

Pet Summits

Pet Summits Speaker Manifesto

Welcome to Pet Summits and congratulations for being selected as a featured speaker.






In case you haven't noticed, we like to do things differently around here and this document outlines all of the incredible benefits you get as a speaker.

At Pet Summits' we've meticulously thought about every step of producing high-quality online events.

Of course, we've considered normal things like what the audience sees, how they interact with each event and the importance of good quality content. But more importantly, we've considered the things that are often overlooked by other companies.

Like how you as a speaker can get the most out of this event in order to generate more leads and profit for your business. After all, making a bigger and positive impact in the pet industry is what we're all here for and there is no better way to do it than with more leads and revenue!

In this document, we'll be sharing with you the 5 key pillars to maximize your presentation with us here at Pet Summits. They are:

-  **The Importance of Audio & Visual Quality For Your Brand**
-  **How to Generate Thousands of Dollars in Revenue and Hundreds of New Leads for your Email Database.**
-  **The Engagement Effect: Generate more business fast!**
-  **The Benefits Of Becoming a Host With Pet Summits**
-  **\$200 Cash Referral Bonus**

We hope we now have your attention! We're excited to be going on this journey with you, sharing our knowledge of how we can help your business grow

Let's dive in....

The Importance of Audio & Visual Quality For Your Brand

Imagine turning up to the cinema after hearing great reviews for a film only to find out that the video quality is the same as a phone camera from 2003 would produce and the audio is tingy at best. You'd be pretty disappointed to say the least!

We should have the same mentality around our interviews and presentations for our brands too.

One of the biggest turn offs to our audience is poor quality audio and visual. Within the first few seconds it's possible to tell that the audio has been recorded badly and if so then we've lost them.

This means you lose out on high quality prospects and probably never get another chance to show them how good you are. First impressions really count!

With microphones and HD webcams easily accessible these days via Amazon for a very affordable price there are no excuses for having poor audio and visual quality.

Here are some of the best and most affordable options we've used in the past if you need to upgrade before the interview/presentation.

Microphones:



- **Samson GoMic Portable:** easy to setup and use. Super affordable. Small enough to take with you when travelling. Not impeccable sound but better than your standard laptop microphones. We've used this for years with no issue.



- **Samson GoMic Connect:** a newer version of the above. Slightly higher price but still very affordable. Easy to plugin and connect. Still small enough to take with you when travelling.



- **Blue Yeti USB Microphone:** a much more typical microphone used for podcasts and online interviews. Much bulkier so not as good for travelling but the sound quality is much higher. We recommend adding a foam condenser/pop filter for this option.

HD Webcams:

- **Logitech C920x HD Pro Webcam:** we've used this version of webcam for about 5 years now. They have a long shelf life and are super affordable. The quality is great and it sits easily on top of your laptop screen.



USB Ports:



- **Universal USB Hub:** If you have a laptop with limited or no USB posts (thanks Apple *sigh*) then make sure you get yourself a USB hub while there. Make sure to check that you have the right compatibility option selected depending on your computer/laptop type.

For less than \$100-\$150 you can now use the tools above to present like a pro and make a great lasting impression on our audience! Don't forget, we have anywhere between 10,000 to 30,000 people sign up for our online events and you don't want to waste that opportunity.

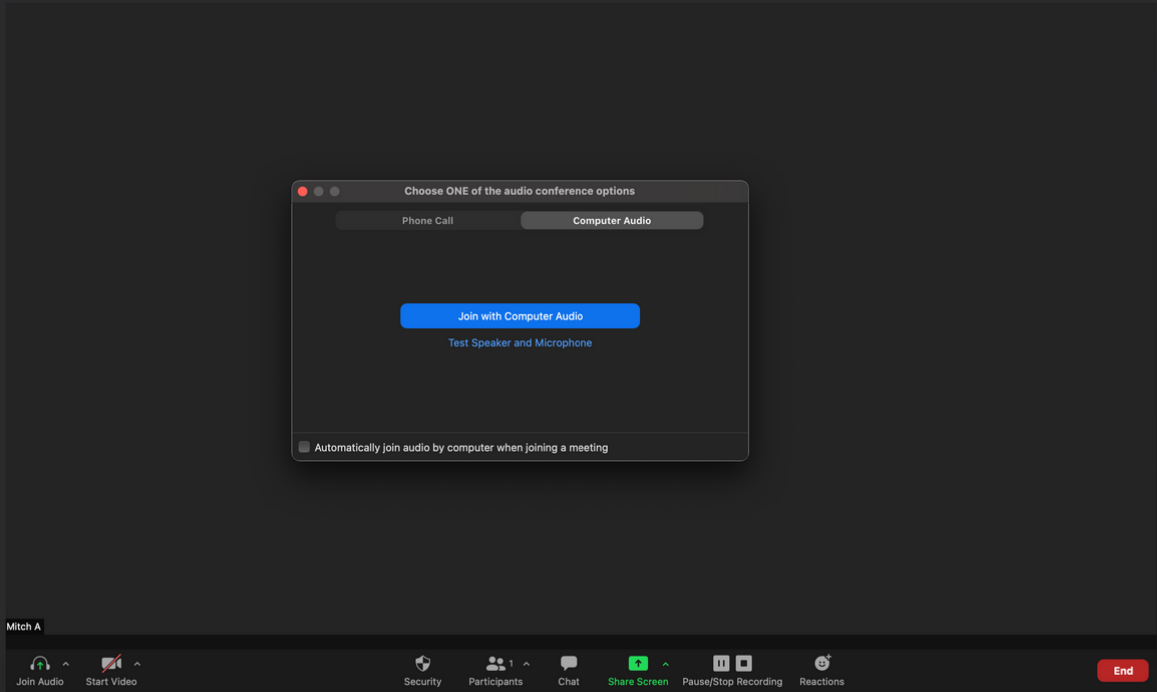
Recording:

The final thing to remember when creating your presentation or interview is to ensure the above audio and visual tools are selected when you login to Zoom. We don't recommend you use anything other than Zoom for your presentation/interview as it will produce consistent quality.

Please **do not use** powerpoint or similar to record your presentation. The recording quality is poor and unusable for us. If you need assistance with Zoom please contact us as we're more than happy to help.

When logging into Zoom here's what you need to do:

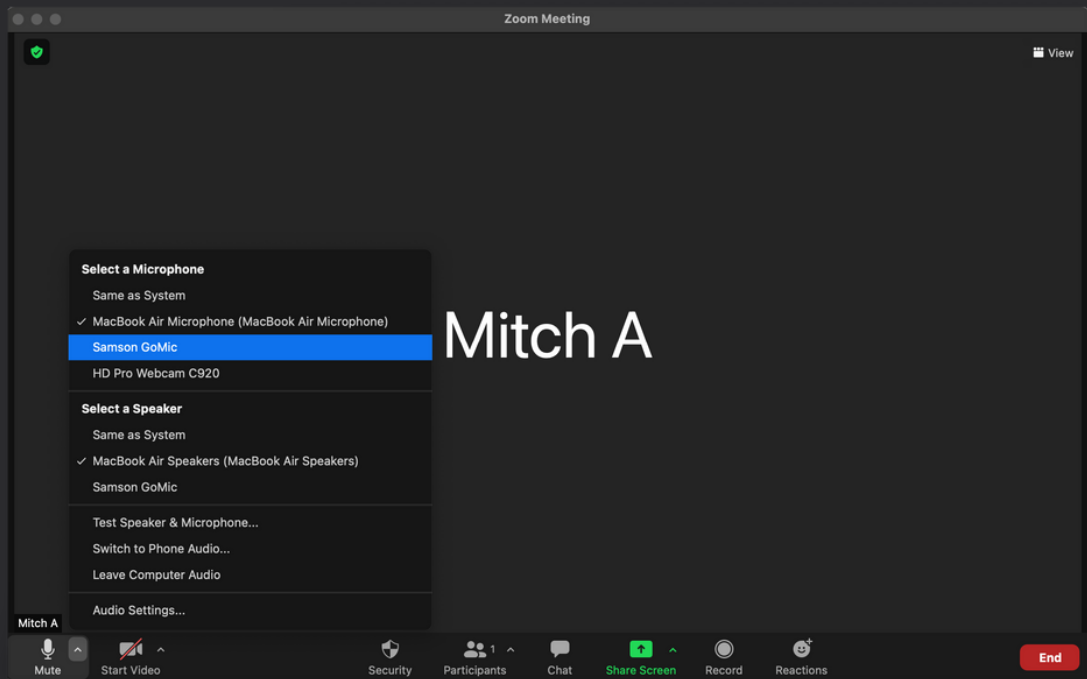
- 1 When logging in, select "Join With Computer Audio"



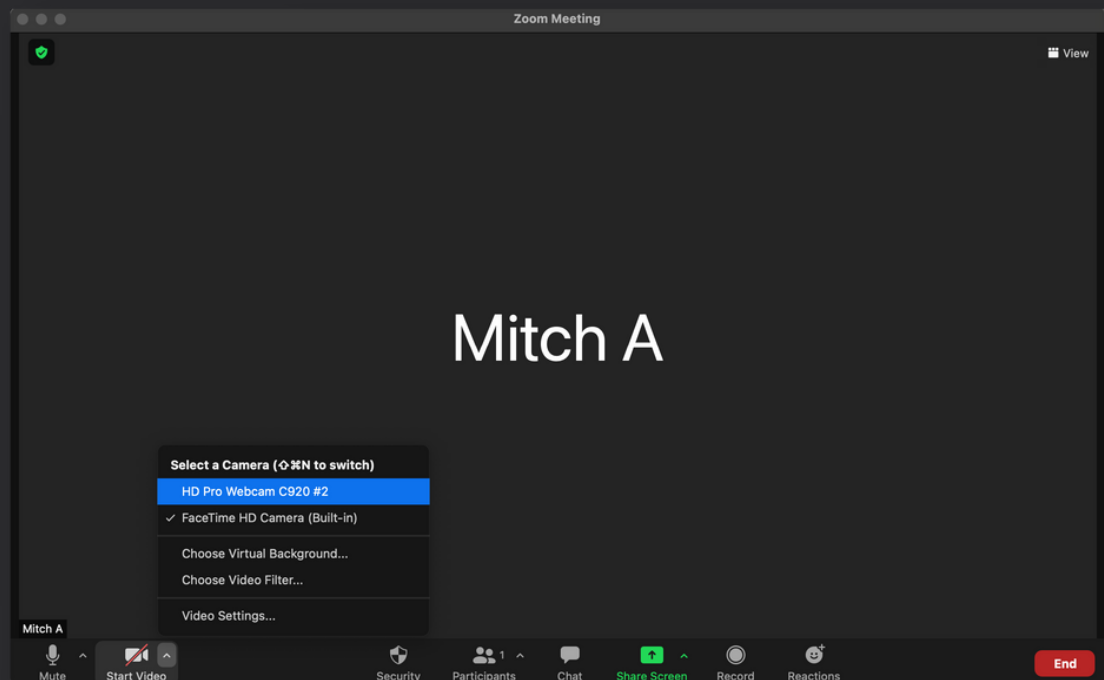
- 2 At the bottom left you will see the "Mute" button, click the arrow next to it and choose the right selection under "Select a Microphone". If you have your Blue Yeti, Samson GoMic or other microphone plugged in this is where you select that option.

Key Pillar: One

THE IMPORTANCE OF AUDIO & VISUAL QUALITY FOR YOUR BRAND



- 3 Next select "Start Video". This is where you choose your new HD webcam.



- 4 Now you should be on the screen. If you are recording your own presentation you simply now just share your screen. Then hit the record button to begin the presentation. Send us the file once finished via Google Drive or Dropbox. If you are getting interviewed the host will be recording it for you.

It's that simple. Isn't technology great!

We need to protect the quality of our events to ensure our audience will have a great experience which means there is a standard we need to keep. We need to be clear that if we receive files that are not up to scratch we may ask you to do them again until they are or leave them out of the summit altogether.

That's why we created a resource like this to make it super easy for you to ensure your presentation video and audio will be perfect! If you have any questions, concerns or queries we've got a dedicated team member to help you through the entire process. So reach out to the person who sent you this document and they will be happy to help.

Key Pillar: Two

How to Generate Thousands of Dollars in Revenue & Thousands of New Leads for your Email List – Affiliate Program

We realize committing your time to sharing a presentation or interview with us is no small feat. That's why we take that very seriously. As business owners we know that if you are going to give your time to someone or something there needs to be a really good reason why...

And what better reason than to generate more money or new email list subscribers. Sound enticing? Great, let us explain it further.

We've built a state-of-the-art affiliate program in order to help you generate commissions every time someone from your audience makes a purchase.

You might already be familiar with some different affiliate programs online. Like Amazon Associates for example, or you may be an affiliate with a supplement brand you recommend. When someone buys a \$30 product they send you 10% of the sale (if you're lucky!). While it's not much, it's better than nothing, right?!?

Sure, but what if you could earn 10x or 20x the amount of commission you earn from the same amount of work (or even less)? Would that be valuable to you?

Of course it would!

Since most of our products are digital then that allows us to pay a much higher commission rate for every sale you make. In fact, we pay 40-50% commission and our average order value is \$60-70 dollars.

*That means for **every sale** you make you could **earn up \$35 in commissions**.*

We've had affiliates in the past earn well over \$5,000 in commissions just from sending out a few emails to their database to let their audience know they are speaking on our awesome online summits!

But we make it even easier than that...

If you were to promote Amazon links, you need to write your own website copy, create your own banner images, come up with the right marketing angles and it takes a ton of work just to earn a \$3 commission.

Pet Summits take care of all of that for you!

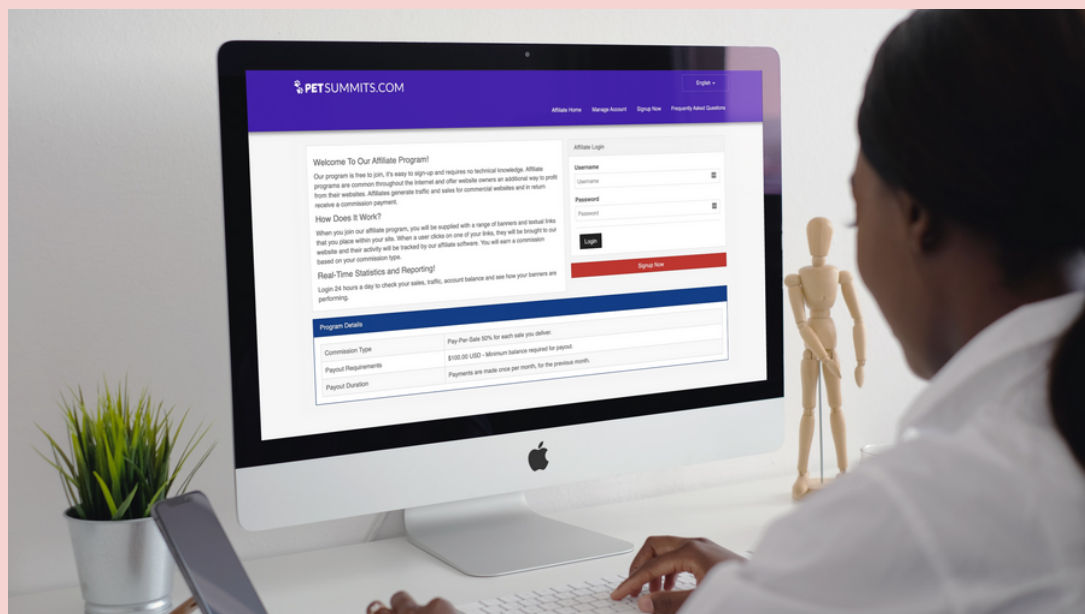
HOW TO GENERATE THOUSANDS OF DOLLARS IN REVENUE & THOUSANDS OF NEW LEADS FOR YOUR EMAIL LIST – AFFILIATE PROGRAM

When you promote our summits we provide you with email swipe copy, so you can simply copy and paste it directly into your email marketing software. We do recommend you add your own voice to it so your audience knows it is coming from you.

We also provide you with social media copy, promotional images and graphics, promotional videos and more. We even have a number of funnels you can promote as an entry path into the summit. For example, our Summit Playbook Download page is always a high performing optin page and we create one for every single summit we do.

Our goal with our affiliate program is to make it as simple and “turn-key” as possible so you can spend less time marketing and more time making money!

If you selected that you will be promoting on the application form then we will be signing you up, however if you want to get signed up sooner, or if you are curious to check it out then [click here to sign up and login to our affiliate dashboard now.](#)



HOW TO GENERATE THOUSANDS OF DOLLARS IN REVENUE & THOUSANDS OF NEW LEADS FOR YOUR EMAIL LIST – AFFILIATE PROGRAM

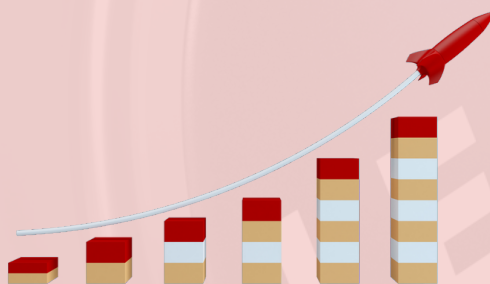
Generating Leads:

We also run an affiliate competition for each summit launch we do. This is how you can generate new leads for your own email marketing list by participating in and winning the competition.

By the end of the competition dates provided, if you are one of the top 2 affiliates you will win the opportunity to provide the audience of the summit a “free downloadable gift” that they opt-in for and we will send you a CSV file of names and email addresses once the summit is complete.

It’s not uncommon for these winners to generate another 1,000-2,000 new email subscribers from the summit.

Now in order to also give our new up and coming leaders an opportunity to win this prize as well, we also have a bonus prize draw for anyone who sends more than 200 leads to the summit. You will get the opportunity to go into a draw to win a 3rd and final spot in the lead generation competition.



We realize not everyone has a huge audience, and we still want to reward those who make a big effort to promote our events. So if you can send 200 people to the summit you will go in the draw to win the final position. Imagine doubling the size of your audience by making one big promotion for the summit. That’s possible with Pet Summits.

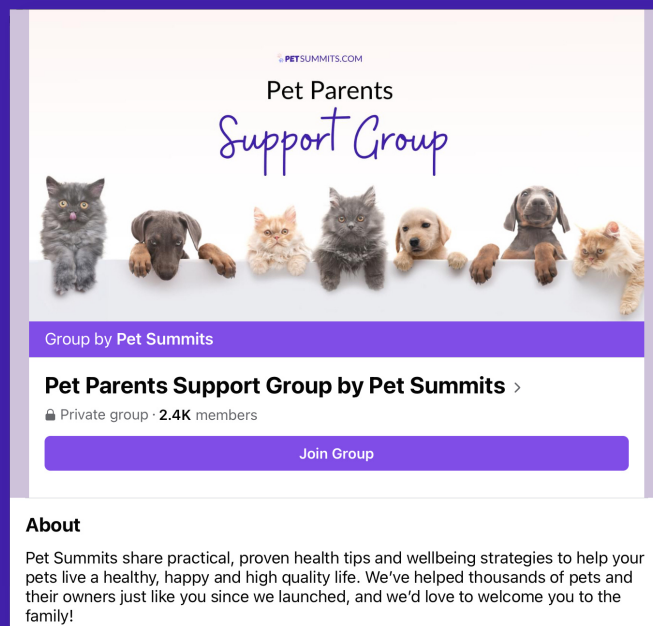
If this isn’t the best affiliate program in the pet industry then tell us how we can improve it?!?! We want to build the fairest and most rewarding program out there today that you can’t wait to tell your colleagues about. We’re committed to constantly improving the program and your feedback is helpful.

If not, then see you on the inside and let’s make some money together!

The Engagement Effect: Generate More Business Fast!

Once your interview or presentation ends this is where most people stop thinking about it. But we believe the interview or presentation is just the beginning.

[We invite you to join our Pet Parent Facebook Group Community.](#)



This is where all of the action happens throughout each summit. It's a place where our audience asks questions and interacts with each other. It is where our host of the summit goes live each day to engage the audience as well.

It goes without saying, if you want to build some really high quality fans who are going to buy from you then this is the place to be. We've had guest speakers and presenters in the past spend time in the Facebook Group during the week of the summit and answer any questions that pop up that they can help with.

Key Pillar: Three

THE ENGAGEMENT EFFECT: GENERATE MORE BUSINESS FAST!

We create a post specifically for your presentation. This is where you will have your time to shine. You should absolutely be engaging on this post for maximizing your relationship-building with the audience.

In the past, the speakers and presenters who have engaged the most in the Facebook Group have generated new sales for their products and new clients for their business. It's not uncommon for some of our speakers to generate a handful of clients from being an expert on the summit resulting in thousands of dollars in revenue for their business.

You really get out what you put in! And those who are actively engaging get seen the most. They become the top-of-mind expert during the summit and when our audience members are ready to take the next steps these are the presenters whom they reach out to first.

We want that person to be you!

[Join our Pet Parent Facebook Group Community here and begin engaging.](#)

 [PETSUMMITS.COM](https://petsummits.com)

Pet Parents
Support Group



Key Pillar: Four

The Benefits Of Becoming a Host With Pet Summits

Now this is where it becomes really interesting if you want to maximize your relationship with us. As you may have figured out by now, all of our hosts were once a speaker at a previous Pet Summit.

We've figured out a way to provide a huge amount of value to our hosts without you having to pay \$30,000-\$40,000 to put together your own online summit of this quality.

Our vision for Pet Summits is to build the world's largest and most comprehensive digital platform for pet health and wellbeing information, provided by the most well-known and respected experts like yourself.

We do that through online summits and elearning programs. We have literally dozens of ideas in the pipeline and are looking for new hosts to partner with us and create amazing online events and programs.

While our big focus early on is the dog parent community, we have plans to expand into cats, equine and beyond.

Now you may be wondering, well what's in it for me? And that's a great question...

We've created an entire page to outline the benefits of hosting a summit with us. [**You can view that here.**](#)



THE BENEFITS OF BECOMING A HOST WITH PET SUMMITS

We recognize that many of the experts in our community are great at what they do but they aren't marketing experts. Humbly, we are! And we want to help you reach a much larger audience with your message plus create a really valuable product at the same time.

With the rates of cancer and disease in our pets skyrocketing these days there has never been a more important time than right now to be creating these types of online events and sharing this message with the pet parent community.

We encourage you to [check out our hosts page](#) on the website and if it resonates get in touch with us. There's really no better offer out there than this in order to grow your pet business.

Hosts we've already partnered with for our summits



Dr. Katie Woodley
Dog Gut Health Summit



Dr. Ian Dunbar
Dog Training Summit



Dr. Alex Avery
Dog Allergy Summit



Dr. Odette Suter
Dog Detox Summit



Dr. Ava Frick
Senior Dog Care Summit



Dr. Dee Blanco
Holistic Dog Care Summit

Key Pillar: Four

\$200 Cash Referral Bonus

Finally, let's talk about how you can earn some easy cash in the next few weeks!

One of the core components of our online summits is sponsorships. We use 100% of any sponsorship money we get on advertising. Our goal for every summit is to reach more of the pet parent community than we have in the past. We advertise mostly on Facebook. As well as some other platforms like Google, and other paid media channels.

We also treat our sponsors like an extension of our business. We have a well-thought out offer that is one of the highest value sponsorship offers we've seen to date. We also guarantee them a return on their investment. As far as we know this is unheard of in the sponsorship space.

The biggest challenge we have with getting sponsors on board is getting that first initial conversation booked in. Once we do that our conversion rates are through the roof because our platform and sponsorship offer is irresistible.

We've found that the best way for us to get in touch with sponsors is by getting a referral from someone who already has a contact or existing relationship with that brand.

We figured that one of the best opportunities to do that is through the existing network that we are creating through each summit.

So this is our one ask, if you do have an existing contact who would be ideal for sponsoring any of our online summits, if they do become a sponsor, **we will send you \$200 for that referral.**

\$200 CASH REFERRAL BONUS

Simply introduce us via email to your contact person and we will take it from there. The person/brand you refer to does not necessarily have to sponsor the same summit you are speaking on either. Even if sign up for another event we will still send you the \$200 for making that first introduction.

As a quick heads up, if our team or someone else has already been in contact with the same person/brand as you are suggesting/referring, we would only be able to send the referral bonus to the first person. So if in doubt make sure you check with us first before putting us in touch with them.

There are no limits to how many brands you can connect us with, we will send you \$200 for every one of them if they sign up with us. If this doesn't excite you then we don't know what will ;-)

**double fist pump, happy dance time, win-win*



Conclusion

In Conclusion

As you can see we've put a lot of thought into ensuring you get the most out of this presentation. We care deeply about the relationships we are building and the community we are creating. That's why we want to support you to get the most out of it as possible.

As always, if you have any questions or need more personalized help then we are here to assist you at any time. Simply reach out and we will get back to you as soon as possible.

Now... let's have fun and create the most valuable online summits and digital programs your audience have ever seen!

**Hugs,
The Pet Summits Team!**

