

# LIST POWER LIVE

## Checklist for Success

- Create the Title and Tagline for Your Summit
  - Title gets to be three words or less
  - Used to create excitement in your target audience
  - Focused on the theme of your summit
  
- Secure the Domain Name for Your Summit
  - Your summit URL will be your summit three word name .com
  - For example, www.ListPowerLive.com
  - If your URL is not available, add the word Live or Summit to the end of the URL
  
- Create Your Summit Landing Page Banner
  - Banner will contain your title, your tagline, and a great image of you
  - Choose colors that are warm and inviting
  - Use fonts that are legible and easy to read on mobile devices
  
- Write Your Generator Email for Guest Speakers and Experts
  - Focus on sharing your vision and why you believe they are a great fit to partner with you
  - Lead from a place of generosity versus what you can get from them
  - Inspire them with what you are committed to creating with their support
  
- Create Your Opt In Page
  - Opt In pages are clean, simple, and only give viewers one choice
  - Opt In pages contain GDPR guidelines to ensure the privacy of registrants
  - Opt In pages are the only site you need to create during your summit
  
- Record Your Opt In Video
  - Opt In videos are 2 minutes or less
  - Create a connection by sharing your story
  - Communicate what your viewers will get by registering for your summit

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## Checklist for Success

### Create Promotional Materials for Guest Experts

- Each guest speaker will agree to mail their list on your behalf
- You create the email for them and allow them to edit or revise as needed
- Each speaker's Promo Email will contain your tracking link to track delivery

### Rock Out Your Summit

- Whether live or recorded, ensure your space is free from clutter
- Get used to the technology prior to your first interview
- Keep viewers engaged by being engaging

### Create Your Summit Survey

- At the completion of your summit, send out a survey asking your audience for feedback
- Based on what they watched, what could they use the most support with?
- Use the results of the survey to build out your first webinar

### Host Your Webinar

- Using the feedback from your survey, create a webinar to speak into what they need most
- Over deliver and lead from a place of generosity
- Offer copious amounts of support for those reaching out

### Enroll Your Audience

- Enroll your audience directly from your webinar and through enrollment conversations
- Walk them across the finish line based on their vision for greater
- Focus on how your solutions will create transformation in their lives