

## **Episode 79: Not One, But TWO Successful summits in one year using these summit strategies**

Publish Date: November 1, 2019

Speaker: Eden Fried

Description: Eden Fried tells us how she hosted two successful virtual summits within 6 months of each other, and the keys to not only creating immediate revenue but also how she got her speakers to want to promote. She walks us through her successful summit offer and the behind the scenes summit strategies you need to know.

### About Eden Fried:

Eden is the founder of Rebel Boss University. She's a driven, goal oriented person with a passion for helping individuals and small business curate targeted content and powerful websites to increase lead generation and sales conversions.

Her past and present projects have focused on both consumer and enterprise technology and applications, including blog posts, web content, and white papers (with SEO best practices included). She also specializes in WordPress installation, theme customization and maintenance.

### Reach out to Eden Fried:

LinkedIn: <https://www.linkedin.com/in/eden-fried-50522749>

Instagram: <https://www.instagram.com/edenfried>

Website: <https://rebelbosses.com/>

### Benefits of summits beyond money:

- Building strong relationships with speakers
  - Partnerships blossom
- Expertise
  - Being known by lots of people

### Giving speakers value:

- Giving them a speaker spot
- Giving speaker the ability to self-promote a free product or service
- All speakers are her affiliates

### Getting speakers to promote:

- Affiliate management
- Provide all resources

- Make everything easy and all in one place
- Email them regularly
- Regularly track affiliate statistics
- Don't be afraid to get in their face
- Support them
- Hold them to their word

What Eden did after her first summit:

- Progress over perfection
- Made a list of all the things she could offload to somebody else to do
- Did training videos on how to do all of those tasks for new assistants in the future
- Created an Asana project and uploaded her training videos

Eden's all access pass includes:

- First summit (\$47)
  - Lifetime access to all videos
  - Mini workshops and resources
- Second summit (\$67 first 20 minutes, \$97)
  - Lifetime access to all videos
  - Mini workshops and resources
  - Speakers' paid products (courses, resources)

Eden's advice:

- Just do it. Don't worry about it being perfect
- Give them all the value you can possibly give