHERS TO DO IT)



- You know what your audience wants.
- You understand their problems and have the best solutions.



- Create the content such as scripts, handouts, and interview questions

- And pass them around to the other participants well before the tele-summit date.

Another option is to hire freelance assistance or get the experts you plan to interview to create their own content. In some cases, you may have to pay for this. In others, influencers and other knowledgeable people may be willing to provide content in exchange for marketing opportunities.



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Step #7 – Market Your Telesummit

The final step is to market the tele-summit so that people show up, log in, and are on hand to sign up for your email list.

Sounds great, but how do you get people on your list at the telesummit?

Many of the same methods you **use online from your website or social media pages** work just as well during a telesummit. First of all, **people are more likely to sign up for your newsletter when you straight up tell them to.** Between interviews or presentations simply **give people a verbal call to action** to navigate to the sign up form and fill it out.

- If you organize and present the information well, they will know you are professional.
- If you can attract the top experts in influencers, they will know you are one of them.
- If you give quality information and solve problems, they will want more.

Offer your email list or newsletter sign up as the place to go to get all the rest of the information and updates you have to offer. Direct them to your website sign-up form, add one to your app, or even let people sign up directly during the tele-summit from a special, event-only opt in form.





Avoid These Mistakes When Hosting an Online Telesummit

Organizing such a massive amount of content and multiple people delivering it can seem like a monumental task. The more complex a machine is, the more likely it is to fail, after all.

When you combine the virtual tech for the presentations, all the interview subjects or presenters, the huge amount of content you want to include, the marketing before you even get started, and figuring out how to get people to sign up for your email list, it almost seems like too much work.

All this for just a chance at newsletter signups? Is it worth it?

- Ÿ Yes, hosting a telesummit for a health or wellness brand is a lot of work.
- Ÿ Yes, there is the possibility of something going wrong.

Yes, a telesummit is still one of the absolute best ways to convince people that your email list is THE place to be for the best, most trustworthy, and most up-to-date information about their topic of interest.

JUST

MAKE SURE

YOU AVOID THESE COSTLY

TELESUMMIT MISTAKES:

1 – Not Enough Planning



Who are the people who attend the tele-summit going to blame if the event is boring, unprofessional, or not entertaining? You!

Do not leave anything to chance when it comes to creating a health or wellness industry tele-summit. Every second of the event requires careful planning even if what you plan does not end up happening exactly right.

You must go all in if you want to attract the maximum number of email list sign-ups.

- Practice the introductions, content presentations, and questions you will ask.
- Determine a time limit for each interview section.
- Figure out what topics you will cover and which you will defer to a later date.

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TELESUMMIT MISTAKES:

2 – Trusting Your Experts to Follow Through



Unfortunately, some of the experts or influencers you approach to speak or answer questions about their health or wellness subject will not prepare as well as you do. They may even call off at the last moment, forget about the event, or simply not perform well enough to keep them in the interviewee seat as long as you had planned.

Prepare for this in the following ways:

- Approach other experts who are willing to volunteer as backups.
- Recall quality speakers who have already spoken to answer more questions
- Create your own presentations to fill the timeslots.
- Open the event for more audience questions or comments.

JUST
MAKE SURE
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TELESUMMIT MISTAKES:

**3 – Not Double Checking the Tech
or Platform**



You may have the tightest outline, the top minds in your field, and the most interesting information and handouts to give during your tele-summit, but you can still fail if the audience cannot hear you, there are interruptions, or things do not record as intended.

All of these things and more technical glitches can transform a high conversion rate into a dismal failure.

JUST

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TELESUMMIT MISTAKES:

4 – Failure to Make a Back-up Plan



Create options for every aspect and timeslot of the tele-summit. As mentioned above, you may have to fill in time for an expert that does not follow through. Also, if the audience has no questions, you do not want empty space during the event.

Have a backup plan for handouts, alternate media, and even your email sign-up form, too. No matter what problem arises, your ability to switch seamlessly to the second option will impress your audience and make them more likely to trust you.

JUST

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TELESUMMIT MISTAKES:

5 – Leaving Email Signups to Chance



Do not assume that people will want to sign up for your email list if you bring them interesting health and wellness experts to listen to, provide valuable freebies, and create a tele-summit that goes off without a hitch. On the other hand, do not beat people over the head with instructions or reminders to sign up.

Your obvious goal should be to give the audience what it needs, and not get what you want.

Sure, hosting a tele-summit can be fun. You get to ask questions of important people about topics you enjoy. You can

present your own ideas and offers to a willing audience.

Do not be blinded by the potential positive outcomes so much that you failed to properly prepare and make those outcomes a greater reality.

These types of events are popular in various health and wellness industries and niches. Consumers with problems or complaints want to learn more about how to improve or maintain their health. They turn to the Internet more often than not these days to research ideas and solutions.



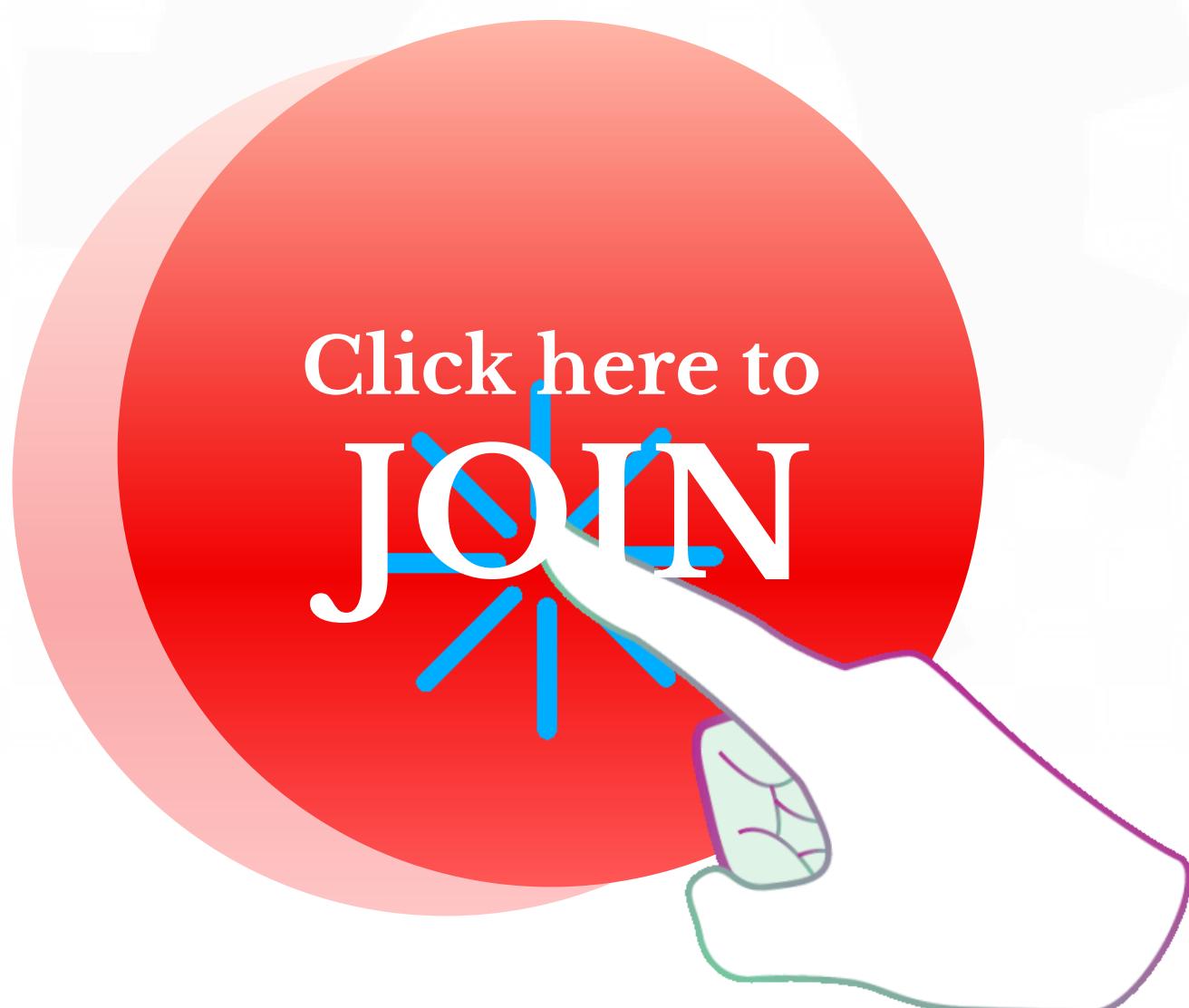
In order to attract more subscribers, you need to give your audience almost everything it wants.

When you use a tele-summit as part of your sales funnel, you put yourself in the position of authority. After all, you are the person who could attract such impressive speakers, create or organize the in-depth information, and keep things running smoothly like a true professional.

Before anyone trust you with their contact information, they usually need to see some proof that you have what they want. If you give up everything to them at the tele-summit, they may feel there is no reason to sign up for your newsletter or list. When you make them believe you can be their guide now and into the future, they will throw their email addresses at you.

Tele-summits get attention, boost your reputation, and ~~blood~~ consumers onto your email list.

JOIN OUR MARKETING AUTOMATION FACEBOOK GROUP!



Do you want to learn the keys to marketing automation? Do you want to create a more predictable flow of new clients?

We are on a mission to bring you the latest tips, tactics, and techniques for your health and wellness business. Our free Facebook group is a supportive community of learners just like you.