

Create Your Own Virtual Summit

10 Point Checklist

Liam Austin

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



Marketing Speak

HOSTED BY **STEPHAN SPENCER**



“You can gain so much more by partnering with people and supporting each other rather than seeing people as competitors.”

LIAM AUSTIN

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Aim to over-deliver and surpass my sponsors' expectations and ensure their willingness to come back. Make them feel important and appreciated for all the help they've given to my cause.
- Acquire sponsors who share the same values and want to be associated with my mission, message & agenda.
- Collaborate with well-known speakers in my niche and encourage them to share my event with their audience.
- Reach out to the media to access a wider reach. Contact affiliate marketers to share and spread the word. I can grow my audience and get support, authority, and credibility.
- Publish evergreen content, design, and blueprint to get customers and clients from my events. Be passionate about my cause/projects to make people want to share and recommend the event.
- Gain attendees' trust by providing them with a credible event journey.
- As much as possible, don't make it a pitch fest and present it as informational and educational as it can be.
- Listen to my audiences' demands and if there's enough demand, create that thing.
- Make my content accessible at any time, on-demand for people for a consistent flow of leads coming to the event.
- Visit quickworkshopwin.com for a proven virtual workshop system that helps in getting clients and check virtualsummitclass.com for classes and programs on how to run virtual summits.