

Episode 176: Create A Summit One Pager For Your Speakers

Publish Date: August 27, 2020

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Dr. Mark T. Wade: Want to stand out above the other summit hosts reaching out to your speakers, then you should include a summit one pager. Hey, there summit hosts, I'm Dr. Mark T. Wade, founder of Virtual Summits Software, and your host here on the Virtual Summit Podcast. I am excited about this episode. We're going to be talking about a little strategy. That's going to help you stand out inside of your speakers' inboxes when you're reaching out, trying to get them to speak on your summit. Now, before we jump into that, I just want to remind you of some of our amazing resources over at <https://virtualsummits.com>. <https://virtualsummits.com>.

Dr. Mark: If you head over to the resources, we've got a lot of amazing starter guides from our One-Day Summit Starter Guide to our How to Create a Highly Converting Landing Page Summit Guide, and others also reminding you about Summit Fest Live. We have speaker applications open for our in person conference Summit Fest Live in New Orleans. So you can go to <https://www.summitfestlive.com>, check out those speaker applications. And also don't forget to check out the Summit Genesis Workshop, which is a three day virtual intensive, none to done with your virtual summit. All right, let's talk about the summit one pager. So first off, what is this summit one pager? Now, well, let me take one step back and actually talk about why even worry or use something like the summit one pager. Now, when you're reaching out to speakers, your speakers most likely are probably getting a decent amount of attention or traffic or requests, especially at this moment to speak on other people's events, virtual events for tool summits participate in this, that, or the other.

Dr. Mark: Now, when you're reaching out to these speakers and they're getting, you know, 5, 10, 15 different requests, they can't, and won't do all of those. Okay. So how do you stand out? The first thing is it's just like in normal life, first impressions matter. So when we're reaching out to our speakers, we want to make sure that one, we stand out to those speakers above the other summit hosts that are reaching out. So there's ways to do this. There's some more complex ways. There's ways that take more time building relationships, but there's also one way that you can go straight in to their inbox, put this out there and help them quickly and easily see, okay, this person's different. They a little bit more time. They actually have created something special. So let's, let's take a look at this. Now we talk a lot in some other episodes about, you know, how to recruit speakers, how to send out those emails, building the relationships, et cetera.

Dr. Mark: So this is not going to cover all of those items, but we're going to specifically talk about the summit one pager. And you would include this in your email when you reach out to your speakers. So what is this summit one pager? Well, that's exactly what it sounds like. It's a one page document that looks good. It's professional and includes a lot of the information about your summit. This is targeted specifically for your speakers, not for the attendees, although you could make a summit one pager for your attendees, if you wanted to as well. But this is how we, you know, when we reach out to our speakers and we, we stand out. So in the email, you're not going to include a ton of the details in the emails, because if it's like three, four or five paragraphs, your speakers are not

reading that, right? But if you have this one short, concise paragraph, uh, that uses something personal that lets the speaker know that you've taken some time. You, this is not a templated email going out to everybody and says, Hey, if you would like more information, you can check. I've included our summit one pager.

Dr. Mark: So what that does is it's an attachment or you can link to it. If you have it like on Google or Dropbox or in Canva wherever, and you actually include a document, a PDF that has the information they need about your summit. Now this is geared for your speakers. So almost think of it like a sales pitch for your speakers. Now you're not selling them anything obviously, but what you are trying to do is sell them on the idea of speaking on your summit. And if they're being asked to speak on other summits, it really is a competition. You have to stand out, you have to, you know, make the opportunity, sound more appealing to speak on your summit. Then maybe somebody else's summit. So what you want to do, we're going to cover what goes in a one pager, okay, a summit one pager.

Dr. Mark: But just to clarify again, a summit one pager is a one page document, usually like a PDF that you create that looks nice, it's visually appealing and it contains the information a speaker would need or want to know when deciding whether or not they're going to speak on your summit. So the what reason for this is when you're sending them an email, you don't have to put all the information in the email now because it's also in this one pager and it stands out. It makes you look more professional, makes you look like you've done the time you put time and energy into this. So it just helps you stand out. So where can you do summit one pagers? Well, really easily, Canva is a great place to go. It's a free resource. Um, you could, you can build it out there or you could take like a PowerPoint in and build it out in a PowerPoint and then just save it as a PDF if you wanted.

Dr. Mark: Um, we typically would use Canva. Okay. So that's where you can go build this out. You essentially have a one document. You put this information on it and you save it as a PDF and you're good to go. So let's kinda like talk about the different things you would include in your one pager. Okay. So again, this is like a sales letter. If you would, if you will, for your speaker to get them to want to speak on your summit. So you need to start off with a sexy hook, something that gets their attention, that lets them, that pulls their interests in. Now here's the most common mistake that happens here. When people, when some hosts are writing their one pager, you start to write it as if it was for your attendee. So if you're trying to write a hook, it's not about the topic of the summit that would pull in an attendee into your summit.

Dr. Mark: This is a sexy hook or an interesting compelling component that would make your speaker interested in speaking on your summit. So please clarify that. Most of the summit one pagers I see they're great, but it's meant more for an attendee than an actual speaker. So make sure that that hook, the first thing is a hook is something that's interesting creates a curiosity or interest or appeal for that topic. Okay. And this is going to be the topic of your summit in regards to a speaker. The next aspect, the name of the summit. So these are going to be relatively simple and easy. This should not be like an entire, like one page document, like with a, you know, written with, you know, 10,000

words or whatever. Like this is not like cram a bunch of texts in here. This is visually appealing. Just some of the highlights information that they need to get what this is.

Dr. Mark: So again, we've got a hook which is like one, maximum two sentences. Then you got the name of your summit, which should be something interesting and compelling. Then you want to talk about the problem your summit solves. So what's the problem here that it's solving. So this should be, this is going to let the speaker know, okay. Like there's, that's the problem this is solving. What can, how can I fit under that problem? Okay. How can my topic help that? So for example, if someone's reaching out to me, the problem it's solving is helping an audience build a community or build their list or build their tribe. I go, Oh, okay. I can help that. I can teach the One-Day Summit Formula, which will help them build an audience. So what is the problem it solves? The next, who is the audience? This is probably one of the most important aspects of the entire one pager.

Dr. Mark: So who is the audience? So if, for example, many of your speakers may have a blend of audiences and it'll be okay regardless of who the audience is. But most of them is like, if that audience is more on point for them, then they're going to be more interested in speaking. Why? Because that's their target audience they're going to get to be in front of that audience. So here's the key, in most areas, when we talk about audiences, like when we're talking about building out our summit, we say, who's your avatar, start with the end in mind, right? We usually want to get really specific on that because we want to make sure we're identifying a specific problem for specific person so we can craft our messaging, et cetera. In this instance, you do not want to get too specific. You get too specific, it's going to eliminate some of your speakers that are going to go, Oh, I don't think that audience is for me.

Dr. Mark: So you don't want to go fully generic and just like human beings, obviously. Um, you want to make, you still want to give it some, you know, like, is it like course creators or online businesses or side hustles or SaaS founders, you know, you want to go ahead and have some direction with it and maybe you have two or three audiences here. Again, this is we're trying to sell to our speakers, sell the idea of them speaking. We would never try and pick three different audiences to build our seminar out. Okay. So just want to make sure I'm clear with that. Like if we are building our summit, we are getting really specific on who that one person is identifying that problem and then building out the messaging around that. But in this instance, we want it to be a little bit more inclusive. So our summit, our speakers will be like, Ooh, that's my audience.

Dr. Mark: Or Ooh, I could, I would enjoy speaking to that audience. So again, we had a hook, we had a name of the summit, problem it solves, and then who's the audience. This is important. Now the next one is what makes this unique? What makes your summit unique? So these speakers are getting asked by a lot of people who speak on the summit. What's going to be unique about yours. Does it have a livestream component? Is there going to be panels? Um, is there a special engagement strategy that's happening? Is there physical swag that's being sent out to the audience? Um, like what is different about it? Is it, you know, is it a one day summit versus a multi-day summit? Is it a summit series? Like what makes this unique? What are you doing different? And again, it's not like the whole thing has to be different and the whole thing doesn't need

to be unique, but we want to talk or highlight something that makes this different and unique.

Dr. Mark: Why? As a speaker, they want to be on something that's going to be innovative, something that's novel, something that's new. Versus like, Oh, this is just another information based summit. Maybe I'll take this one over here. So again, we're positioning ourselves in a way to stand out. We want to be edutainment, educational and entertaining. So talk about what makes it unique or different. And again, it doesn't have to be a big or all of it, just one thing that's gonna make it different. And then at this point, any influential speakers. So if you're first starting to reach out to speakers, you may not have anybody here. You could, should still put a couple of names, but as you start to pick up a couple of speakers that are like nice, uh, like well-known or influential, you then want to add those speakers into your one pager. Reason is one of the top questions by most speakers, especially successful speakers were successful entrepreneurs being asked to speak is who else is speaking?

Dr. Mark: Reason is, honestly, twofold. One, a little bit of laziness to like, okay, if that person speaking, I know they've vetted you in there for you would be a good, you would be an okay summit to be on. So it's kind of like the lazy man's way of just going to somebody else, vet you. Okay. They vetted you. I know they wouldn't speak on a summit unless it was good. So I'll speak on your summer as well. So that's the first part. The second part is they're looking at it from their perspective, like what benefit or opportunity do I have? Are you going to have somebody on your summit that I want to connect with or that I want to be on their radar for? Or, you know, is it going to look good for me that I'm speaking with those people? So you, again, we've talked about this. You don't want an entire summit full of influencers or A-listers, but it is good to have a couple. And when you have them put them on your one pager, because that will stand out to those speakers you're reaching out to.

Dr. Mark: The next aspect is about the host. This is you. So about the host. So this is, you know, a little bit about you. This is not your life story. This is like one, two or three things that make you successful or stand out. And why something that supports the fact that this summit will be successful. So have you run other successful summits in the past? Have you done something with other influencers that it's well known? Have you won some awards or an accomplishment? So this is just a little blurb about you, but it's mainly for that speaker to go. Hmm. Alright. This host is not just like this host has done some stuff. They've got some success. So that's more likely that this summit is going to be successful. Look at it like this. The speakers are evaluating is this going to be worth my time?

Dr. Mark: Because all speakers have had that one summit that we've spoken on that was just a flop or this or never even happened. I mean, this unfortunately is the case. You get asked by summit hosts, you do the interview and then the summit just never happens. This the host never gets through or that never finishes it. So they're evaluating the risk here versus benefit. If I give you my time and or agree to promote, you know, like that's the optimal and that's the aspirational aspect is that that speaker is going to also promote your summit. They want to make sure it's a good summit. Two, that their audience is going to resonate with it. And three that it looks good for them to be on it.

And four it's going to be worth their time. So a little bit about the hosts and why they should like some credibility and trust factor there.

Dr. Mark: And then the last piece is just the next steps. Like how do they sign up or get more information. So if the sign up, if you got a link to go to either straight into your interview or a link to go to a speaker invite page or more information, you'll want to put that there and make sure it's an easy link, you know, like <https://www.viralsummits.com/genesis>, okay. Something that's easy. If it's like, you know, 15 words strung together or something that doesn't make any sense. You know, it's just, it's not worth it because unless you can hyperlink it and you're sending it digitally, but even there, you still would prefer to have a pretty link. So let's just quickly recap. One pager is like a sales page for getting your speaker to speak on your summit. Okay. It is a one page document that's typically saved in a PDF format that you can send out when reaching out to your speakers that talks or sells, if you will, the benefits or opportunity of being on or speaking on this summit. There is a hook, something to catch their attention.

Dr. Mark: The name of the summit, the problem it solves, who is the audience. Remember we're not getting super specific there. What makes your summit unique? Why is it different? Why should they be on your summit versus somebody else's? Influential speakers, anybody else that is of influence or credibility that's speaking on your summit. About the host. This is you. So something that makes you sound credible, anything that lets them know, okay, you know what you're doing? You'll be able to put this together. And then the next steps, what do they need to do now if they agree to move forward with this, or if they want more information. So that's the summit one pager. It is a simple, easy way to be able to stand out to your speakers when trying to reach out to speakers, especially speakers that are getting 10, 15, 20 email requests a week to speak on people's summits.

Dr. Mark: So it's first impressions, right? Just like in real life, first impressions. Okay. They matter. So your email that you send to that speaker matters. And then if you can stand out and look more professional by including a summit one pager, then you will also stand out and look more impressive. So that's our summit one pager. I highly recommend you, uh, think about doing that. Check into it. If you have any questions, you shoot us an email. We'll be more than happy to answer those. Also, don't forget to come hang out now with us over in Viral Summits, our Facebook group, Facebook community. We'd love to have you there. And remember your message matters. And one of the most powerful ways to get that message out to the world is with a virtual summit. So go out there, make an impact and I'll see you on the next episode.