

KAREN RUSSO

Money Momentum Coach

Author, *The Money Keys*

Creator, CFO Camp: 90 Days to Clarity,
Confidence & Cash Flow



Karen Russo is a Money Momentum Coach for Business Leaders who want to Grow Spiritually and Financially

Summit Questionnaire

We get many requests for Rev. Karen to appear in summits and series and we love to say YES!

1. Tell us about your mission for this summit and who your ideal client is.
2. If you've hosted previous summits, please provide us with the following:
 - a. When was the summit(s) held? What is the URL from your last summit?
 - b. What were the numbers of participants and the conversion percentages for opt ins and / or purchases?
 - c. If you haven't done summits, are you working with a Business Coach? If so who?
3. Please provide us with a few names of guest experts already committed to participate.
4. We would like to know the number of people in your personal database, can you share that #?
5. Is your intention with this summit primarily to build your list or for purchases of upgrades or both?
What's the business model for guests commission %'s for guest purchase offer?
6. Will this interview be pre-recorded or live? What's the recording time frame?
7. What's expected from Rev. Karen to participate?
 - a. Solo Emails
 - b. Ezine/ Social Media
 - c. Free gift or Promotional Offer or both?
8. Within what date range will Rev. Karen need to promote for the summit?

Please reply to karen@themoneykeys.com, 877 249 0194 x2.