

## TWELVE-WEEK TELESUMMIT TIMELINE

<b>Week 12</b>	<b>Complete</b>
<b>Connect with JV Partners</b>	
*Schedule JV Partner Solo Email	
*Schedule JV Partner Interview	
*Send Post JV Call Email	
*Sign up for JV Partner Affiliate Programs	
<b>Week 11</b>	<b>Complete</b>
<b>Draft Your Interview Scripts</b>	
*Include speaker bio & personal anecdote for introduction	
*Craft interview questions	
<b>Week 10</b>	<b>Complete</b>
<b>Record Interviews using Audio Acrobat (if pre-recorded)</b>	
*Send audio to transcriptionist as soon as recorded	
<b>Week 9</b>	<b>Complete</b>
<b>Set up your Opt In Process</b>	
*Create Opt In Page (include speaker pics & expertise)	
*Create Prospect Mailing List, route to salespage	
*Create Website Thank You Page	
*Create Welcome Email	
<b>Week 8</b>	<b>Complete</b>
<b>Write Your Sales Page</b>	
*Insert Speaker Pics	
*Insert Speaker Topic Copy	
*Include picture of yourself in sig line	

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<b>Week 7</b>	<b>Complete</b>
<b>Write Your Sales Page (cont'd)</b>	
*Include video, if you can swing it	
*Add testimonials	
*Determine VIP Bonuses	
*Include help desk/support contact on bottom of page	
<b>Week 6</b>	<b>Complete</b>
<b>Set up your Product</b>	
*Create Product in Shopping Cart	
<b>Create Customer Mailing List</b>	
*Remove customer from prospect autoresponder	
*Route to Product Download Page	
<b>Week 5</b>	<b>Complete</b>
<b>Create Protected Product Download Page</b>	
*upload mp3 of interviews	
*upload pdf of interview transcript	
<b>Week 4</b>	<b>Complete</b>
<b>Create Promotional Copy</b>	
*Affiliate Launch email	
*(1-3) Solo Emails	
*Social Media Posts	
*Newsletter Notice (optional)	
*blog posts (optional)	
<b>Week 3</b>	<b>Complete</b>
<b>Create Replay Page</b>	
*Include Speaker Pics, Topics, Broadcast Dates, Replay Link, and Speaker Offer	

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<b>Week 2</b>	<b>Complete</b>
<b>Create VIP Bonus Page</b>	
*include image, topic description, value, registration link	
<b>Send JV Partners/Affiliates launch email with promo copy</b>	
<b>10 Days</b>	<b>Complete</b>
<b>Send JV Partners/Affiliates Email Reminder Announcing Launch</b>	
<b>Schedule all social media posts via Tweetdeck or Hootsuite</b>	
<b>Week 1</b>	<b>Complete</b>
<b>Monitor JV Partner/Affiliate Promo Mailings</b>	
<b>Create Buzz for Your Event</b>	
*Create Event Pages on Facebook & Linked In	
*Comment on social media sites when partners post	
*Submit to Teleseminar Listing Sites	
*Write & Share Blog Posts on Speaker Topics	
*Create & Post Videos	
*Create Press Release	
<b>5 Days</b>	<b>Complete</b>
Send reminder emails to both prospect & customer lists	
<b>1 Day</b>	<b>Complete</b>
Send reminder emails to both prospect & customer lists	