

New Earth Vision Summits

Module 4

Letters to Speakers

Here is the initial invitation email to send to speakers:

Subject Line: Invitation to Speak in [EVENT TITLE] Global Event

Hi **[speaker name]**,

I'm writing today because I'm thrilled to invite you to be a featured speaker in my upcoming global event:

[your event title]

[your event subtitle]

[2 to 3 sentence description of your event]

[Your event name] will air from **[event dates]**.

(Optional: If there is a specific topic you want them to speak on, place it here.)

If you decide to be a speaker in this event, you will have the opportunity to pre-record your video interview between **[interview recording dates]**.

This is a powerful opportunity to share your work & important message with a wide and highly-engaged global audience.

The event will have a total reach of **[your event reach]** people or more.

As a featured speaker, you'll have the opportunity to offer a free gift to the event audience, as well as to speak during your interview about any upcoming events, projects, or programs that you are working on.

If you would like to be a featured speaker in this global conversation, simply reply YES! and I'll send you the additional details. Please be sure to reply all so my assistant Anjilee will receive your response as well.

*[Optional – only if you are doing affiliate links] You will also receive **[percentage]** commission on all sales of the full set of interviews that originate from your list.*

I hope you'll decide to join me for **[your event name]**!

[your signature]

Here is the email to send to speakers once they say yes:

Hi [speaker name],

I'm so glad you'll be a part of this exciting event designed to **[brief mission statement for your event]**.

The first step will be to schedule your interview. Please click here **[link to your Calendly or other scheduling program]** to choose a time on my calendar that works for you.

Here are the additional details & action items:

Promotional Period: [dates of your promo period]

Event Airs: [your event dates]

Promotional Requirements: Every speaker is requested to send 2 solo (stand-alone) emails to their full subscriber list between **[promo period dates]**.

[Optional] Affiliate Commission: *As a featured speaker, you will receive [percentage] commission on any purchases of the full set of interviews which come from your list.*

Please complete the following Speaker Questionnaire at your earliest convenience:

JOTFORM

Subsequent Steps:

Next, I will send you your Speaker Agreement in a separate email from **[DocuSign / HelloSign]**.

Please be sure to complete the above items as soon as possible, and let me know if you have any questions at all.

I'm excited and honored to collaborate with you!

[your signature]