

****NOTE: Simply use the following highlighted and italicized text as a guide for your own event.****

Now is the time to [insert summit topic] (learn how to cook healthy) ...

We Are Bringing Together [#] Thought Leaders from Around the World to Share Their Most [profitable, healthy, ?] Secrets. You Have a VIP Invitation to This Epic [#]-Day Summit.

Dear Fellow [xyz],

Imagine some of the world's top experts on [summit topic] coming together to discuss their #1 [topic] strategies.

And not only are they gathering, but you have a VIP Invitation to this limited space event. By attending you are able to **quickly *and* easily implement their strategies** for [yourself, your business, etc.] to help you [insert biggest benefit of joining].

Well, there is no need to imagine. This is **exactly** what's happening in [month, year] at the [summit name]. But don't worry if you can't make it to every live call. We'll be recording every moment and taking notes.

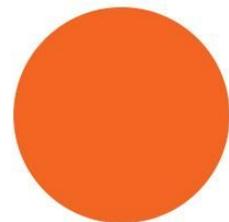
Before we get into that, let us tell you a bit about why created the [summit name] and introduce you to our fabulous speakers, so you can be sure you're in exactly at the right place at the right time to [insert benefit] more than you ever imagined.

Meet [your name], Your Summit Host

[this area is where you will tell a little about yourself and your experience]

With over [#] years' experience in [topic] I've been fortunate to learn from some of the most successful and brightest minds in the world of [niche/industry].

EVENT NAME



Over the years, I have spent [X dollars or hours] trying to do it on my own without a lot of success. From quick fixes to complex strategies, I tried it all. It wasn't until I started following the experts that it all made sense.

The knowledge, experience and success of these experts is quite unbelievable. I went from being [something negative] to [something positive] by following their example.

That's why I decided to put together this summit, so you don't have to struggle the way I did.

I've created an impressive lineup of speakers, many of which were influential in my success. Each guest was carefully selected for their exceptional expertise in the niche. They have real-world experience and knowledge to help you [benefit attendees will receive].

The great thing is, you can join the summit from the comfort of your own home. All you need is a computer, internet access and, if you want to ask questions, a microphone. In addition, I'll be recording each call and taking notes so if you cannot make it to every live call, you will have access to the recordings, transcripts and notes. This allows you to absorb the information at your own pace.

Here Is Our Panel of Experts and What You Can Expect with Your [summit name] VIP Invitation

As you can see, this is going to be an action-packed event, so get your notepad and pen ready and be prepared to get to work. Each session includes:

- **Up to [X minute] information sessions with each speaker.** From [topic] to [topic], I've got you covered.
- A **[X minute] Q&A period** with each expert. This is almost unheard of in live seminars where the focus is ongoing from presentation to pitching you a high-priced product, which brings me to the next point..
- A **free action-oriented bonuses** from our speakers **and zero product pitches.** There is no **pressure to buy here.** Just come to learn and then put what you learn into action.
- **Full transcripts of each session.** Whether you prefer to read or want a reference that you can refer to as you take action on what you learn, you'll receive access to our **enhanced transcripts that include screenshots and emphasis to display critical points.**
- **Summary notes of each presentation** to help you take action. Get the information you need quickly. Watch or read the presentations in full and absorb it all. Then review the notes to ensure you have the main points and view them quickly.
- **PowerPoint presentations from each speaker.** You get the full package...we've even included the PowerPoints from each session.

Here's what you will learn during this **X day event if you grab your VIP invitation.**

****NOTE: Use the following italicized text as an example layout for your own speakers information.****

[John Doe]: Changing how you see food

John Doe started his weight-loss journey at 610 pounds. Unable to be on his feet for more than a few minutes at a time, spending on average \$50 a day to have fast food delivered to his home. He was miserable but didn't know how to stop his addictive behavior. Since then he has lost over 400 pounds and gained back his life. He now shares his story and weight loss strategies in over 60 countries around the world. His thousands of students have also learned how to eat better, lose weight and keep it off.

*John is going to show you his **secret strategy for changing how you look at food**. This change in mindset will set you up for success. Here is a sampling of what he will be covering:*

- *Why most weight loss diets don't work and how to shift your thinking so you can find success.*
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SPEAKER NAME

INTERVIEW TOPIC INFO

[John Doe]: Changing how you see food



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Now It's Your Turn! Are You Ready to Become the [summit topic] Next Success Story?

This is for you if you're finally ready to:

- *Benefit 1*
- *Benefit 2*
- *Benefit 3*
- *Benefit 4*
- *Benefit 5*

To Recap, Here's What Our Experts Will Teach You:

- *Main strategy from speaker #1*
- *Main strategy from speaker #2*
- *Main strategy from speaker #3*
- *Main strategy from speaker #4*
- *Main strategy from speaker #5*
- *Main strategy from speaker #6*
- *Main strategy from speaker #7*
- *Main strategy from speaker #8*
- *Main strategy from speaker #9*

This is Your Chance to Get High-Ticket Strategies at an Incredibly Low-Ticket Price

I've pulled together all these first-tier teachers and I'm bringing them directly to you. There are no hotels, flights or other expenses to take care of and all you need is a computer and an Internet connection to get full access from the content of this life-changing event.

I'm sure you'll agree, I could charge hundreds of dollars for all this information, but I want this event to be as accessible as possible for **[your target audience]**.

Once again, this small fee gives you access:

- **Up to [X minute] information sessions with each speaker.** From **[topic]** to **[topic]**, I've got you covered.
- A **[X minute] Q&A period** with each expert. This is almost unheard of in live seminars where the focus is ongoing from presentation to pitching you a high-priced product, which brings me to the next point...
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If you're ready to [benefit] and [benefit] like crazy, claim your limited availability [summit name] pass below.

**Just Use the Register Button Below, and
I'll See You on the Other Side...**

REGISTER NOW

**Specially Priced VIP Invitations Are Available for a Short Time
Only. Don't Miss Out!**