Episode 96: Introducing Summit Scripts™ – Free Summit Copy resource
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No more sub par summit email copy. No more $5,000 expense on a copywriter. We brought you the most successful summit hosts walking you through their summit email copy at summitscripts.com. I'll explain all that and more in this episode.

I have a super duper special announcement for today's episode. Today we opened up what I believe may be the most requested resource we have ever created! So I want to take this episode to let you know about it, and tell you how you can get the most out of it.

I am thrilled to introduce you to Summit Scripts. Yep finally there is a resource available to help you with probably the most paralyzing part of a summit. Creating the email copy.

At least once a week (if not daily) I get an email from an aspiring summit host requesting to see my Summit Email Copy. I of course have no problem with that but I always think to my self that isn't enough.

And honestly inside I've been struggling with this for some time. I knew I wasn't doing the best I could, and that my tribe (you listeners) deserved better.

Even after I created a full training on how I create my email copy, which I released on the podcast in episode 30, I still wasn't satisfied.

I know I was giving you a solid foundation and a great head start but I knew I needed to do more.

I continued seeing summits with very poorly written email sequences. They just weren't compelling or inspiring. Or sometimes they completely missed the mark all together.

About 7 months ago I finally said enough is enough. I'm going to do something. After brainstorming for weeks on this idea it finally came to me.

I am going to create a resource that will be so good that every single person who ever hosts a summit is going to want to use it.

In order to do that it has to be bigger than me. Way bigger. Then the name came to me. Summit Scripts. That settled it.   I knew what I had to do.

So I set out to create what I am proud to say is a MUST have when it comes to creating your summit email copy.

Let's talk about it a little.

But first off definitely head over to SummitScripts.com right now to grab free access to this while you can. It's 100% available for free right now for a limited time. Then we are going to lock it up and put a price tag on it.

So what is it? Being in the summit world I am connected to a LOT of summit hosts. And a lot of them have had incredible summit success.

So I decided to bring together more than 30 different summit hosts who have already crushed one or more virtual summits.

And I asked them to do the unthinkable. I said I want you to reveal behind the scenes of your summit and show us all your summit email scripts.

I couldn't believe it, one by one started saying; wow this is a great idea. I would love to be involved. There were of course a few negative nancies that I guess had something to hide, but by far a majority of them were more than happy to help.

So we have brought together summit hosts from almost every different niche or industry to help you craft your perfect summit script for your next virtual summit.

We are talking Multi Day summits, One-Day Summits, Live Streaming Summits, Hybrid Summits and even Summit Series.

Every possible variation of summit is represented here.

Now why is this important? Because the success of your summit really depends on your ability to communicate with your attendees.

And let's be frank, most of us are not professional copywriters. Meaning what we are writing is not the best possible option. This means that our summits are suffering because of it.

Well never again, they don't have to; thanks to all of these amazing summit hosts who so graciously gifting us with this knew knowledge and insight.

So don't ever try to wing your summit email copy again. Especially when you can get access to Summit Scripts training for free at summitscripts.com

Ok so how does it work exactly?

This is my favorite part. I thought what better way to release a program to help summit hosts than an actual summit. Awesome right?

So each of these rockstar hosts have taken the time out of their schedule to lay out their summit, explain to you what the goal was, what their niche or industry is, what their summit was about, and why they decided to run one.

Then they actually walk you through their emails. They tell you what worked well, what was their favorite email, how they decided to script it, which subject line was the best and what they would do different if they had to write it again.

Now keep in mind more than half of these hosts actually had professional copywriters create their copy.

This means that there are tens of thousands of dollars of knowledge in that walk through just waiting for you to come grab it for free.

Here's the kicker, you can sign up for the summit for free, and keep it for life. Yep, this is too great of a program for me to close it down on anyone.

So head over to summitscripts.com right now register for the summit and then immediately start checking out all the different hosts talking through their summit email copy.

We had them keep the videos short and concise too. So you can get all that information from each host in just about 20 minutes.

And we decided to do something crazy. Anyone who signs up right now for the Summit Scripts Summit will actually get lifetime access for free!! Exactly. As long as you sign up for the summit you'll get to keep access to all the sessions.

But that's not it. There is also a special package we have created for anyone who wants it. And this is going to blow your mind.

For anyone who does decide they want more, we have a Summit Script Elite level that you can grab right now for a highly discounted price and... wait for it...

In that tier we actually give you their physical summit email copy.

Yes you heard that correctly. You actually get a word document with their physical email copy that you can copy and paste into your own summit.

Of course you should edit it to sound like your own voice, but why recreate the wheel.

You have dozens and dozens of options to choose from in completely different niches and industries that you can literally download and use for your next summit.

Like I said most of these hosts spent 2 - $5,000 dollars on copywriters. That's well over $50,000 in copy sitting there waiting for you.

I truly believe this has changed the game in the summit world. You no longer have to settle for crappy summit email copy. You don't even have to do it yourself.

You can now look at the summit hosts, get their video walk through and if you decide to take advantage of the Summit Scripts Elite level you can literally just download their summit email copy.

But we also threw in a few more gems here. I went through and collected all of their top subject lines and put it together in an easy to access resource guide.

You can quickly see what the top subject lines were for their emails, and then access over 250 different subject lines.

I've gone through these and they were unbelievable. I mean literally some of the funniest, most intriguing, curiosity creating subject lines I've ever read.

I may never have to come up with another subject line for my summits ever again, and neither do you.

Plus we have also put together a special training on creating summit scripts from scratch.

Maybe you don't want to use the exact emails they provided. No problem, take the information, model the examples provided, go through the short training and then create the perfect summit script for your next virtual summit.

Again, multi-day summits, one-day summits, live streaming summits, hybrid summits and even summit series.

Doesn't matter which niche or industry you are in there is a script for you.

So what does this now mean?

Well if you head to summitscripts.com you register for the summit for free, you get to keep all the video trainings on going. Yeah there is no cut off for that, or upgrade needed. Your access to the video trainings is there for you if you are registered.

If you decide to grab the Summit Scripts Elite tier you get the downloadable & editable summit email copy for every summit. You get the more than 250 top subject lines. You also get the Summit Email Communication training.

Plus we have some awesome sponsors that have generously thrown in some amazing bonuses. For example anyone grabbing the Elite tier also gets 3 months free access to the Virtual Summits Software.

That's almost a $1,000 bonus right there. And we have even more, but I'll let you check those out over at summitscripts.com

So I know this was a little different episode than my normal strategy sessions but honestly I felt like anyone who is listening to this podcast should know about and have access to this resource.

Even if you just grab the free access it will be a game changer for your summit.

So not much strategy on this episode per say but now you can go grab all the strategy you want and need for your summit at summit scripts. Com

Be sure to thank those amazing summit hosts who so generously and graciously donated their incredible summit email copy.

They are the true rockstars here. Without them none of this would have happened, so thank you to all those amazing summit hosts and thank you to all you amazing summit rockstars.

Now go grab it and be sure to let us know when you have access.

I am so excited for you to jump in there are start enjoying it.

And next episode we'll get some amazing summit strategy going on for you.