INCREASE YOUR OPT-INS & SALES

From Participating In The Simply Profitable Designer Summit

Speaking in targeted virtual summits is an incredible way to grow your email list and revenue. But only if you set yourself up the right way!

In past rounds of the Simply Profitable Designer Summit, we've had speakers report gaining several hundred new subscribers and making over $6000 in sales within a couple of days of the event being over. That doesn't include the additional sales that come from future launches.

Because of this, speakers come back to the Simply Profitable Designer Summit again and again. And I want this success for you too!

IN THIS GUIDE, WE'LL COVER:

- How to get the most opt-ins from your presentation
- How to get the most opt-ins through a designer Power Pack contribution
- How to see immediate sales as a result

COLLECT MORE EMAIL OPT-INS FROM YOUR PRESENTATION

Can you whip up a presentation, promote any ol' freebie, and call it good? Absolutely! But if you want to see the most possible sign-ups come through the door, let's talk strategy. The best thing you can do is to create a freebie directly related to your presentation.

What is the next step attendees need to take after watching your presentation?
What can you provide to make one action step you give easier?
Are there any quick templates you can whip up that will be helpful?

These types of resources are the ones attendees rush to download and actually take the time to open. They also facilitate attendees getting a meaningful result from your presentation, increasing the likelihood that they'll buy from you in the future. Yay!

If you'd like to do brainstorming around this, feel free to reach out using any of the contact information included at the end of this guide.

COLLECT MORE EMAIL OPT-INS FROM YOUR POWER PACK CONTRIBUTION

While the Designer Power Pack is an incredible value-add for attendees and a way for you to make affiliate sales, it's also a powerful way for you to grow your email list with buyers.

How does that work? When you contribute a bonus, we'll send buyers to your website to claim that bonus. This can be done through a simple opt-in form or by entering a coupon code on the checkout page. Either way, you'll have their information.

In past rounds of this event, speakers have reported receiving several hundred extra email addresses and immediate sales thanks to their bonus. Now that's exciting!

But, as I'm sure you'd expect, not all bonuses perform well. So let's make sure yours does.

HIGH-PERFORMING BONUSES ARE THINGS LIKE...

- **Templates:** Templates are 100% always a huge hit because they're a fast way for people to implement something without second-guessing themselves. Examples include design templates, scripts, action/ marketing plans, project templates, email templates, etc.
- **Courses with a specific outcome:** The more specific a course is that you contribute (whether it's a tiny offer or larger program), the more sign-ups you'll receive and the more targeted those people will be to what you cover.
- Actionable workshops: Similar to courses, workshops that are actionable and deliver a specific result that the designer audience wants tend to perform well.

THINGS THAT DON'T PERFORM WELL INCLUDE...

- **eBooks:** I think people assume that eBooks are too much work to consume and full of fluff.
- **Webinars:** People can usually tell that something is set up to pitch them pretty easily and choose to avoid it.
- **Vague offers:** If your offer is untargeted or doesn't give a specific outcome, our buyers aren't as likely to take the time to sign up.

For the most part, if your offer is targeted to designers or related to your presentation topic, you're golden! If you'd like to do brainstorming around this, feel free to reach out using any of the contact information included at the end of this guide.

SEE IMMEDIATE SALES WHEN COLLECTING EMAIL ADDRESSES

Hundreds of new email addresses are great...but seeing some extra income is greater. ;) The best thing you can do to start making immediate sales is to hook up a tripwire offer after your freebie opt-in and Power Pack bonus.

A tripwire is a low-priced offer, related to your freebie, that is a super easy YES for those who see it. For more information, check out this guide from Eden Fried. In addition, make sure those who sign up for your list are introduced into a welcome sequence and funnel.

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Generally, I like my welcome sequence for a summit or bundle to look something like this:

- **Celebrate** them grabbing your freebie or bonus, remind them of why they grabbed it, and encourage them to jump in. Include a p.s. inviting them to sign up for your webinar or paid products.
- **Check-in** on their progress and provide a couple of your best free resources. You can totally do a mention of any signature webinar you have here.
- Send a **value-add** email.
- Share an **invite to a webinar** or whatever you use to pitch your paid offers.
- **Send value-add emails** or your regular newsletters until your next scheduled launch.

With a sequence like this, the people who are most interested in what you have to offer are likely to jump in right away.

From there, people who need more time to warm up or are overwhelmed by signing up for #allthethings will have time to get a ton of value before your next launch.

I always see past summits and bundles I'm a part of lead to sales when I do launches of my Summit in a Box program. It totally works!

NEED TO BRAINSTORM? I'D LOVE TO!

If you'd like to brainstorm, run your idea by me, or get some quick feedback, please feel free to reach out.

ou can reach me in any of the following ways (in order of how quickly I'm likely to respond):

- Send a voice or text message on Voxer @summitinabox
- Send a DM on Instagram @summitinabox
- Email hello@simplyprofitabledesigner.com

Thank you for being a part of this event!