

2023

BLOGGER BREAKTHROUGH SUMMIT REDUX



WELCOME!

I'm so excited to have you join me at the fourth annual Blogger Breakthrough Summit!

This workbook and the sessions that go with it will help you to keep track of your notes and action items.

Remember, if there is a session you want to see, you only have 24 hours once it airs to view the session (unless you [join the Blogger Breakthrough Summit Membership](#)).

If you think you'll have questions from a session, try to attend at the time it airs, in most cases, the speaker will be live in the chat to answer questions.

You'll be able to [log in and view the session in HeySummit Here](#).

You can interact, ask questions, and maybe even win some prizes [inside the Facebook group](#) - you must answer all three questions in order to be admitted to the group.

Remember there is no magic wand when it comes to creating a successful blog, you can attend all the sessions and learn all the things, but if you don't take action on what you learn you won't get anywhere.

For this reason, I highly encourage you to snag the All Access Pass for additional resources that will help you take action faster including the live implementation session on Friday which will help you come up with an action plan on all your notes.

Ready to get started?!

ABOUT LIZ STAPLETON

Liz's mission is to help you run your blog more efficiently and profitably so that you can stop spinning your wheels and create your own life changing blog.

Hi! I'm your host, Liz Stapleton and blogging has quite literally changed my life. It lead me to become self employed in 2017 and has supported me through multiple cross country moves and lots of life's ups and downs.

I started my first blog way back in 2014 and it's still around at lessdebtmorewine.com.

I'm an attorney and use that background to help bloggers figure out the legal stuff over at elizabethstapleton.com.

With the Blogger Breakthrough Summit my goal is to help you run your blog more efficiently and profitably so that you can stop spinning your wheels and create your own life changing blog.

Because I get it, you've been stuck, not earning enough, your to-do list keeps getting longer, and you know it's time for you to start doing something different to get the results you want.

This summit is here to help you learn, systemize, and cut down on unnecessary tasks so you can reach your blogging goals in record time!

To learn more about Liz, visit bloggerbreakthrough.com/about



CONTENTS

6

SWAG BAG

Resources to help support you during the summit.

8

DAY 1 SCHEDULE

All the advanced sessions happening day 1 followed by the notes pages for each session.

10

DAY 2 SCHEDULE

All the advanced sessions happening day 2 followed by the notes pages for each session.

29

DAY 3 SCHEDULE

All the advanced sessions happening day 3 followed by the notes pages for each session.

46

DAY 4 SCHEDULE

All the advanced sessions happening day 4 followed by the notes pages for each session.

60

DAY 5 SCHEDULE

All the advanced sessions happening day 5 followed by the notes pages for each session.

28

UPGRADE TO THE BLOGGER BREAKTHROUGH SUMMIT

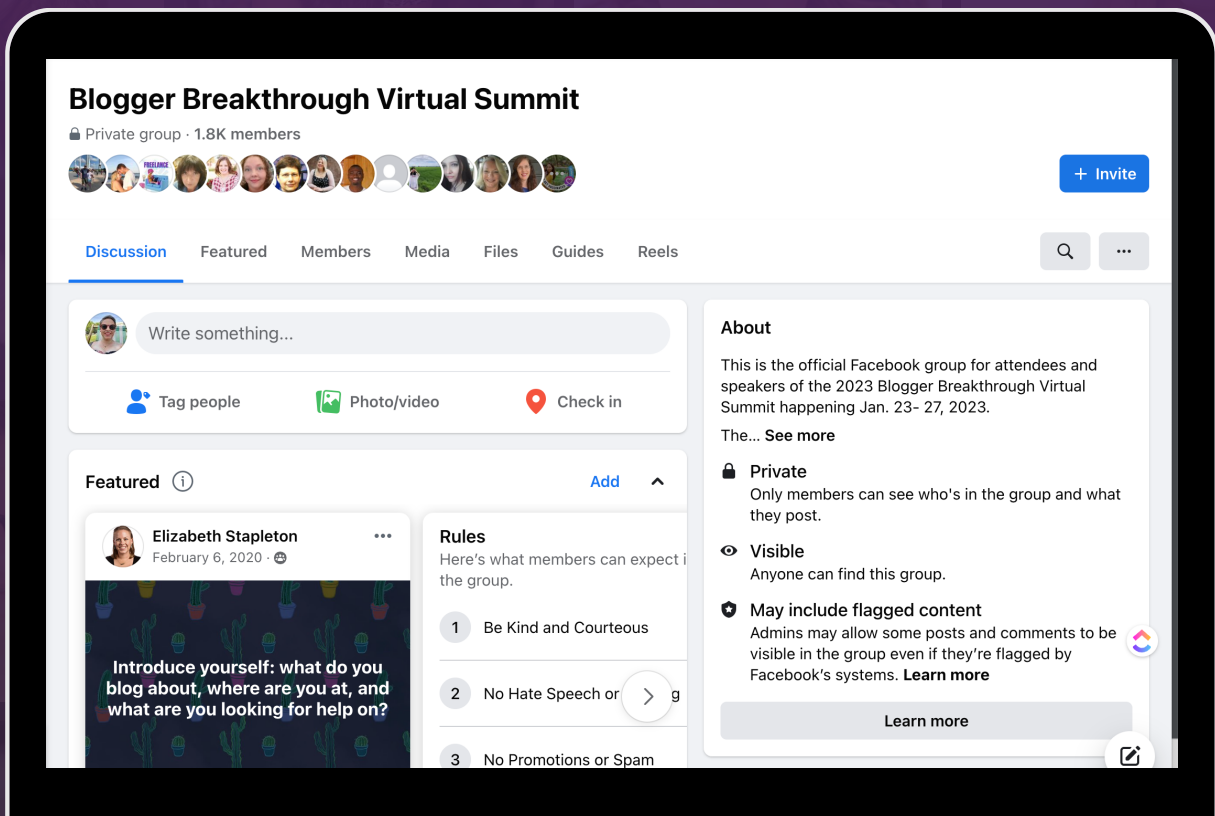
MEMBERSHIP *Join for just \$9/month*

20

SHOP



Connect with Other Attendees inside the **Blogger Breakthrough** **Summit** FACEBOOK GROUP



Join Now

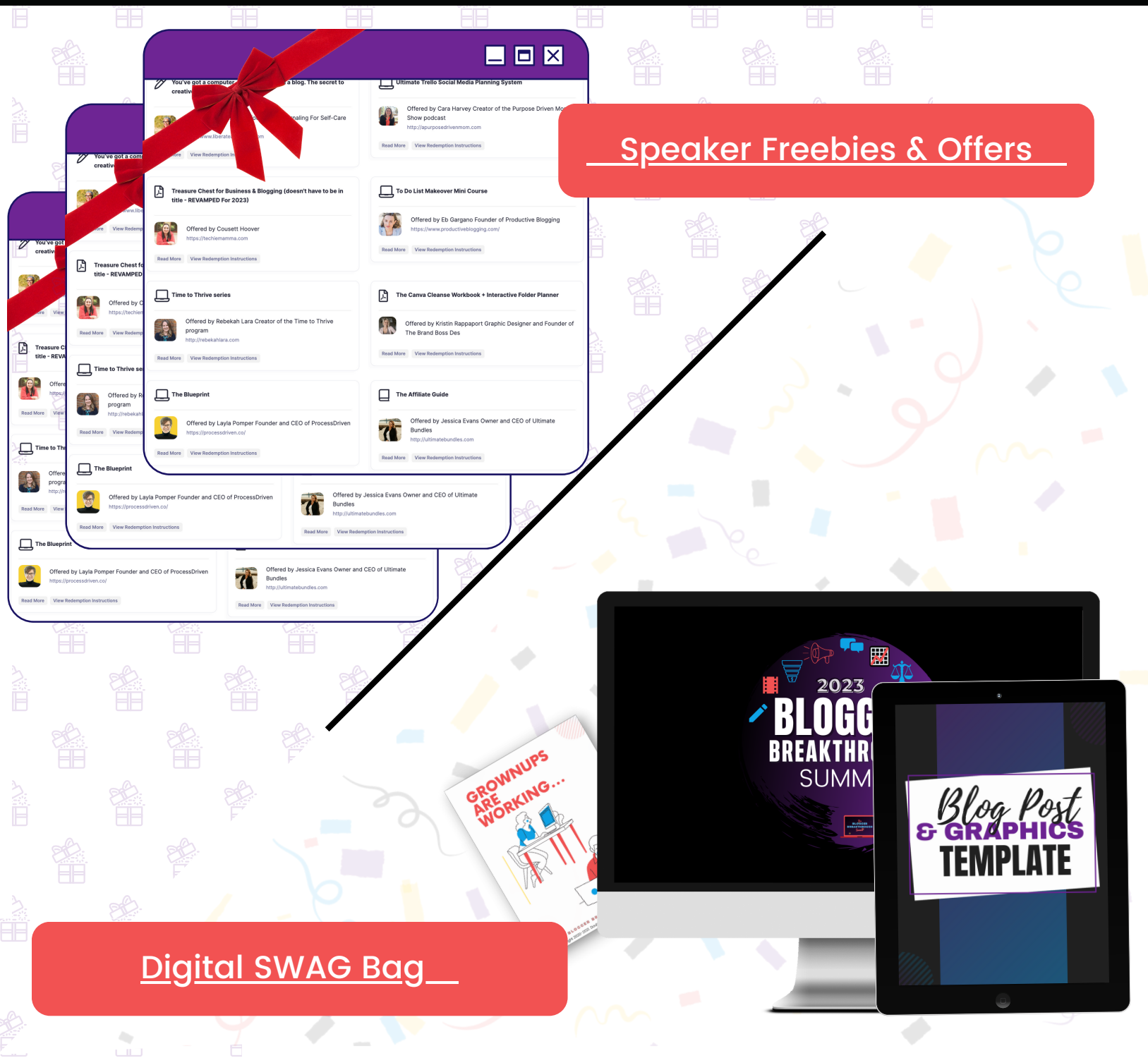
Don't Forget!

Take Advantage of the

SWAG Bag & Speaker Freebies

Speaker Freebies & Offers

Digital SWAG Bag



BINGO

bloggerbreakthrough.com

2023 BLOGGER BREAKTHROUGH SUMMIT REDUX BINGO CARD

B**I****N****G****O**

Watch a Presentation	Grab Your Free Ticket	Invite a Friend to Sign up for the Summit	<u>Submit a Written Testimonial</u>	<u>Submit a Video Testimonial</u>
<u>Submit a Video Testimonial</u>	<u>Introduce yourself in the Facebook Group Introduction thread.</u>	Subscribe to our <u>YouTube Channel</u>	Watch a Different Presentation	Participate in at least 1 poll or question thread in the <u>Facebook Group</u>
<u>Subscribe to us on Youtube</u>	Share Your Favorite Takeaway from the Summit	<u>Join the Blogger Breakthrough Summit Membership</u>	Complete + share the IG story Graphics (tag @lizstapletonesq)	<u>Join the Facebook Group</u>
<u>Submit a Written Testimonial</u>	Share Your Favorite Takeaway from the Summit	Watch a Different Presentation	Find an Accountability Partner	Share the biggest way the Summit has transformed your blog
Share about the summit on social media	<u>Submit a Video Testimonial</u>	Sign up for one of the Speaker's Free Resources	Leave a comment on at least two presenter's Session chats	<u>Subscribe to us on Youtube</u>

INSTRUCTIONS....

Interact throughout the summit and have fun doing it! When you get BINGO, post a picture in the dedicated Facebook Group Thread to be entered for ongoing prize drawings.

Don't forget to tag @lizstapletonesq and use hashtag #bloggerbreakthrough

SCHEDULE

DAY 1 - AUGUST 14 - MONDAY



Action Items

DAY 1 - AUGUST 14 - MONDAY

SCHEDULE

DAY 2 - AUGUST 15 - TUESDAY



10:30 AM Q4 MARKETING PANEL

Allea Grummert, Madison Wetherill, Ann Marie O'Braskin, Ashley Mason

12:00 PM CONTENT PLANNING PANEL REPLAY

Ryan Robinson, Mariah Magazines, Rebekah Lara, Liz Theresa



3:00 PM STRATEGIC CONTENT PLANNING FOR 2023

Amanda Warfield Advanced

3:30 PM HOW TO TAKE BACK CONTROL OF YOUR EMAIL MARKETING IN 5 STEPS

Allea Grummert Advanced

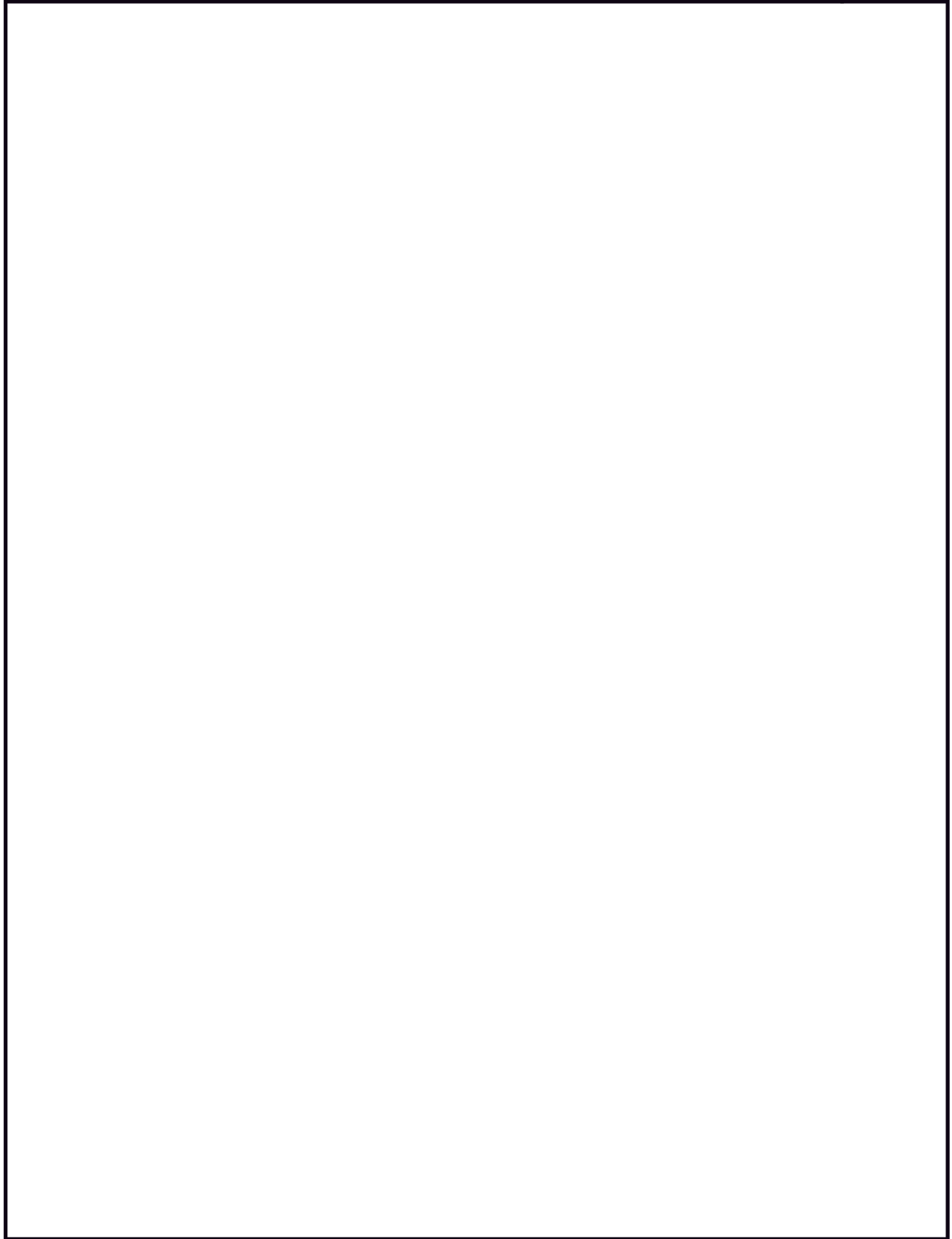


Action Items

DAY 2 - AUGUST 15 - TUESDAY

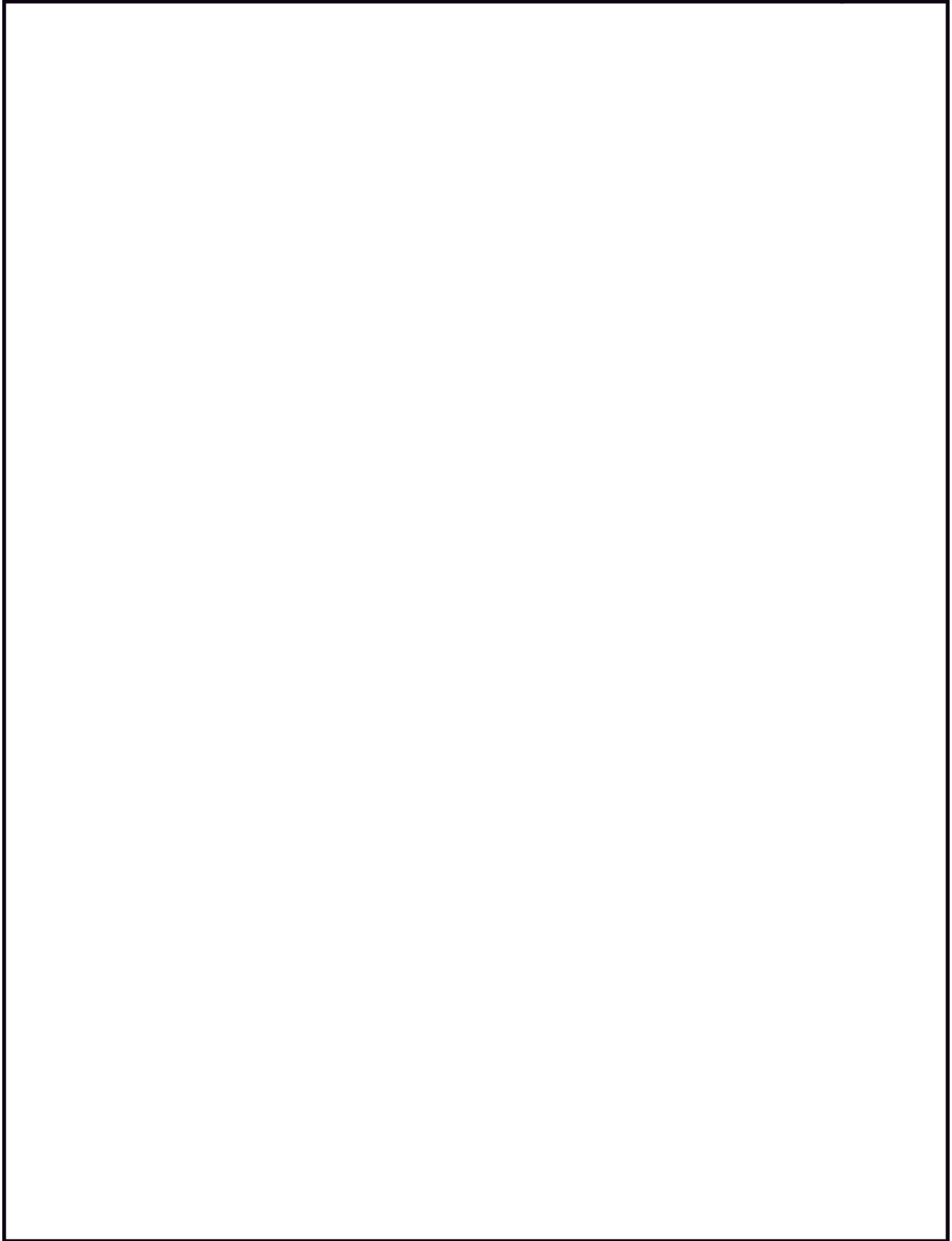
Q4 Marketing Panel

Allea Grummert, Madison Wetherill, Ann Marie
O'Braskin, & Ashley Mason



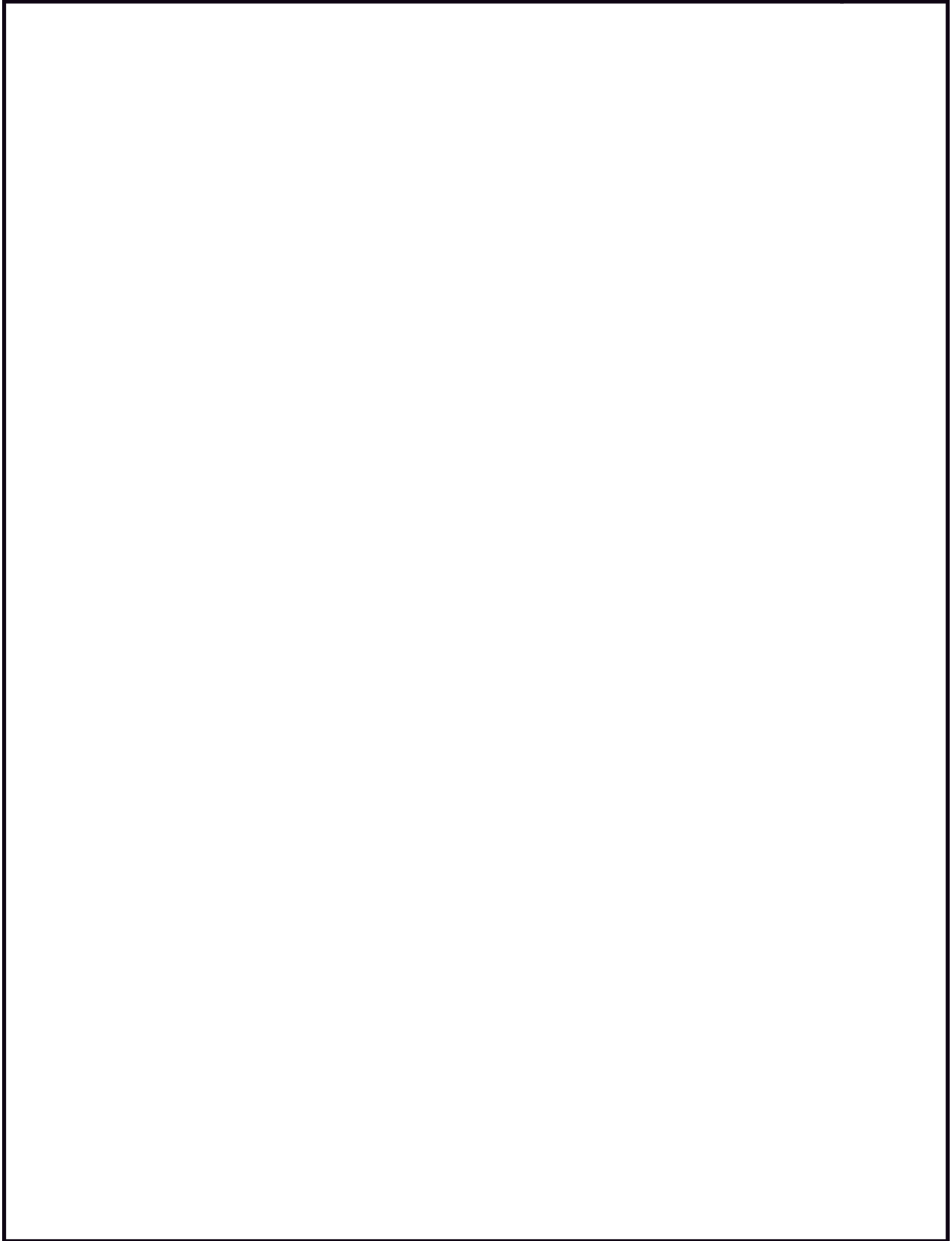
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Allea Grummert, Madison Wetherill, Ann Marie O'Braskin,
& Ashley Mason



Allea Grummert, founder of Duett, is an email marketing strategist & conversion copywriter who helps bloggers make a lasting first impression through automated welcome & nurture sequences. She helps her clients create strategic email sequences that engage email subscribers, build brand loyalty and optimize conversions for sales and site traffic.



Madison Wetherill is the founder and CEO of Grace + Vine Studios, where they build custom websites and brands for food bloggers to increase their impact and professionalism through website design and strategic branding. Madison is also the host of The Vine Podcast, a no-fluff podcast for food bloggers to learn to connect with their dream audience and expand their business.



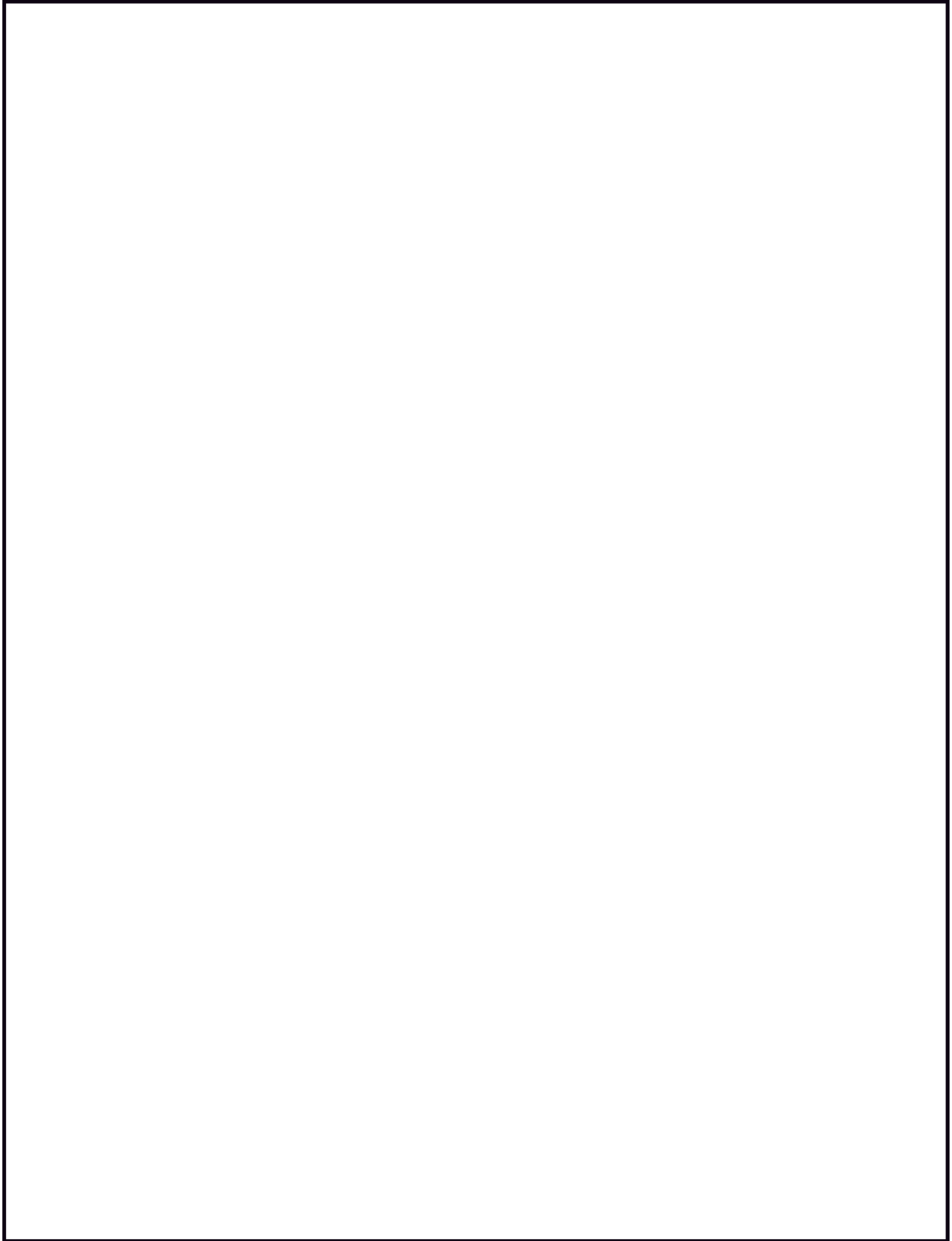
Ann Marie O'Braskin is an Office-binging, IPA-drinking, perpetually snacking child wrangler who loves helping busy entrepreneurs grow their businesses through marketing, 5 minutes at a time.



Ashley Mason is the founder of Dash of Social, a content marketing firm specializing in social media, marketing strategy, blogging, and email marketing. Working closely with their clients, Ashley and her team help small business owners and entrepreneurs craft and execute value-driven marketing strategies designed to establish thought leadership, grow online communities, and build connections and leads.

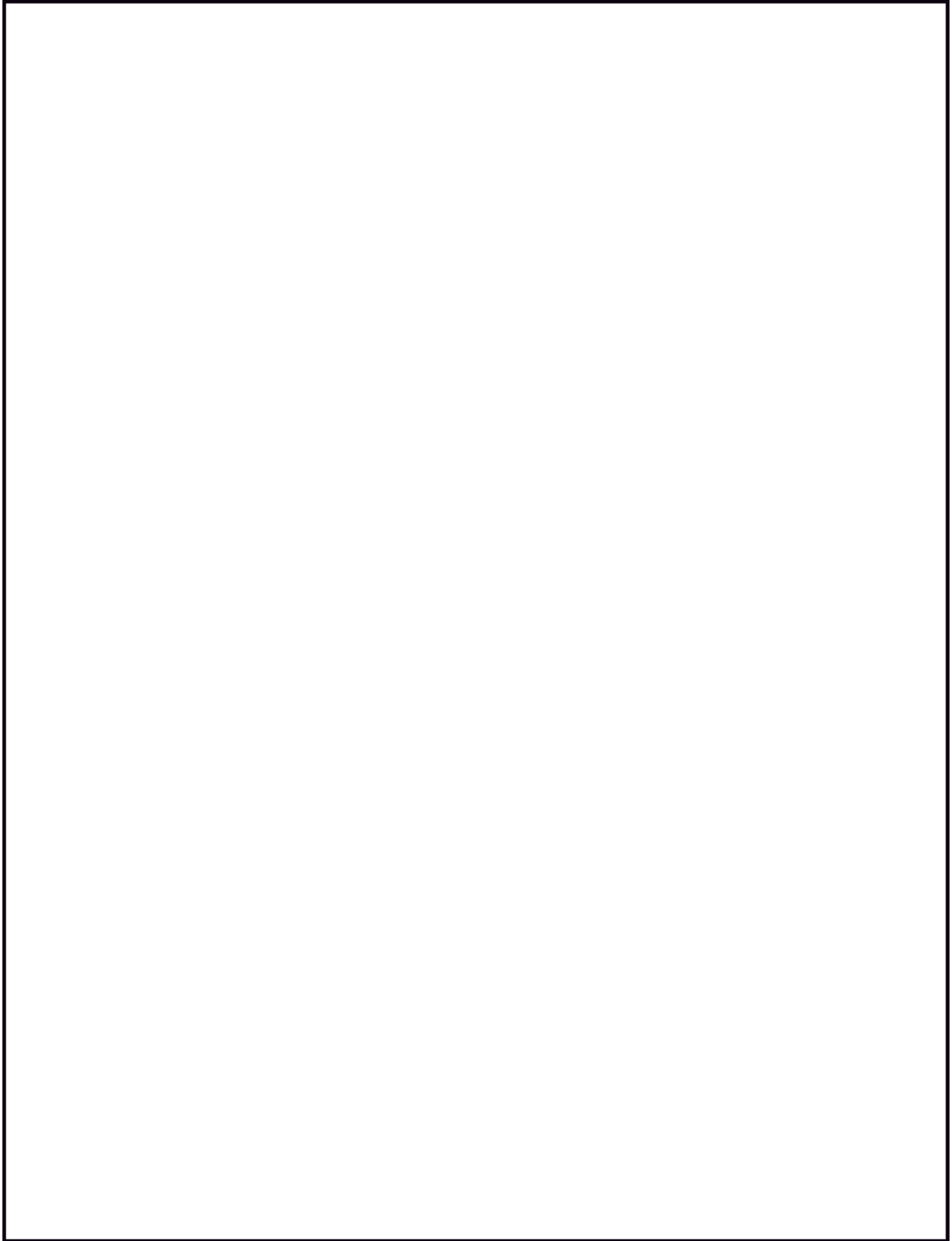
Content Planning & Systems Panel

Ryan Robinson, Rebekah Lara, & Mariah Magazine



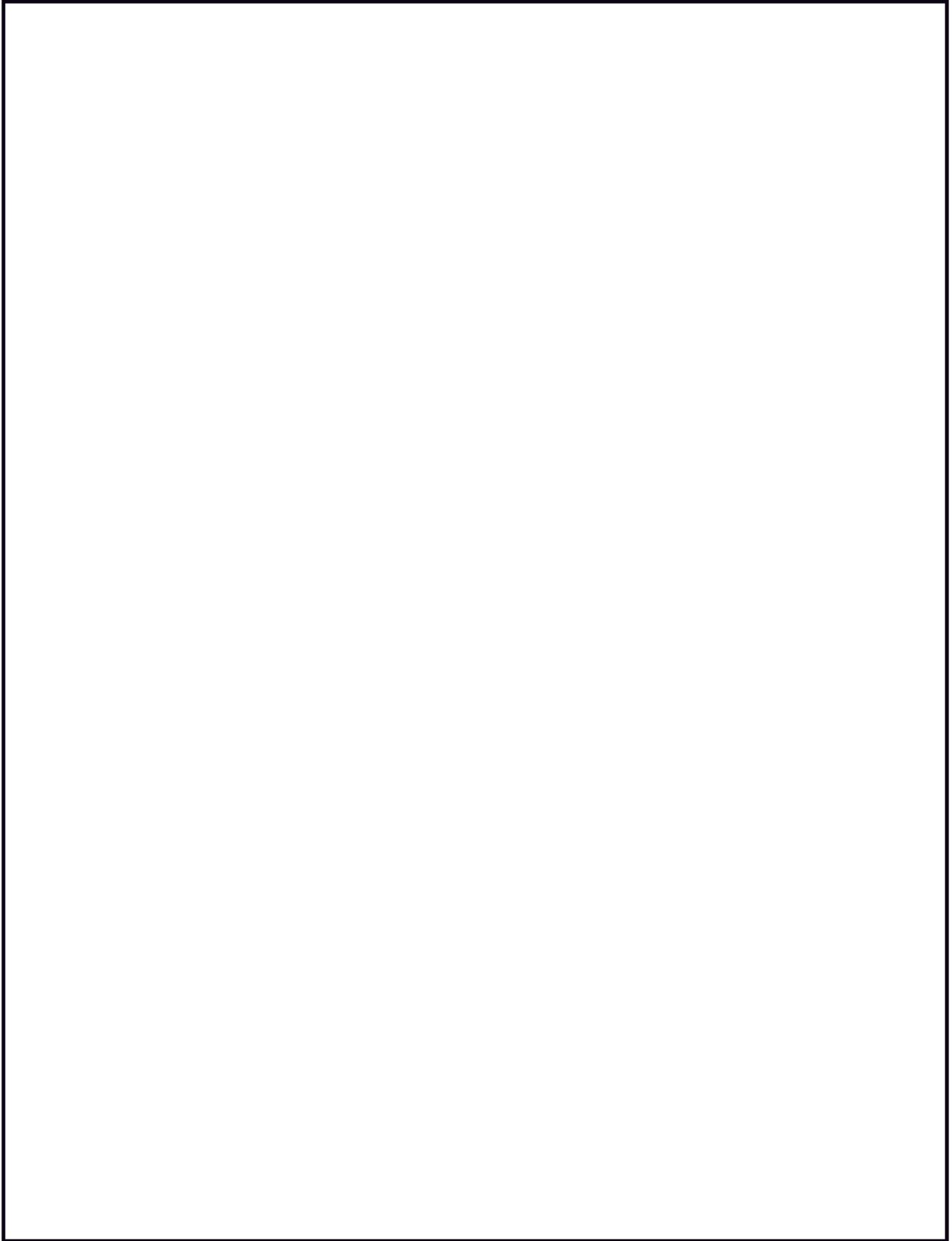
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Ryan Robinson, Rebekah Lara, & Mariah Magazine



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Ryan Robinson is a blogger, podcaster and (recovering) side project addict that teaches 500,000 monthly readers how to start a blog and grow a profitable side business at ryrob.com. He's also the Head of Content at Close.



Mariah is an SEO Visibility Strategist and Intuitive Marketing Expert for online business owners over at MariahMagazine.com. She's a firm believer that showing up on Google and marketing your business doesn't have to be as difficult & overwhelming as everyone makes it. Since 2015 she's been helping clients increase their visibility and land amazing clients, customers, and opportunities without stressing about social media or paid ads.



Rebekah Lara is a certified life coach and creator of the Time to Thrive program, where she helps mom entrepreneurs build their businesses while working less, so they can be a caregiver without giving up their own dreams. With two businesses and 3 young daughters with multiple needs, Rebekah has streamlined her own business systems, manages it all WITHOUT the overwhelm, and is passionate about helping other mom entrepreneurs calm the chaos too.

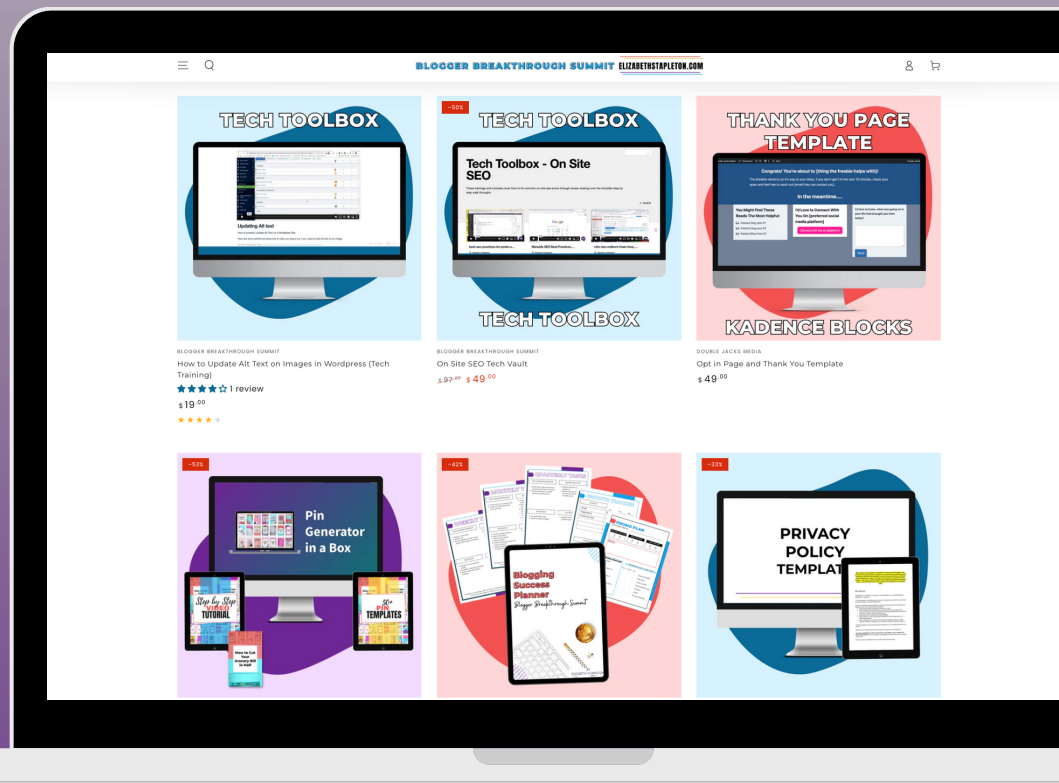


Liz Theresa helps entrepreneurs find clarity and market themselves online with confidence. She's been in business for more than a decade creating powerful, high-converting websites, memorable brands, and coaching business owners on how they can be more visible online. She wants every entrepreneur to rise and be the star of their own business because let's face it – a big break isn't something you wait for – it's something you make. Be sure to listen to Liz on Biz, her Forbes-acclaimed podcast every Monday for fresh, inspiring, and often hilarious stories of running a business.

BLOGGER BREAKTHROUGH SUMMIT

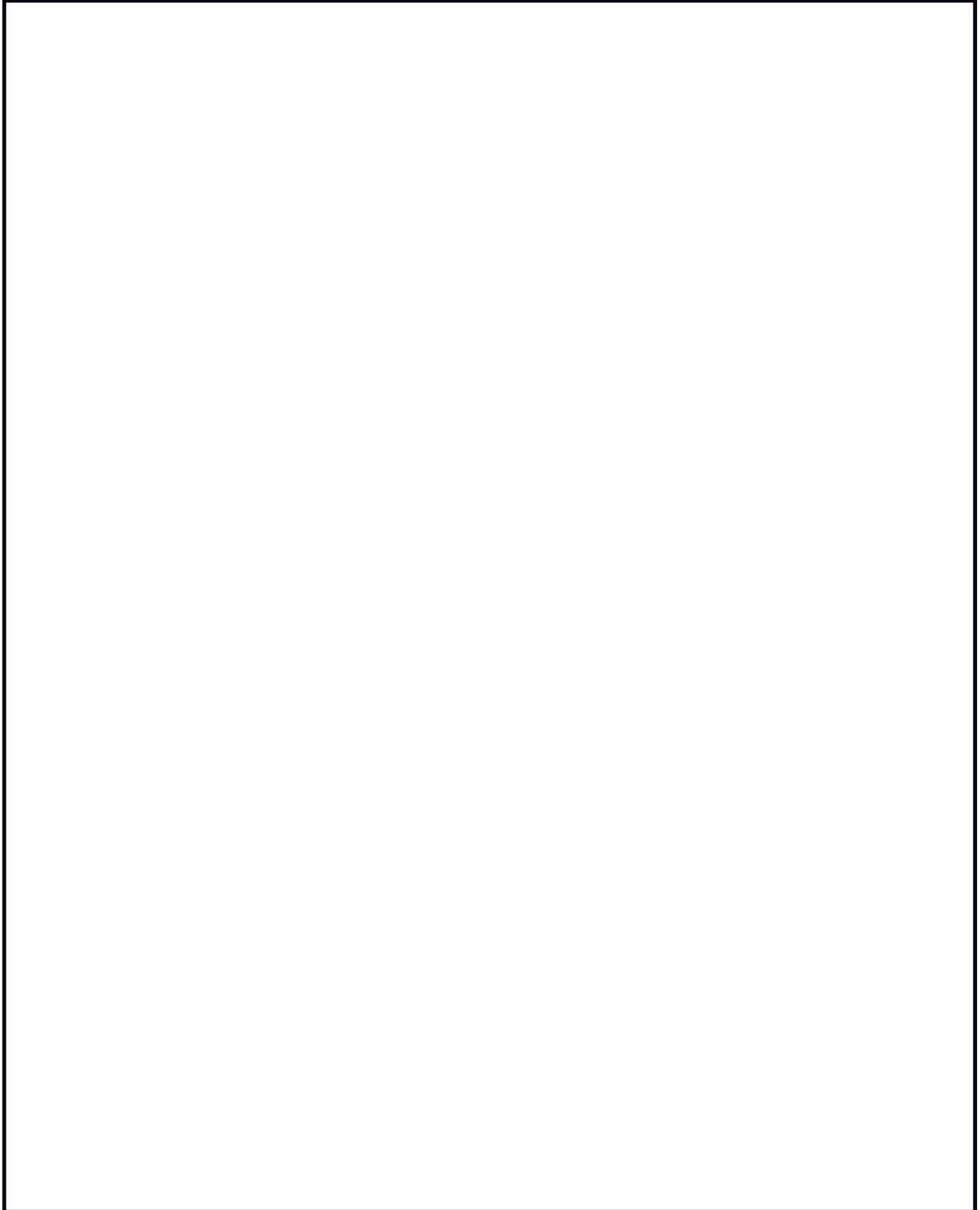
ELIZABETHSTAPLETON.COM

Save time. Stress less. Blog better. with Trainings and Tools to help. Check out the Blogger Breakthrough Summit & Elizabethstapleton.com Shop!

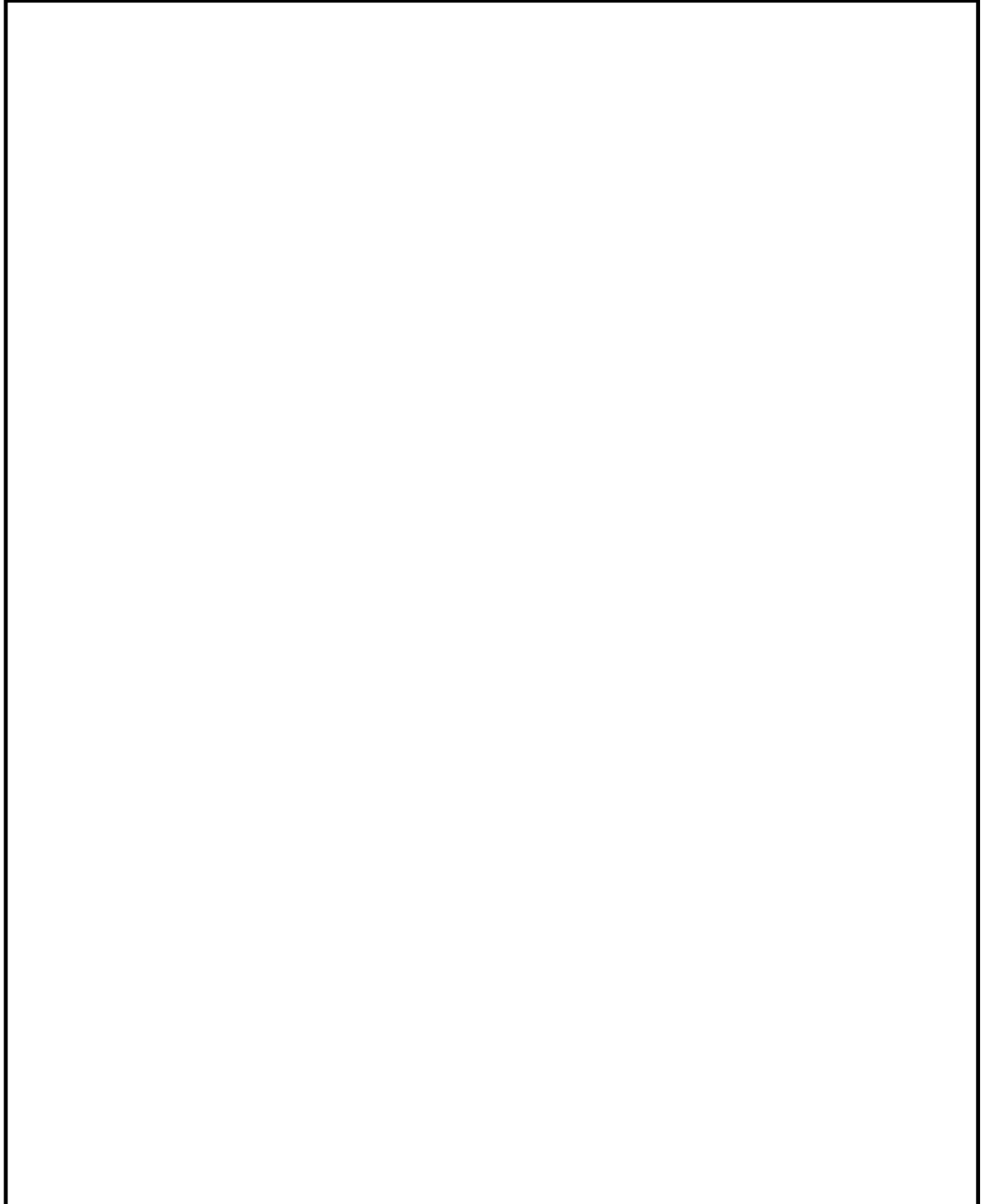


Shop now and save 25% with code:
BBSREDUX

Amanda Warfield

A large, empty rectangular box with a thin black border, occupying the central portion of the page. It is intended for strategic content planning for the year 2023.

Amanda Warfield

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Amanda Warfield

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Resources



Amanda is a simplicity-focused content marketing strategist, and host of Chasing Simple - a podcast to help creative entrepreneurs uncomplicate their life and biz.

Now a two-time business owner, she spends her time helping 1:1 clients creating content marketing strategy and teaching her students to batch their content so that they have time to move the needle in their business.

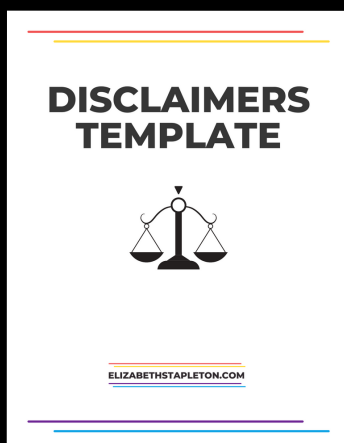
ABOUT



WEBSITE LEGAL TEMPLATES BUNDLE

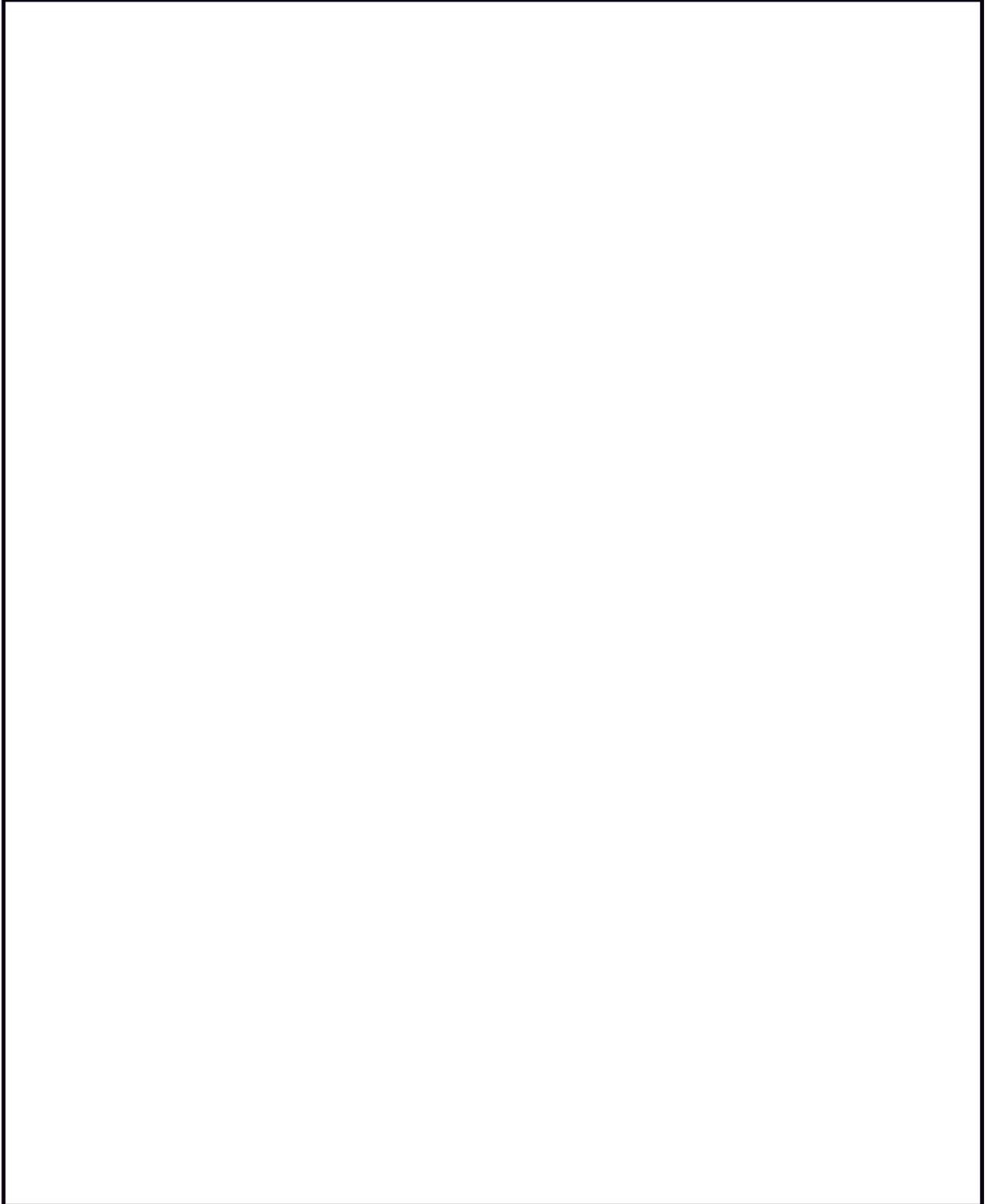
Save 35% Today!

code: 2023SUMMIT, only valid through Jan. 27, 2023



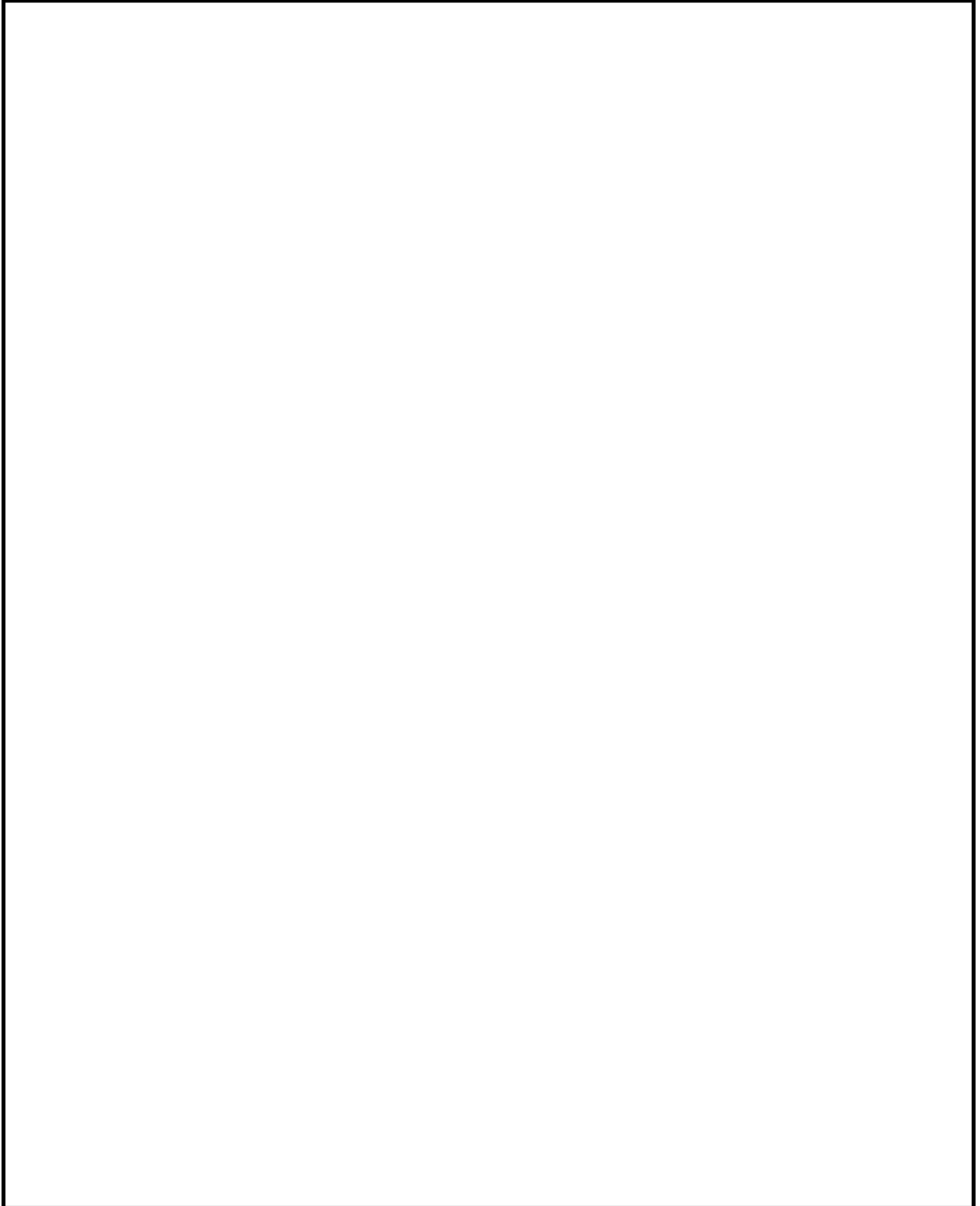
How to Take Back Control of Your Email Marketing - in 5 Steps

Allea Grummert



How to Take Back Control of Your Email Marketing - in 5 Steps

Allea Grummert



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Allea Grummert

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[Convertkit](#)

Resources



Allea Grummert, founder of Duett, is an email marketing strategist & conversion copywriter who helps bloggers make a lasting first impression through automated welcome & nurture sequences. She helps her clients create strategic email sequences that engage email subscribers, build brand loyalty and optimize conversions for sales and site traffic.

ABOUT

SCHEDULE

DAY 3 - AUGUST 16 - WEDNESDAY

10:00 AM HOW TO REACH YOUR EXACT TARGET MARKET IN 20 MINUTES PER DAY

Dan R Morris *Advanced*

10:30 AM AI & BLOGGING PREDICTIONS PANEL

Mariah Magazine, Jenny Melrose, Nina Clapperton, & Anca Pop

11:30 AM FUNNEL COPYWRITING 101

Sandra van der Lee *Advanced*

12:00 PM MARKETING PANEL REPLAY

Stephanie Blake, Ann Marie O'Braskin



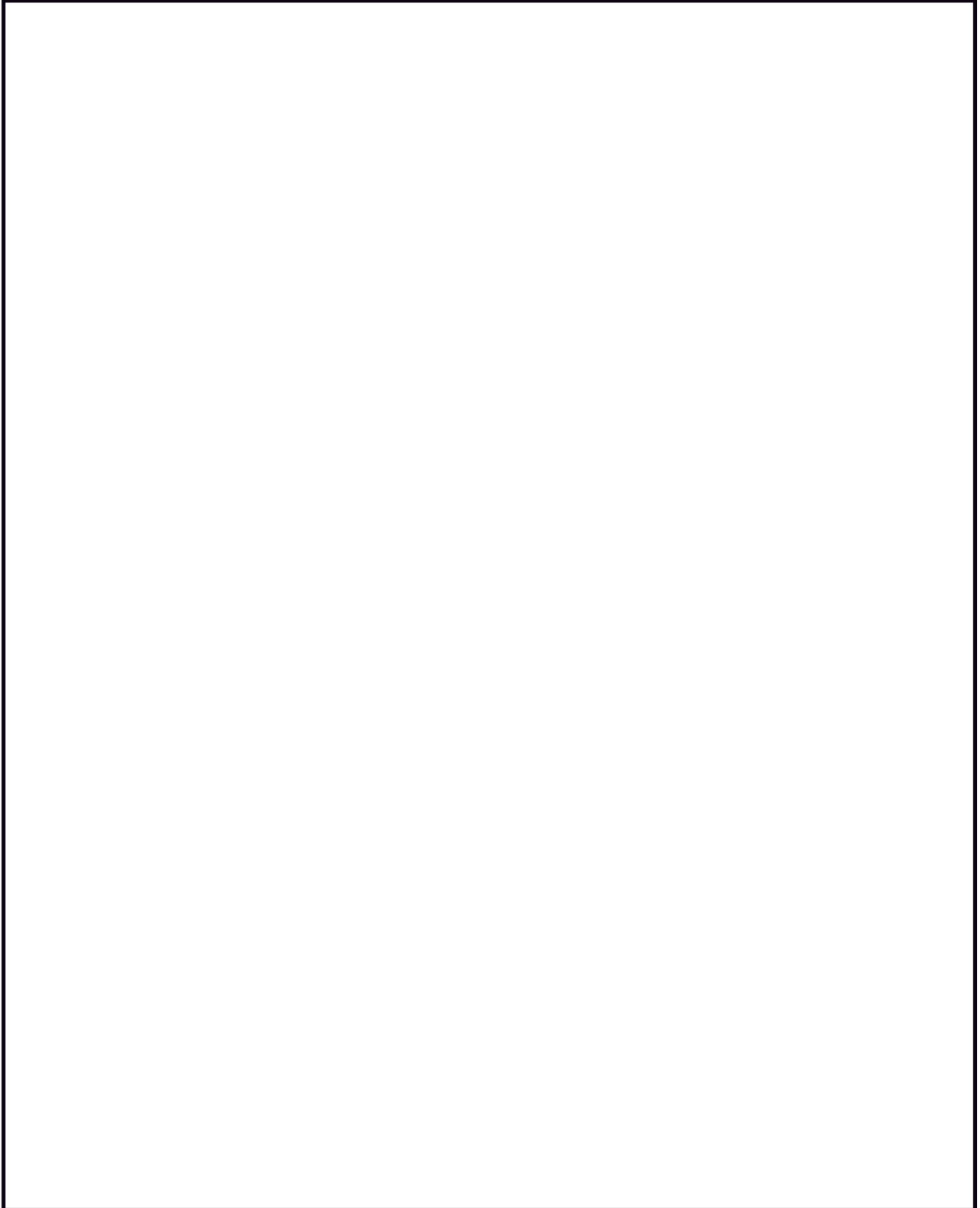
Action Items

DAY 3 - AUGUST 16 - WEDNESDAY

How to Reach Your Exact Target

Market in 20 Minutes Per Day

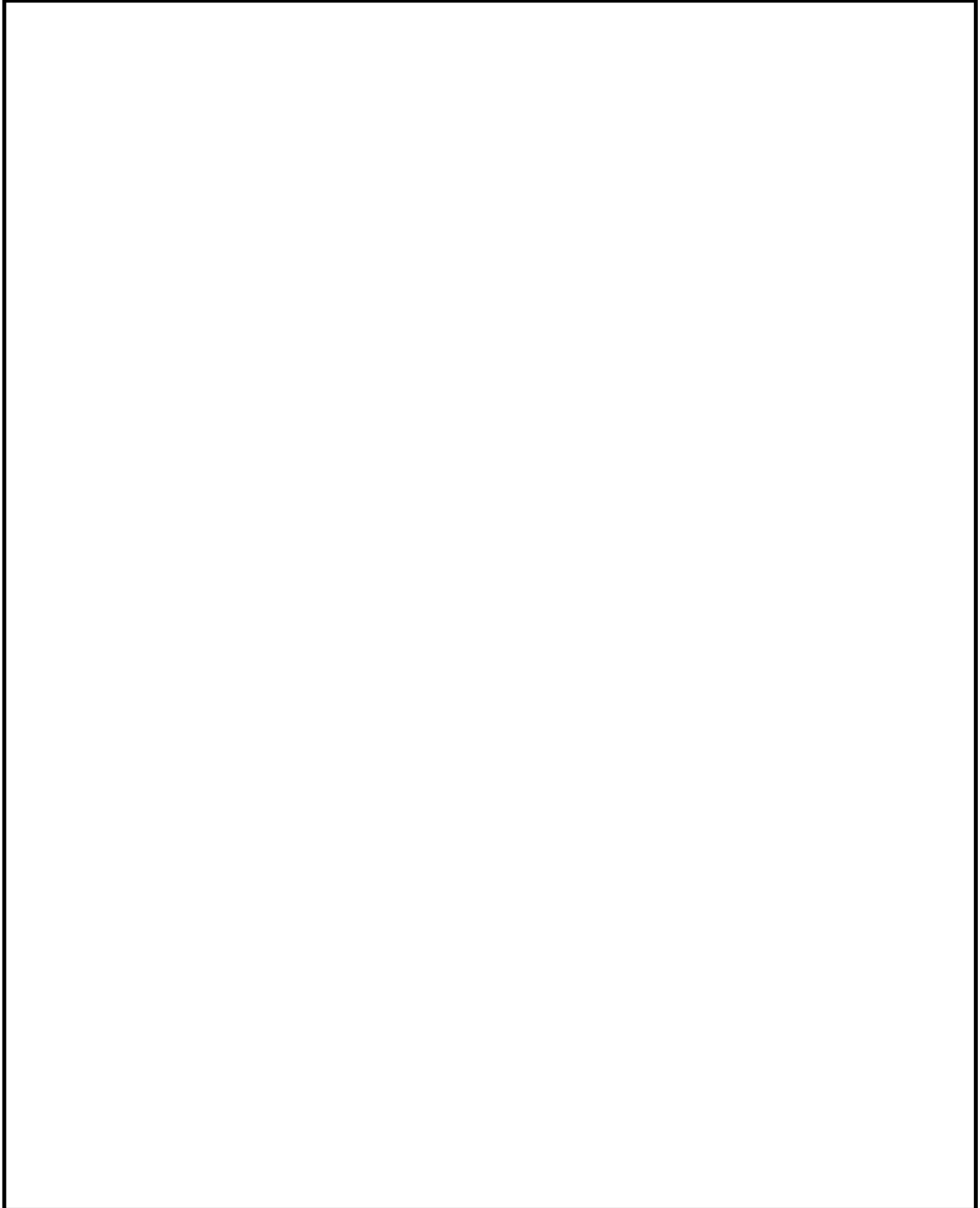
Dan Morris



How to Reach Your Exact Target

Market in 20 Minutes Per Day

Dan Morris



How to Reach Your Exact Target

Market in 20 Minutes Per Day

Dan Morris

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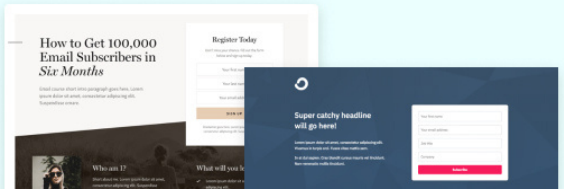
[Talkwalker](#)

Resources

Dan R Morris is an audience builder. He and his wife run [FindingJoy.net](#), a blog that has grown to [900,000 fans on Facebook](#), and [two six-figure product launches per year](#). Dan is also a [prolific podcaster](#) and a [Director at Podcast Magazine](#).



ABOUT



The Free plan includes:

- Unlimited landing pages
- Unlimited, customizable CTAs & signup forms
- 30+ premium landing page templates
- Unlimited traffic
- Customizable domain setup
- Mobile responsive designs
- Manage up to 1000 subscribers
- Unlimited Email broadcasts
- Subscriber tagging
- Seamless Unsplash integration
- Creator community

[GET STARTED WITH
CONVERTKIT NOW!](#)

BIGSCOOTS



COMPLETELY MANAGED WORDPRESS HOSTING!

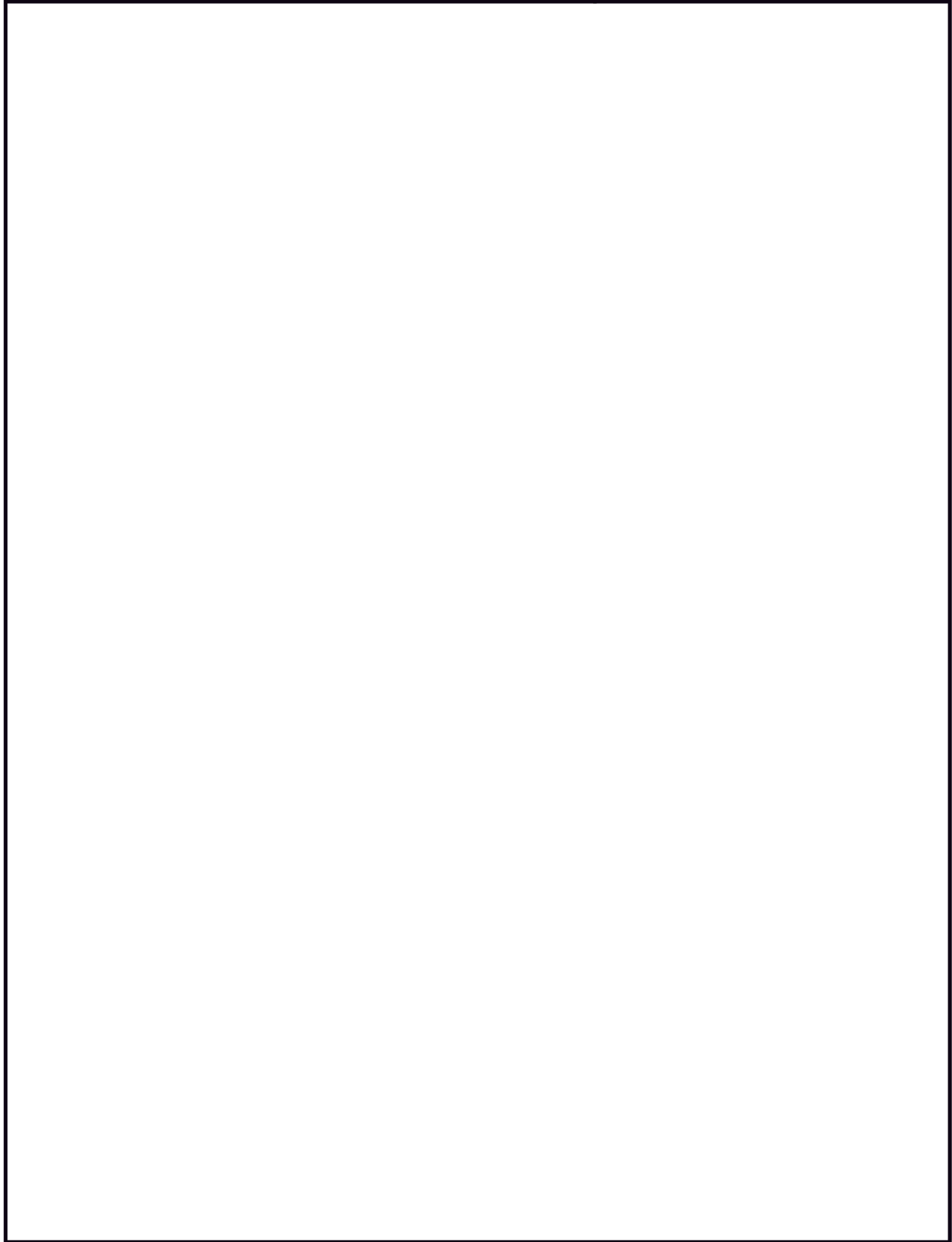
Switch to BigScoots Today!

Blogging & AI Predictions Panel

Nina Clapperton, Mariah Magazine,
Jenny Melrose, & Anca Pop

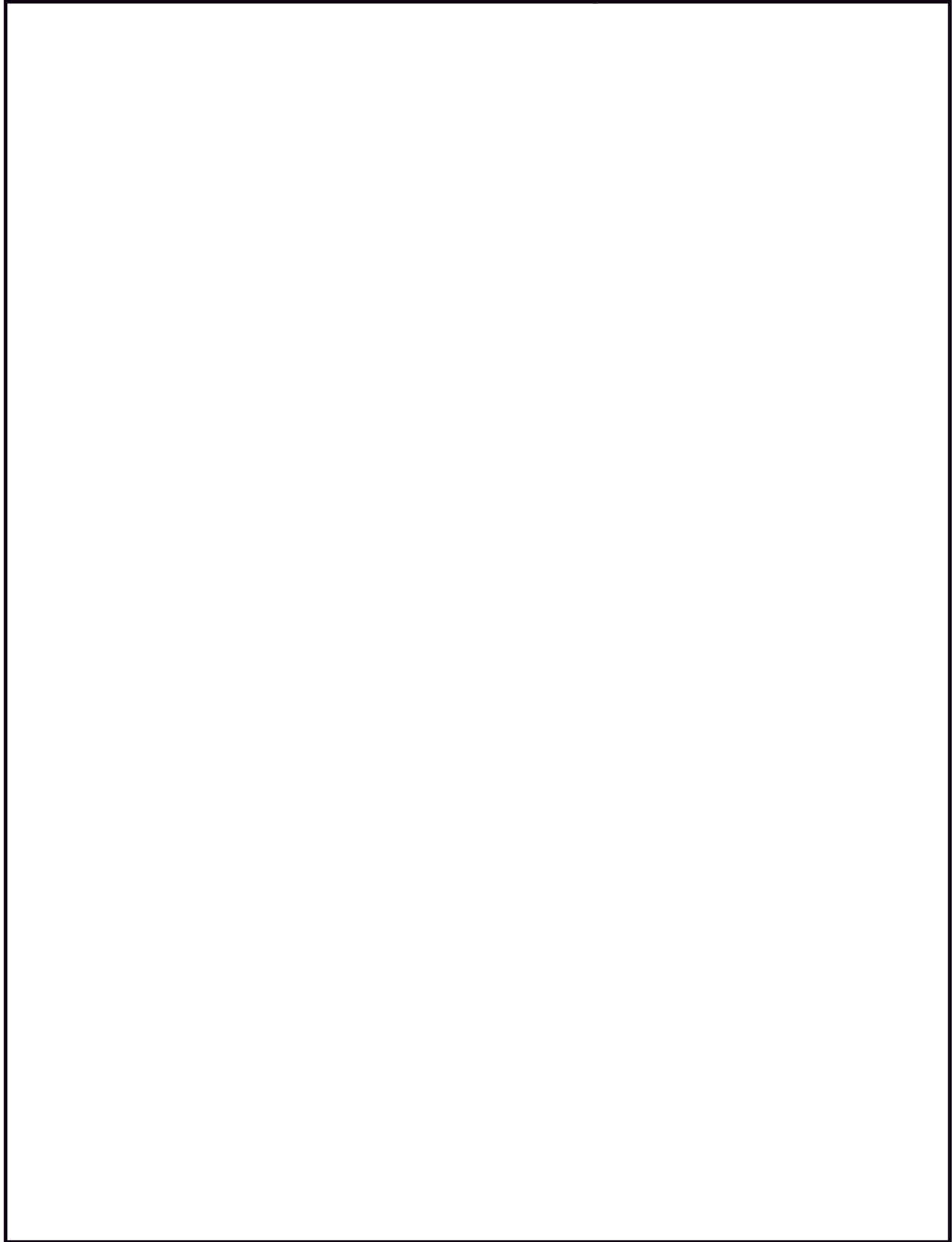
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Jenny Melrose, & Anca Pop



Nina Clapperton founded She Knows SEO to help women achieve financial freedom through their online businesses. She teaches SEO in plain English, so even her 93 year old grandmother can understand how to get on Google's good side! Nina has helped bloggers from around the globe gain organic traffic to scale their businesses to success.



Mariah is an SEO Visibility Strategist and Intuitive Marketing Expert for online business owners over at MariahMagazine.com. She's a firm believer that showing up on Google and marketing your business doesn't have to be as difficult & overwhelming as everyone makes it. Since 2015 she's been helping clients increase their visibility and land amazing clients, customers, and opportunities without stressing about social media or paid ads.

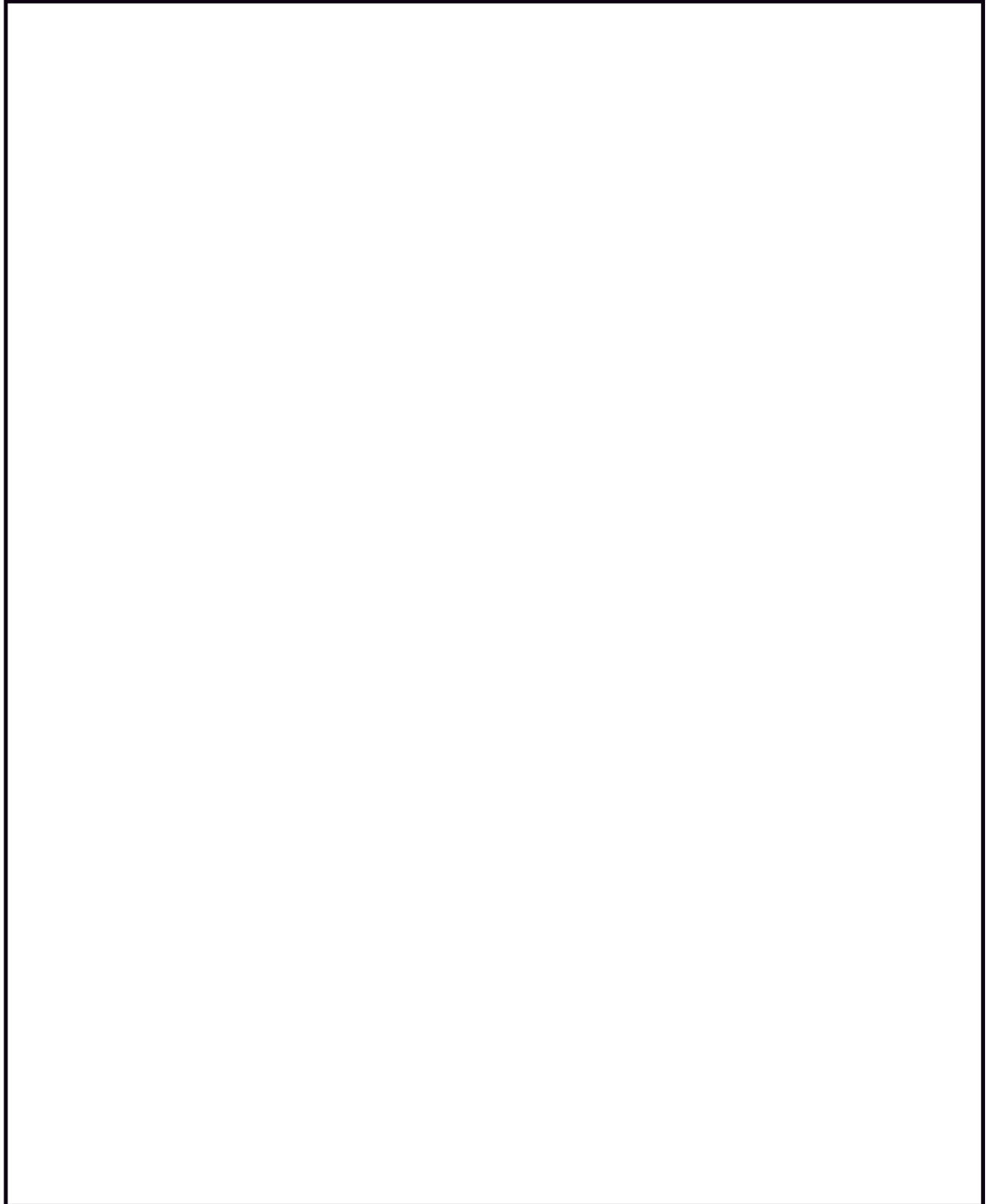


Jenny is a former reading specialist who "retired" from her teaching career when her blogging income far exceeded her salary. Through hard work and dedication, her lifestyle blog, The Melrose Family, became regularly sought out by nationally recognized brands such as Neutrogena, Smuckers, Glad, Costco, Stanley Steamer, Sara Lee, and many more. She is a content strategist that helps entrepreneurs better understand their messaging and unique position in the online space. Now, she's combining her passion for teaching with her extensive experience of creating strategic content for online business owners via JennyMelrose.com and her podcast, Influencer Entrepreneurs with Jenny Melrose as well as her first book Influencer Entrepreneurs: The 4-Step Framework to Building Your Audience, Growing Your Business, and Making More Money Online.

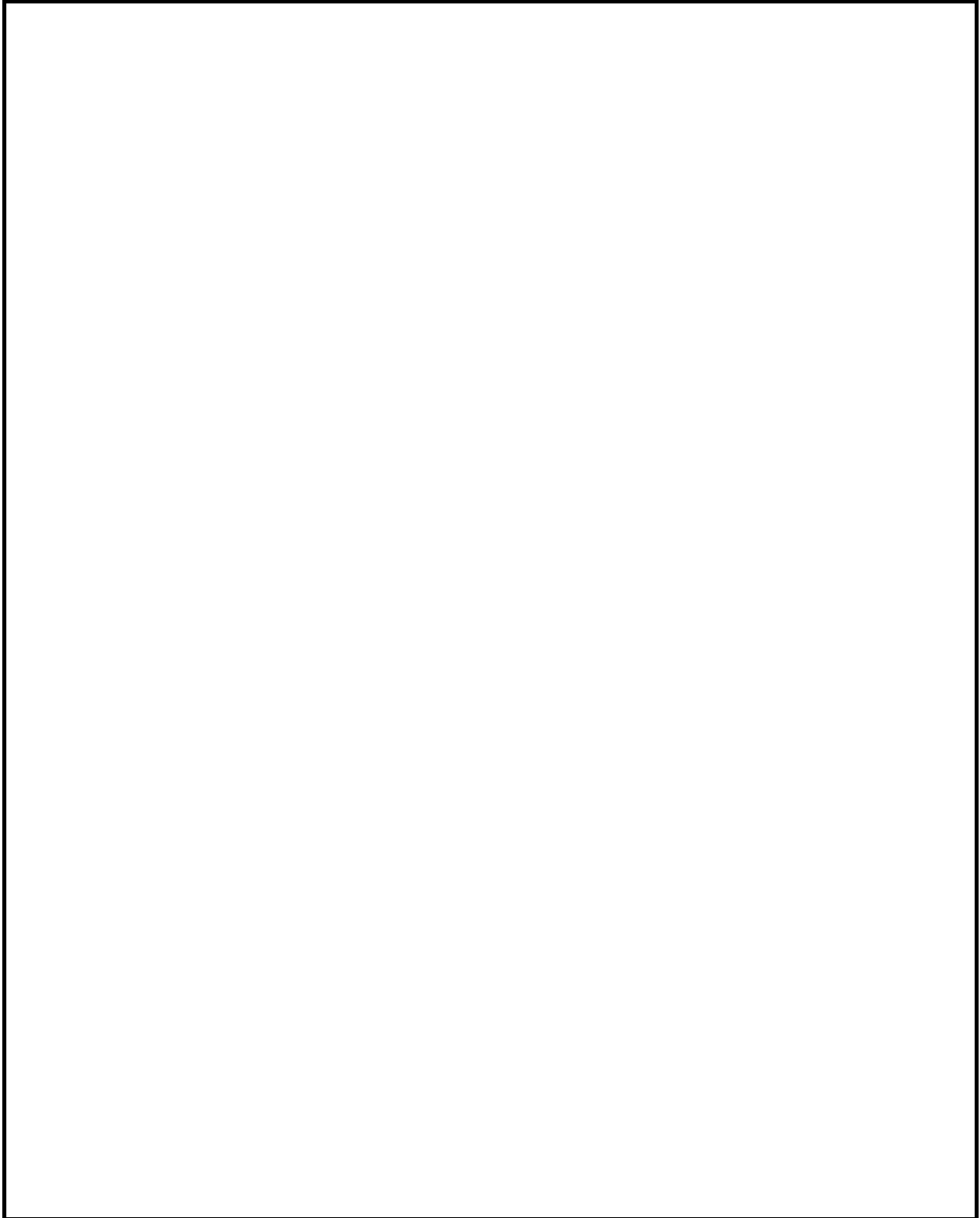


Anca Pop, marketing specialist, and customer success manager at SocialBee, has five years of experience planning social media content calendars for businesses of all sizes.

Sandra van der Lee



Sandra van der Lee



Sandra van der Lee

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[Deadline Funnel](#)

Resources

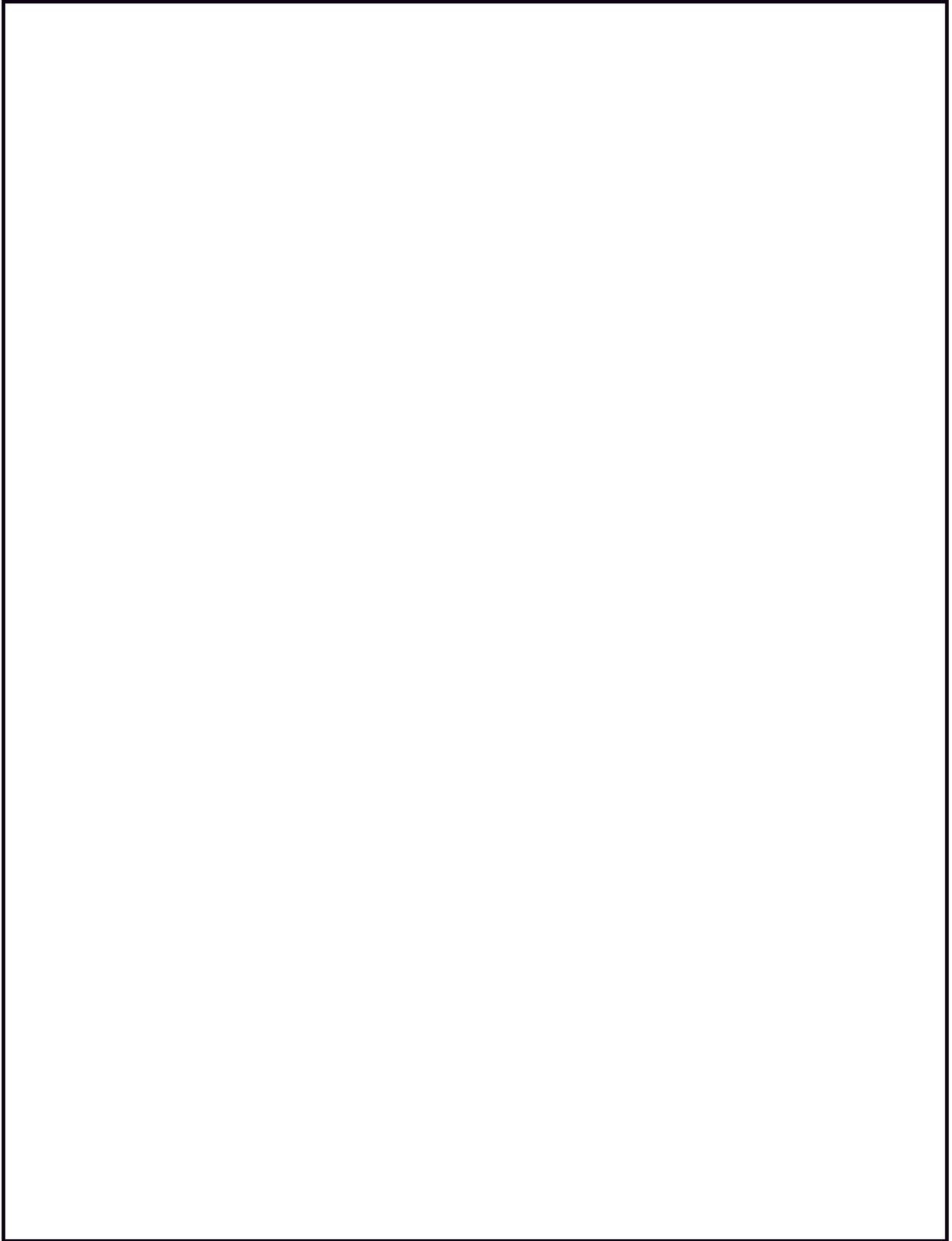


Sandra van der Lee is the brains and the badass behind Damn Copy, where she writes conversion copy for biz owners and sells templates so you can get great conversion copy without the custom price tag. She also teaches service providers how to be more profitable and sell without stress.

ABOUT

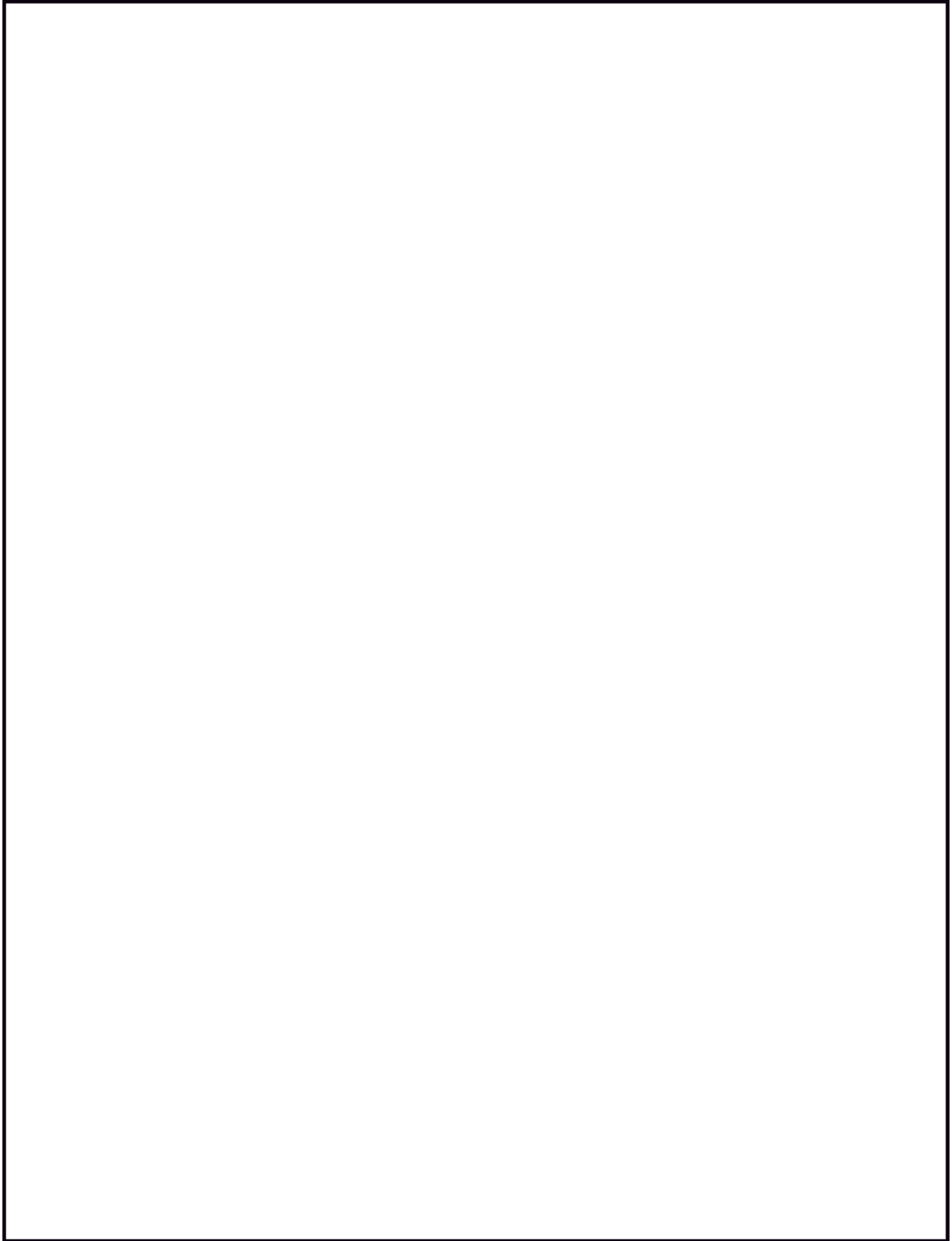
Marketing Panel

Liz Wilcox, Stephanie Blake, & Ann Marie O'Braskin



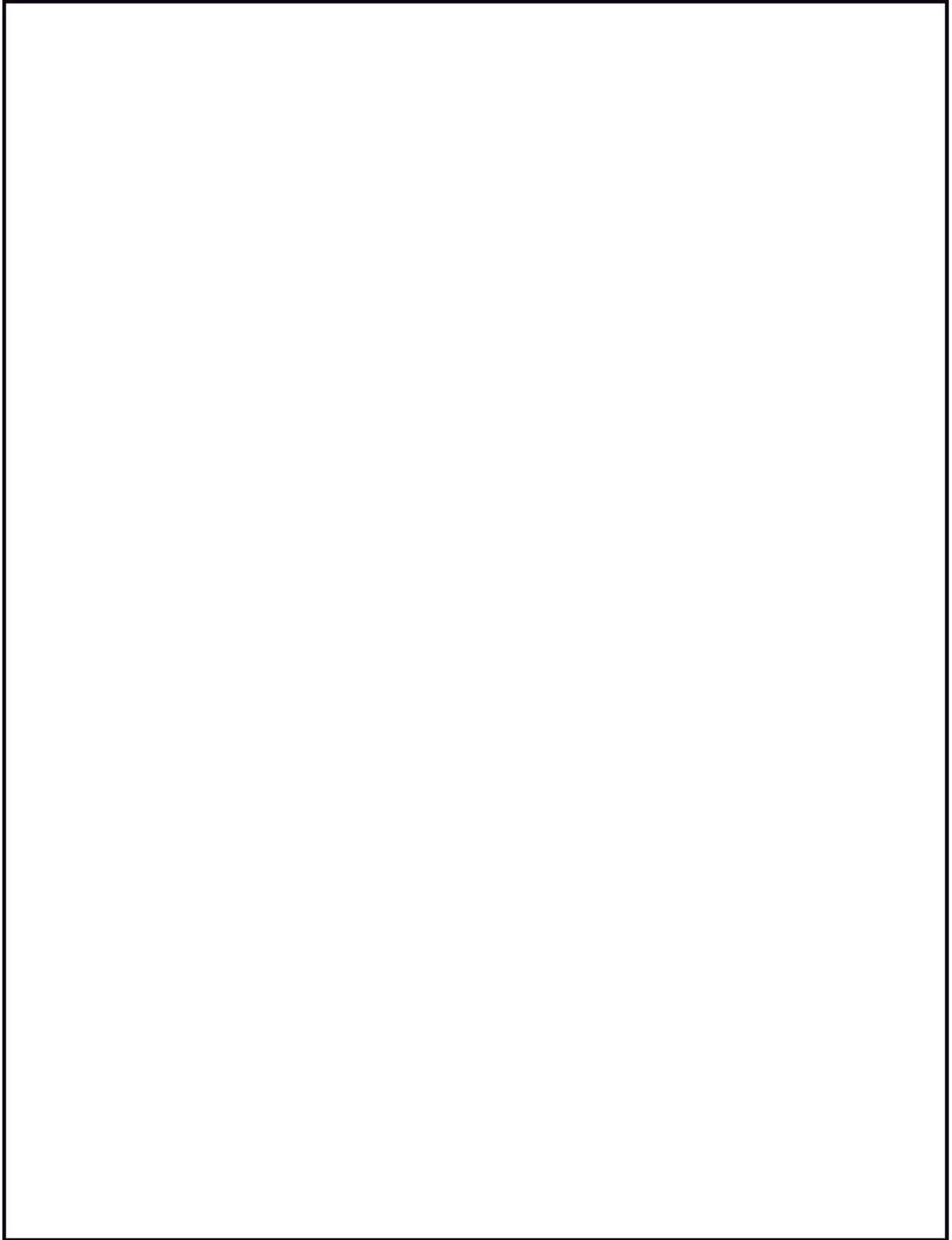
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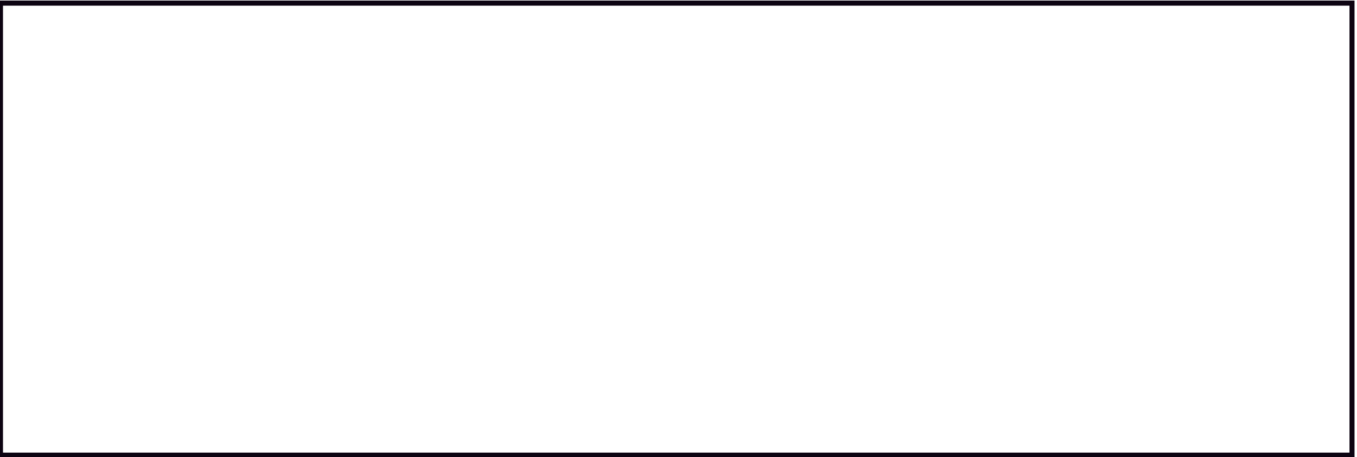
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Liz Wilcox, Stephanie Blake, & Ann Marie O'Braskin



Marketing Panel

Liz Wilcox, Stephanie Blake, & Ann Marie O'Braskin



The Fresh Princess of Email Marketing, Liz Wilcox is an Email Strategist and Keynote Speaker showing small businesses how to build online relationships, package up their “magic” and turn it into emails that people want to read and, most importantly, purchase from.



Ann Marie O'Braskin is an Office-binging, IPA-drinking, perpetually snacking child wrangler who loves helping busy entrepreneurs grow their businesses through marketing, 5 minutes at a time.



Stephanie Blake is a business strategist & coach who helps service providers & coaches create businesses that allow them to work <20 hours/week & live life on THEIR terms.

She helps them simplify, streamline and scale their businesses to reach 6+ figures while keeping them in the CEO seat and working less than 20 hours/week.

Over the past 6.5 years, she's helped 500+ women start and scale their own businesses to reach their unique freedom goals.

SCHEDULE

DAY 4 - AUGUST 17 - THURSDAY



10:30 AM **BLACK FRIDAY MONETIZATION PANEL**
Liz Stapleton, Kate Doster, Marlene Srdic

12:00 PM **MONETIZATION PANEL REPLAY**
Liz Stapleton, Jenny Melrose, Amanda Warfield

2:00 PM **STOREFRONTS AND SALES FUNNELS
FOR DIGITAL PRODUCTS**
*Monica Froese **Advanced***

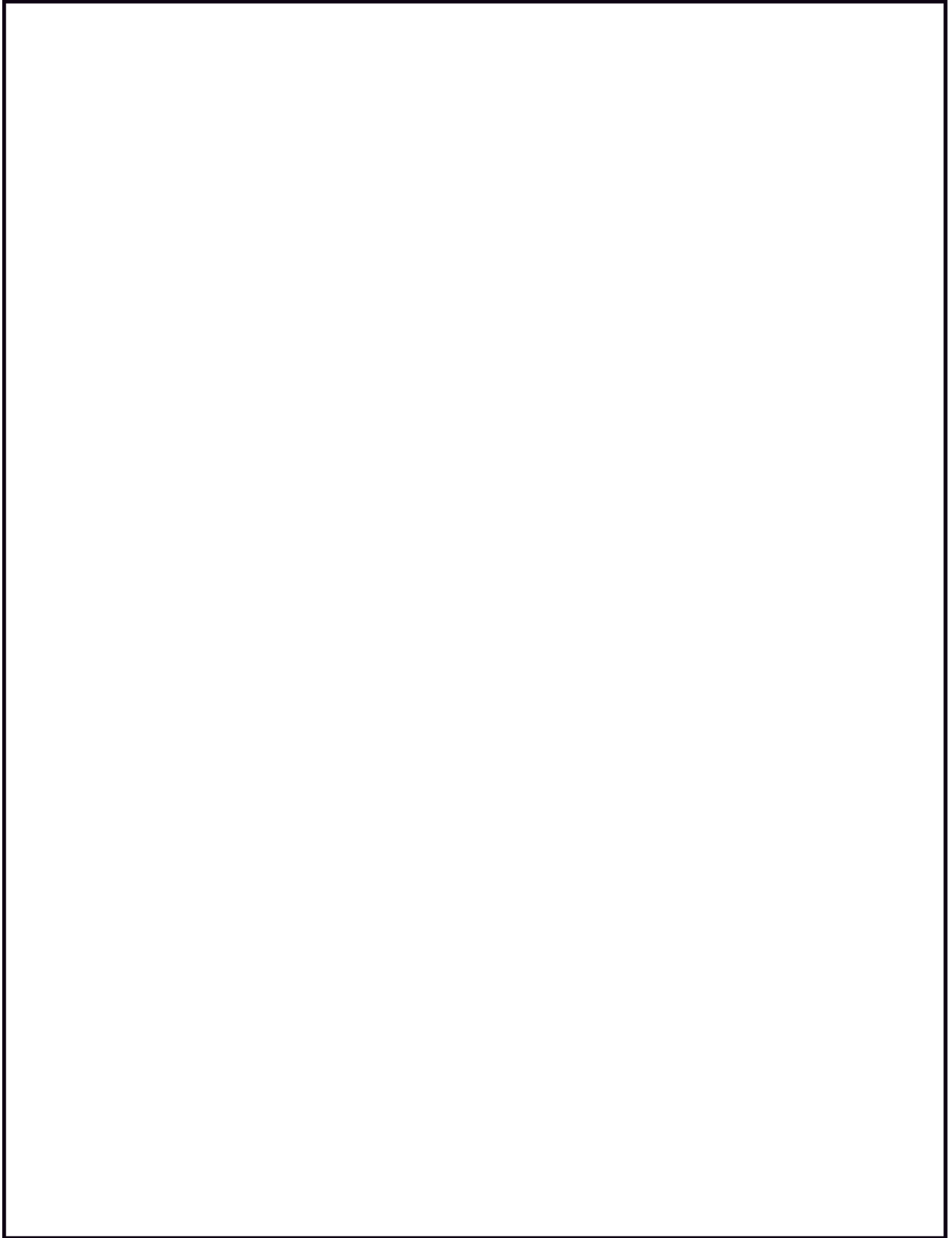


Action Items

DAY 4 - AUGUST 17 - THURSDAY

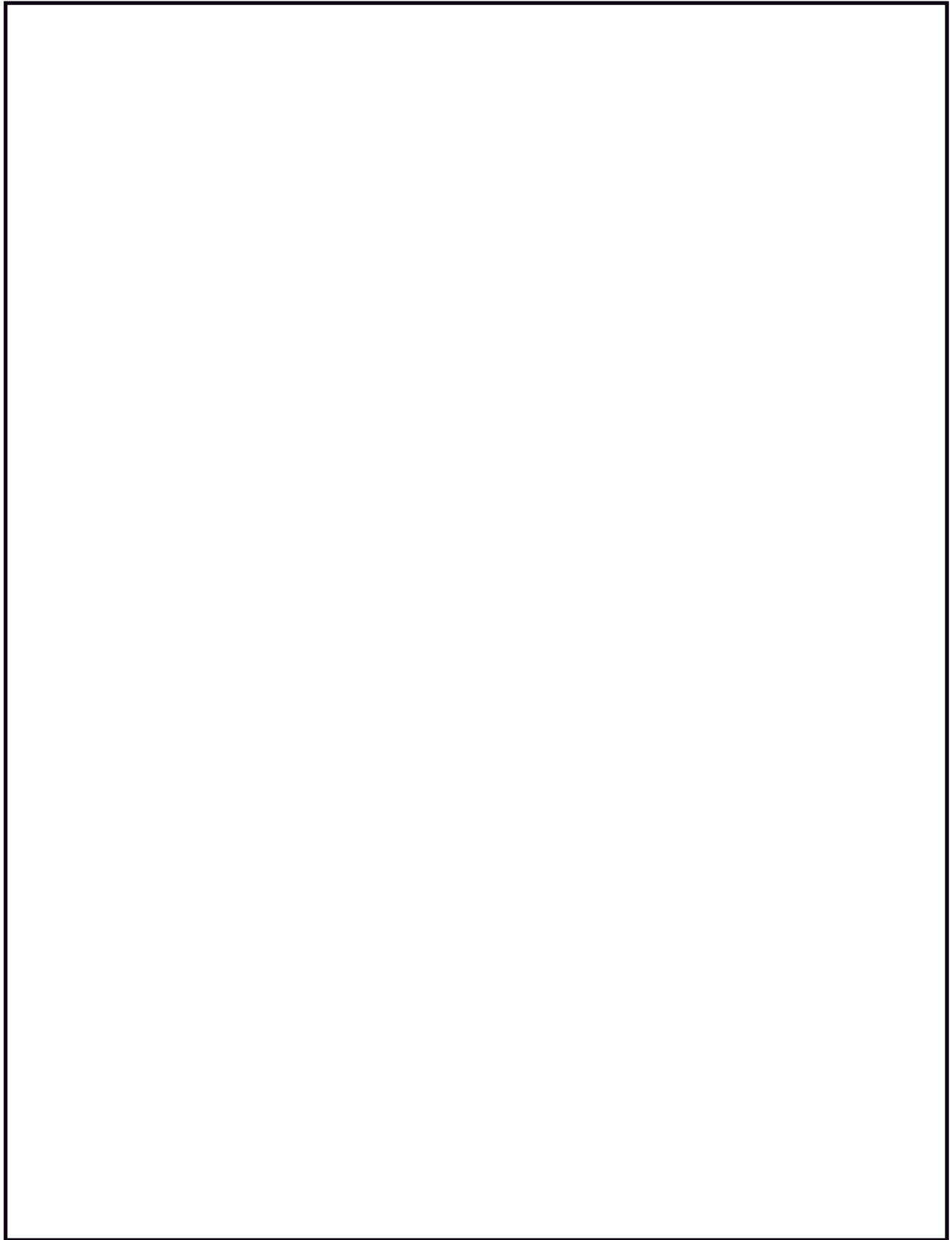
Black Friday Monetization Panel

Kate Doster, Marlene Srdic, & Liz Stapleton



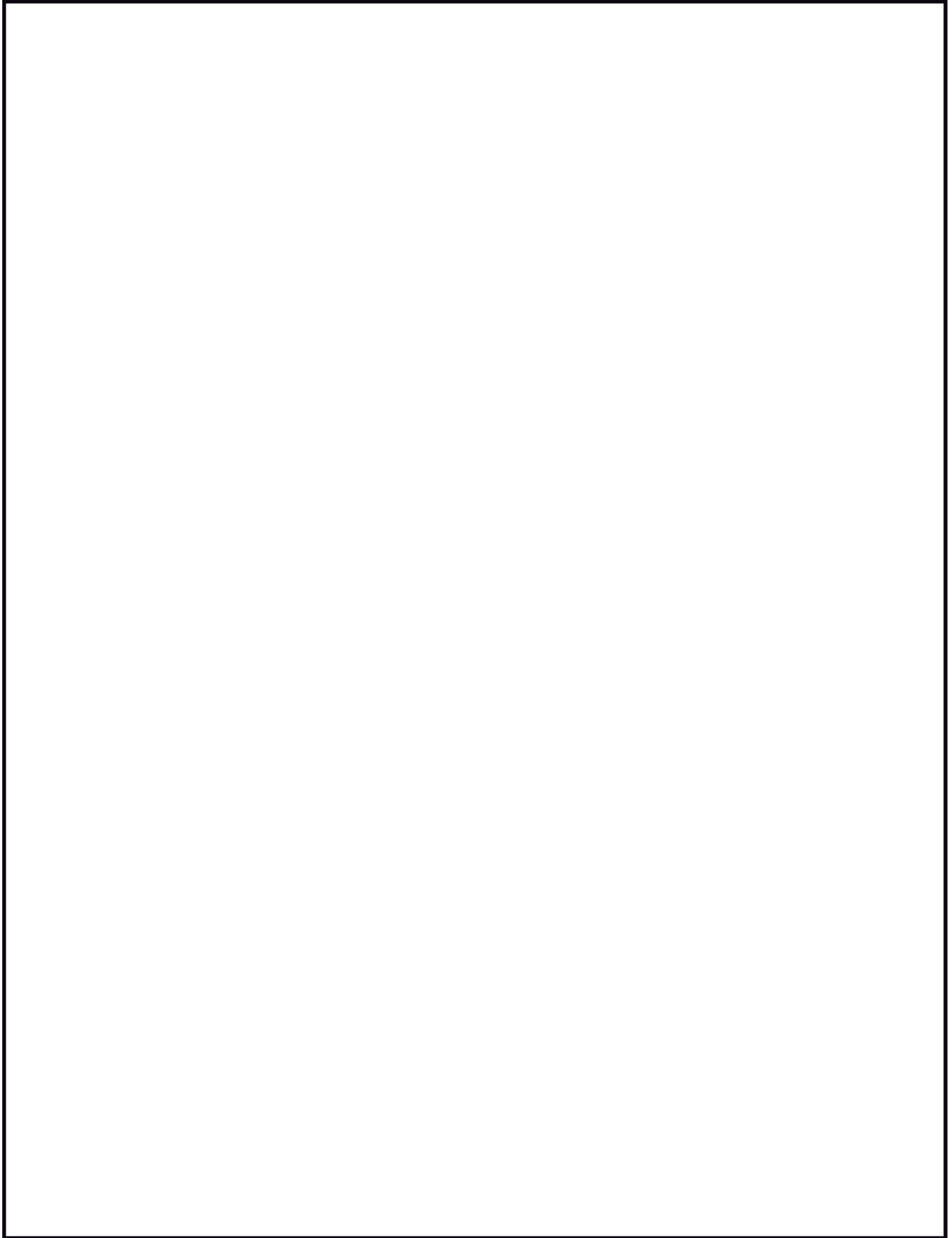
Black Friday Monetization Panel

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Black Friday Monetization Panel

Kate Doster, Marlene Srdic, & Liz Stapleton



Kate Doster is the host of the Do the Brave Thing Podcast, and is dangerously obsessed with helping ethical entrepreneurs carve out their slice of the interwebs by wooing the hearts (and wallets) open of their small but mighty audiences thanks to fun email marketing and Easy Yes mini-offers.

She believes you don't need to bleed the alphabet or be a dirty rotten spam face to write emails that jolt subscribers into taking action, gobbling up your paid offers like candy or kale if that's your thing.



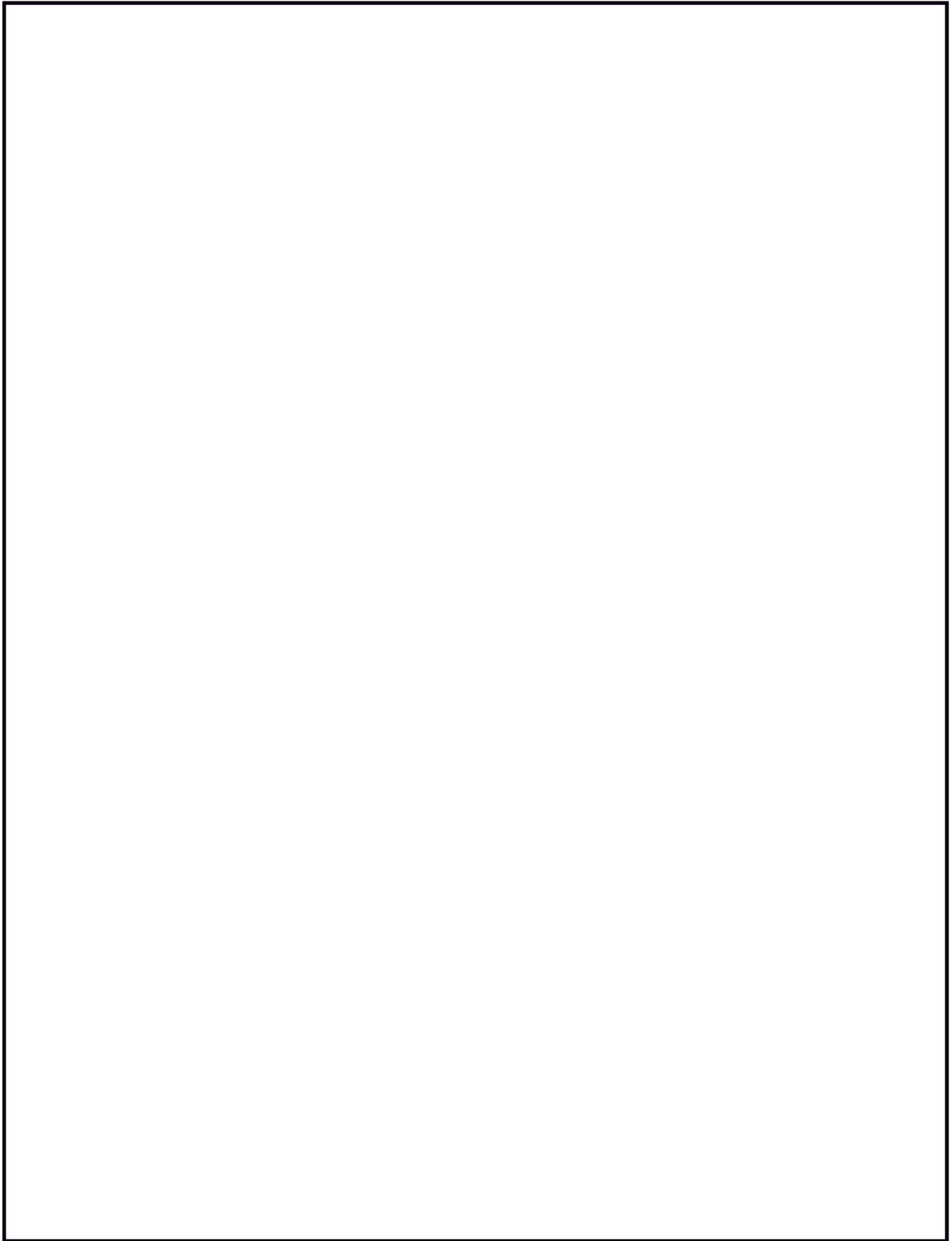
Marlene Srdic is a former magazine editor turned content creator and creative entrepreneur. In her editorial life, she has been at the helm of 4 publications as Editor in Chief and her bylines have graced the pages of publications like Everyday with Rachael Ray and BBC Travel. After more than 15 years in the industry, she launched her personal fashion and lifestyle blog, Life with Mar (www.lifewithmar.com), where she helps Millennial women feel confident and stylish with outfit ideas, fashion tips and home decor inspiration. She is also the founder of Glitz & Grammar where she helps lifestyle brands and bloggers woo their audience with wow-worthy copy.



Liz Stapleton is a blogger, lawyer, and most importantly someone who loves making your life easier with action-oriented content and trainings. An attorney since 2012, and a blogger since 2014, she is the founder and voice behind Less Debt, More Wine – a personal finance site, ElizabethStapleton.com where she helps readers understand the legal side of blogging, and founder of the Blogger Breakthrough Summit, an annual virtual summit designed to help bloggers take back their time and start hitting their goals.

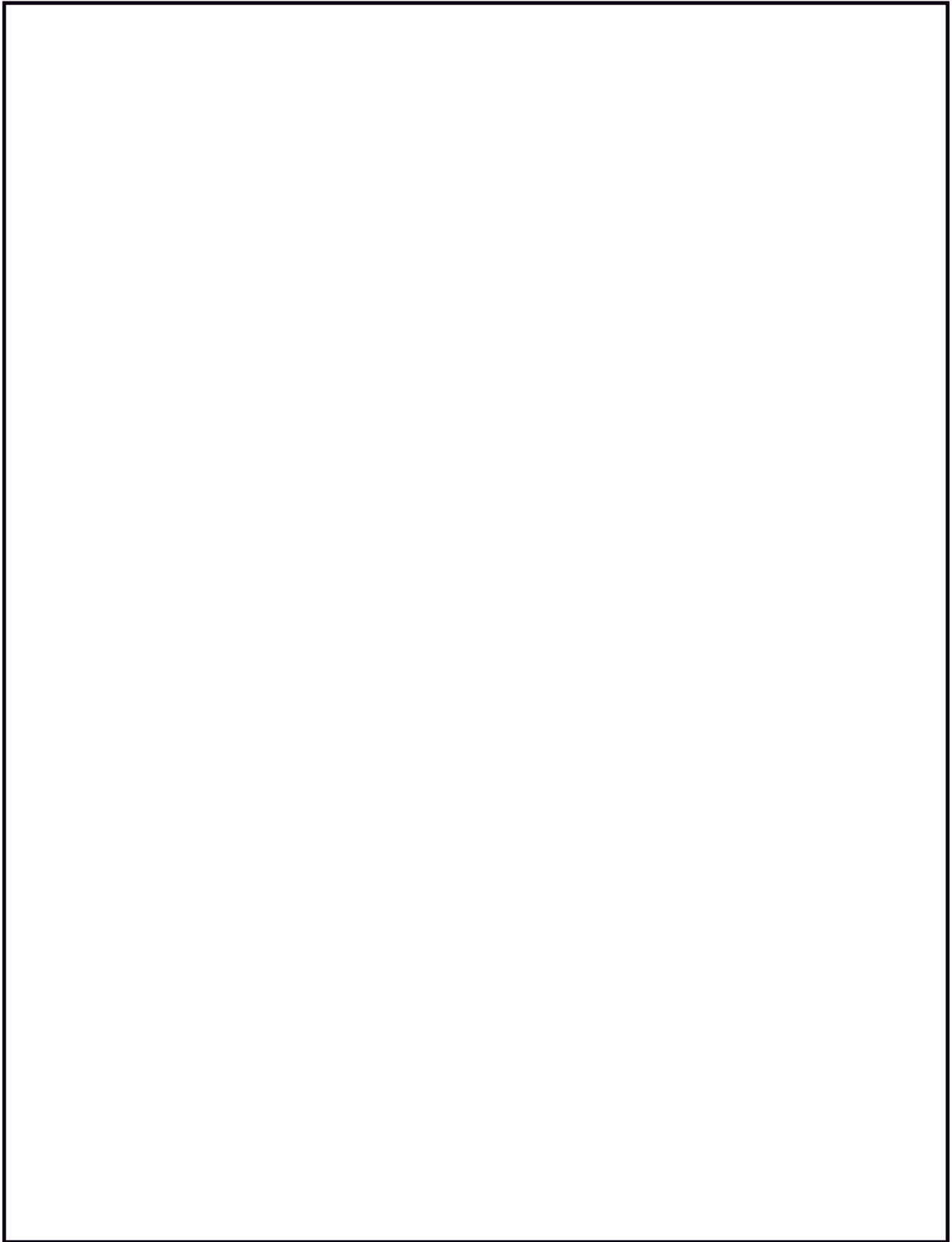
Monetization Panel

Amanda Warfield, Jenny Melrose



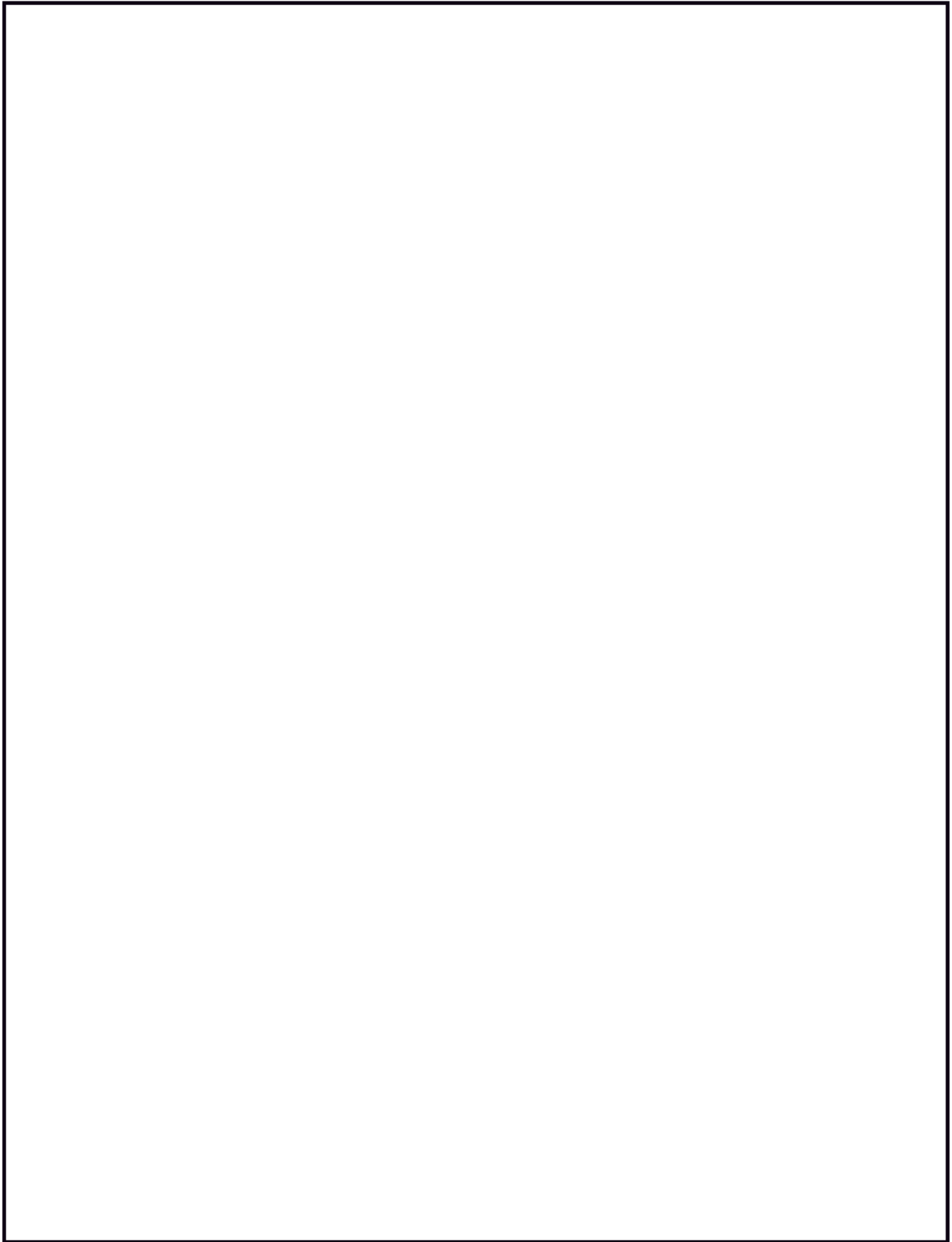
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She traded in her classroom lesson plans for speaking and educating creative entrepreneurs on sustainably fitting content marketing into their business without it taking over their business.

Now a two-time business owner, she spends her time helping 1:1 clients creating content marketing strategy and teaching her students to batch their content so that they have time to move the needle in their business.

If her nose isn't in a book, you can find Amanda annoying her husband by slipping Disney into every conversation, or forcing her cats to snuggle.



Jenny is a former reading specialist who “retired” from her teaching career when her blogging income far exceeded her salary. Through hard work and dedication, her lifestyle blog, The Melrose Family, became regularly sought out by nationally recognized brands such as Neutrogena, Smuckers, Glad, Costco, Stanley Steamer, Sara Lee, and many more. She is a content strategist that helps entrepreneurs better understand their messaging and unique position in the online space. Now, she’s combining her passion for teaching with her extensive experience of creating strategic content for online business owners via JennyMelrose.com and her podcast, Influencer Entrepreneurs with Jenny Melrose as well as her first book Influencer Entrepreneurs: The 4-Step Framework to Building Your Audience, Growing Your Business, and Making More Money Online.

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BLOGGER BREAKTHROUGH SUMMIT Membership

INTERMEDIATE SESSIONS

ADVANCED SESSIONS

Blogger Breakthrough Summit Membership

Watch the sessions from the Blogger Breakthrough Summit below. You need to complete your membership or have questions about accessing the videos, then complete the "Accessing" section below.

Your progress 0%

ALL CATEGORIES

Personal Marketing Email Marketing Legal Affiliate Marketing Productivity YouTube
Tech Mindset List Growth Social Media Marketing Finance Productivity Product Creation
Data Graphic Design Content Marketing Copywriting Marketing & Business Monetization
Business Finance

Summit Year

2020 2021 2022 2023

Beginner

Intermediate

Advanced

Sign here to search

How to Make Your First Affiliate Sale

1,000 Pageviews

Adding your first affiliate sale can seem impossible, but with the right strategy, it's totally doable. In this session, you're going to learn how you can make your first affiliate sale in less than 100 pageviews.

Summit Year 2020

Video Length 24:02

3-Step Formula to 500 Subscribers

100 Subscribers

Adding 100 new subscribers is a goal that's easy to set, but it's hard to reach. In this session, you're going to learn how you can make your first affiliate sale in less than 100 pageviews.

Summit Year 2020

Video Length 31:57

How to Succeed as a Freelancer

100 Subscribers

Adding 100 new subscribers is a goal that's easy to set, but it's hard to reach. In this session, you're going to learn how you can make your first affiliate sale in less than 100 pageviews.

Summit Year 2020

Video Length 25:47

3 Email Strategies to Grow Your List

100 Subscribers

Adding 100 new subscribers is a goal that's easy to set, but it's hard to reach. In this session, you're going to learn how you can make your first affiliate sale in less than 100 pageviews.

Summit Year 2020

Video Length 34:57

3 Ways to Boost Conversions by Mastering Tags & Segmentation in Your Email Service Provider

100 Subscribers

This session will give you tips and advice to make your email marketing more effective. You'll learn how to use tags and segmentation to make your email marketing more effective.

Summit Year 2020

How to Take Back Control of Your Email Marketing in 5 Steps

100 Subscribers

This session will give you tips and advice to make your email marketing more effective. You'll learn how to use tags and segmentation to make your email marketing more effective.

Summit Year 2020

Imagine Your Ideal Client

100 Subscribers

This session will give you tips and advice to make your email marketing more effective. You'll learn how to use tags and segmentation to make your email marketing more effective.

Summit Year 2020

Using Story to Attract an Audience

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Summit Year 2020

Blogger Breakthrough Summit Membership

Watch the sessions from the Blogger Breakthrough Summit below. You need to complete your membership or have questions about accessing the videos, then complete the "Accessing" section below.

Your progress 0%

ALL CATEGORIES

Personal Marketing Email Marketing Legal Affiliate Marketing Productivity YouTube
Tech Mindset List Growth Social Media Marketing Finance Productivity Product Creation
Data Graphic Design Content Marketing Copywriting Marketing & Business Monetization
Business Finance

Summit Year

2020 2021 2022 2023

Beginner

Intermediate

Advanced

Sign here to search

How to Make Your First Affiliate Sale

1,000 Pageviews

Adding your first affiliate sale can seem impossible, but with the right strategy, it's totally doable. In this session, you're going to learn how you can make your first affiliate sale in less than 100 pageviews.

Summit Year 2020

Video Length 24:02

3-Step Formula to 500 Subscribers

100 Subscribers

Adding 100 new subscribers is a goal that's easy to set, but it's hard to reach. In this session, you're going to learn how you can make your first affiliate sale in less than 100 pageviews.

Summit Year 2020

Video Length 31:57

How to Succeed as a Freelancer

100 Subscribers

Adding 100 new subscribers is a goal that's easy to set, but it's hard to reach. In this session, you're going to learn how you can make your first affiliate sale in less than 100 pageviews.

Summit Year 2020

Video Length 25:47

3 Email Strategies to Grow Your List

100 Subscribers

Adding 100 new subscribers is a goal that's easy to set, but it's hard to reach. In this session, you're going to learn how you can make your first affiliate sale in less than 100 pageviews.

Summit Year 2020

Video Length 34:57

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Summit Year 2020

Using Story to Attract an Audience

100 Subscribers

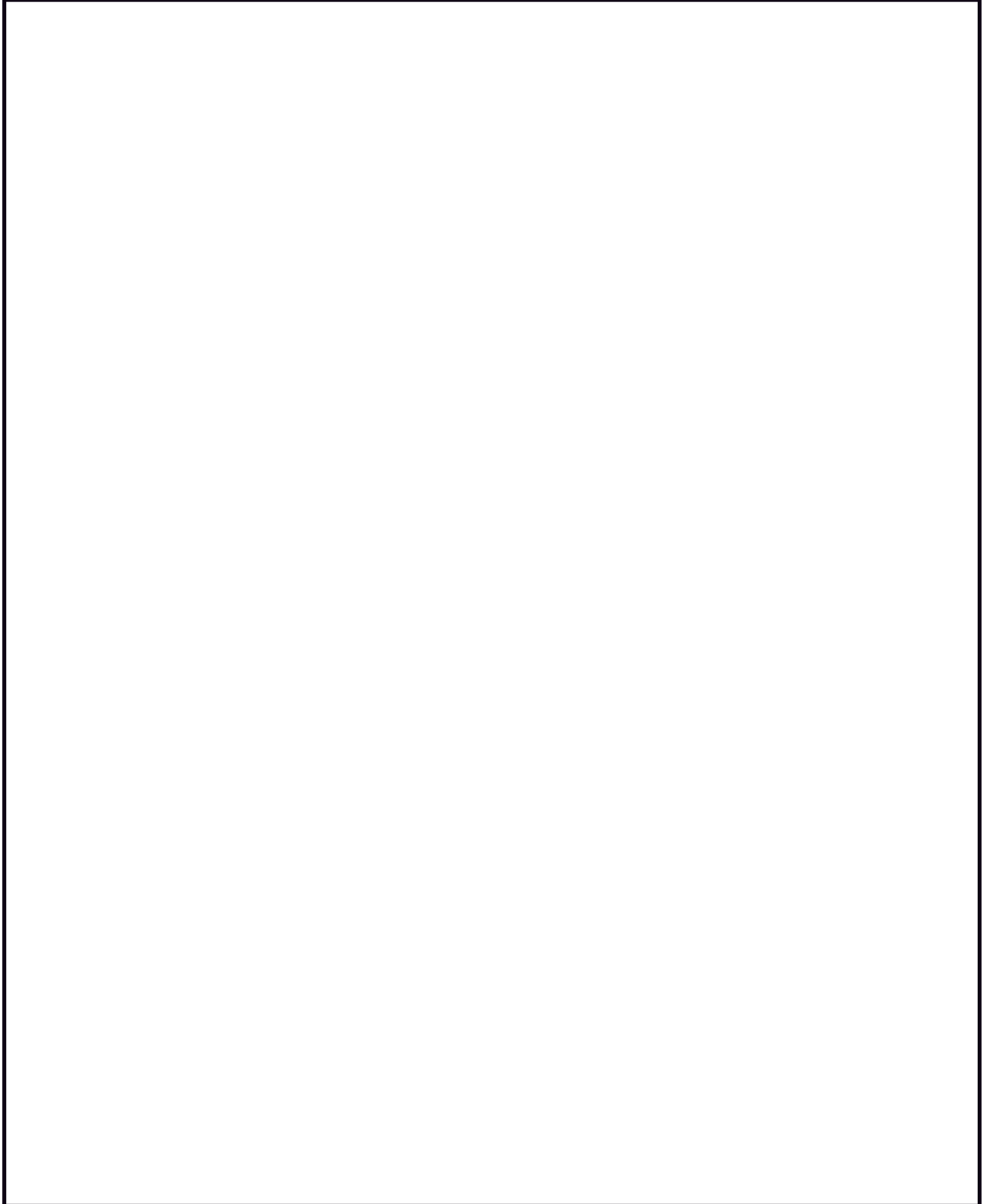
This session will give you tips and advice to make your email marketing more effective. You'll learn how to use tags and segmentation to make your email marketing more effective.

Summit Year 2020

Storefronts and Sales Funnels

for digital products

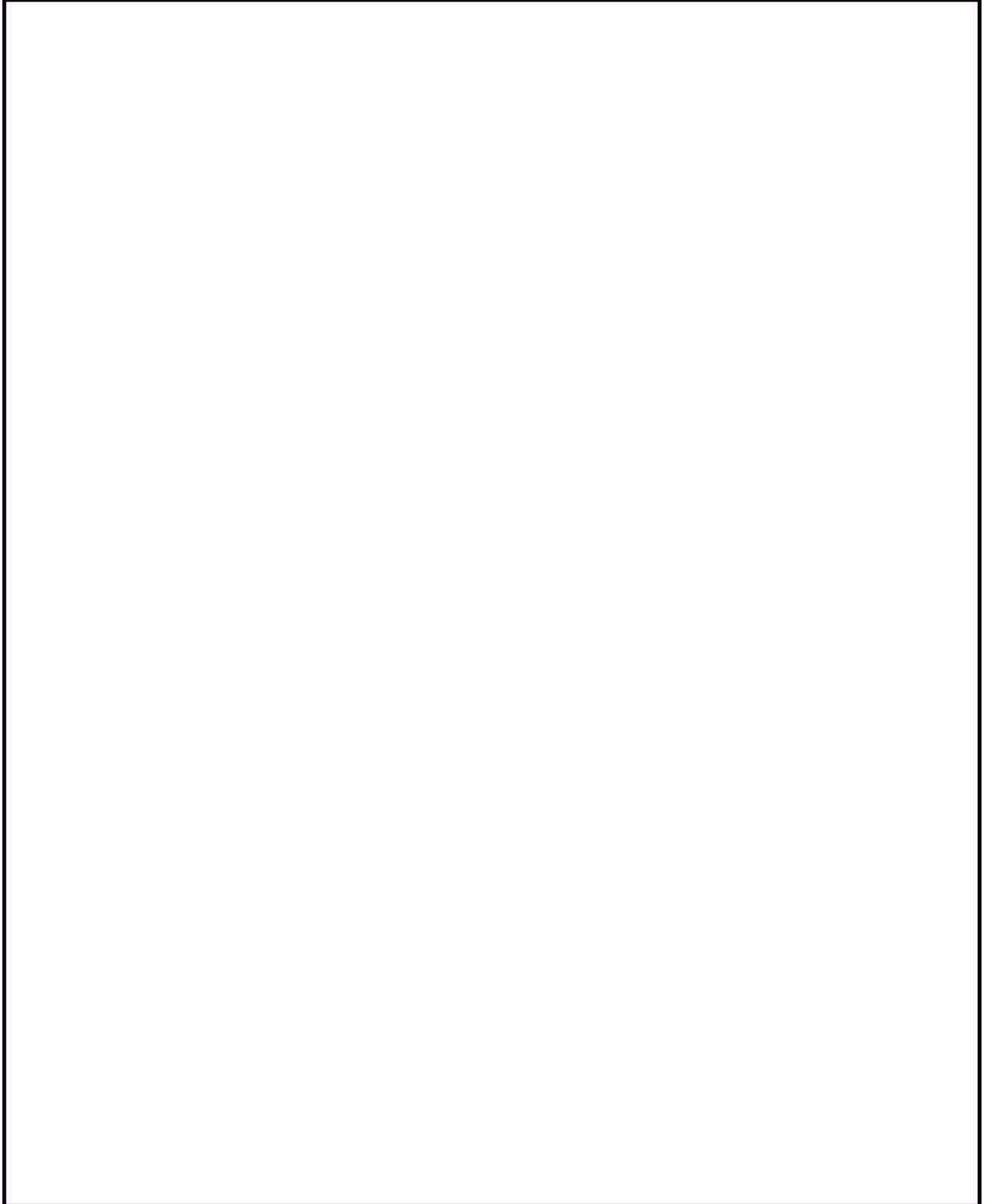
Monica Froese



Storefronts and Sales Funnels

for digital products

Monica Froese



Storefronts and Sales Funnels

for digital products

Monica Froese



may contain affiliate links meaning we earn a commission at no cost to you.

Monica is a digital product coach for women business owners and host of the popular podcast, Empowered Business Podcast®. She has an MBA degree in finance and marketing and runs two brands Redefining Mom, a site for helping women find their identity outside of motherhood, and Empowered Business, where she empowers women to create financial independence through building six-figure digital product businesses. Now she provides online marketing education to small businesses that are looking to build a profitable revenue stream through digital products through her online programs and podcast.

Resources

ABOUT

SCHEDULE

DAY 5 - AUGUST 18 - FRIDAY

9:30 AM

HOW TO SCALE YOUR REACH WITH
TRANSLATION

Thei Zervaki *Advanced*



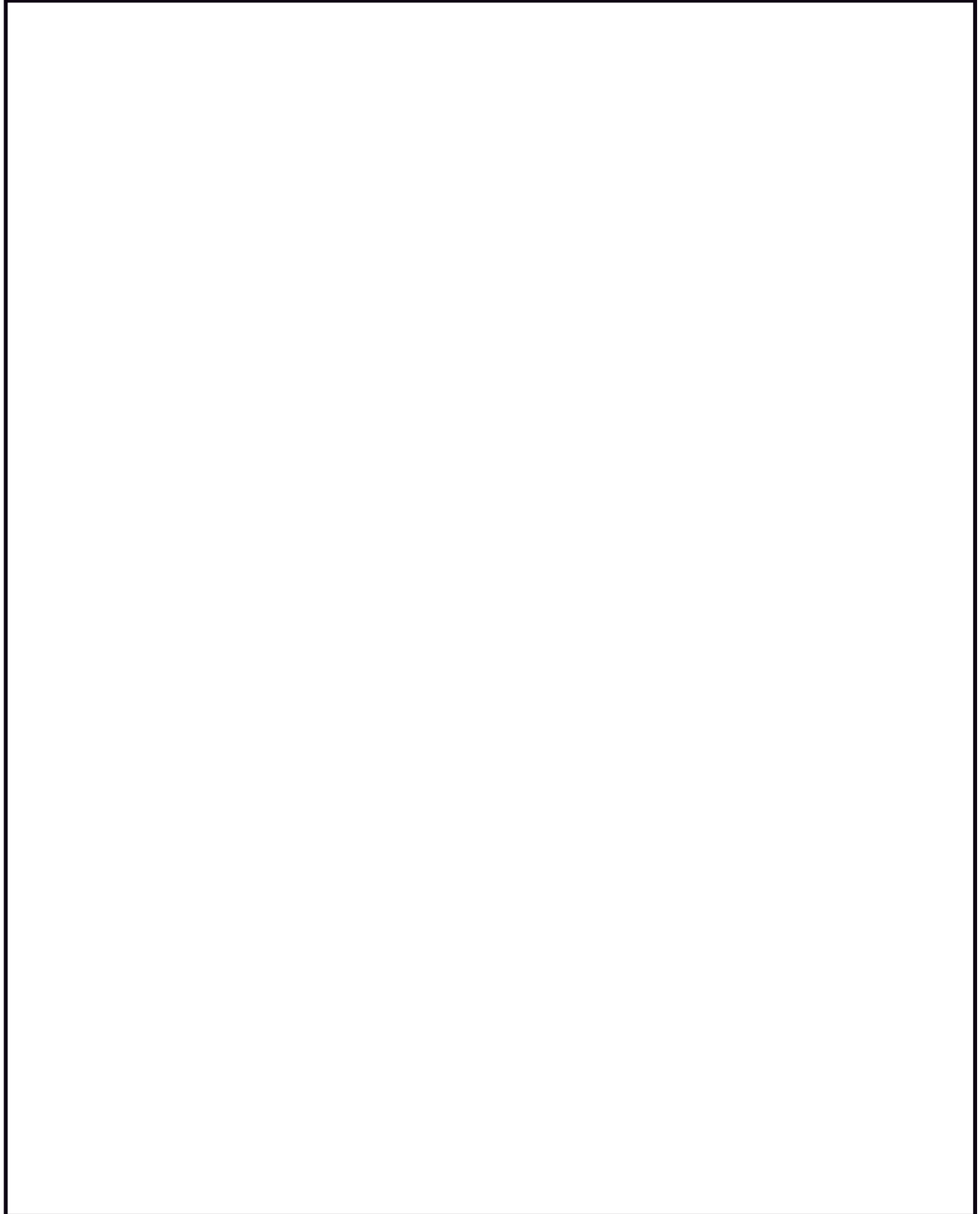
Action Items

DAY 5 - AUGUST 18 - FRIDAY

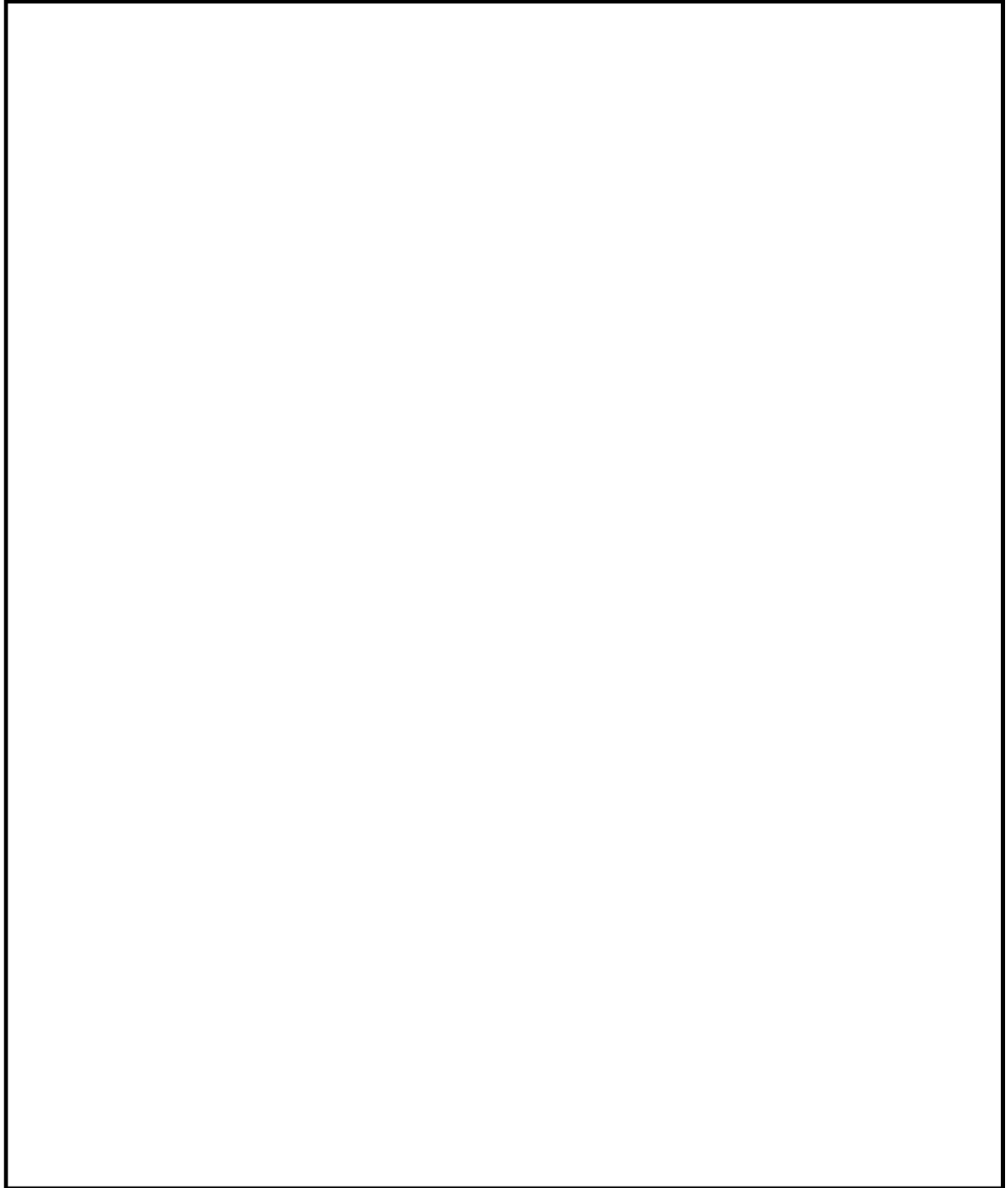
How to Scale Your Blog

with Translation

Thei Zervaki



Thei Zervaki




Thei Zervaki

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[WP Multilingual](#)

Resources



Thei Zervaki is a world-traveled seasoned linguist based in Seattle. She worked in private, corporate and government agencies as a linguist, language consultant, translator, interpreter, and translation director for 20 years. She is currently working as an interpreter for international conferences and consults businesses and individuals on how to communicate clearly with international audiences. She loves culinary history books, weird words, and enjoys a glass of Riesling on hot and humid nights. Languages: Greek, English, French, Italian, Spanish

ABOUT

TOOLS

These are the tools used to create the summit. Some are affiliate links meaning I may earn a commission if you make a purchase through the link.

CANVA Notebooks & video intro and outro

RELAYTHAT Promo graphics

HEYSUMMIT Hosting the summit videos

THRIVECART Paid pass sales cart and hosting

WISERNOTIFY Social proof

CONVERTBOX Quizzes, pop ups

FOXIT PDF editor

CLICKUP Speaker onboarding

CONVERTKIT Email marketing

LEMLIST Cold outreach

IMOVIE Video editing

ZOOM Recording interviews

SOUNDWISE Private podcast feed

Misc. Notes

