

Virtual Summits and Book Launches Part 2

Before is the magic number, so it's typically will start on Monday. Casually will start him on a Tuesday. I have a whole theory. There's reason like from when it comes to launches and so much I hate weekends. They they just screw the momentum up pretty dramatically. So there's some logic why we start on a Tuesday versus Monday. That's going to be one of the two. And the answer by the way to which one works better as I don't know, the data is very inclusive and we're still kind of testing that, so. Don't know but. So step seven days. If it starts on Monday, start the Monday before. I know that's technically eight days in a sense, but just run with me. So let's the day this summer starts day zero, so seven days before the second big mistake, not focusing on sales. We just wanna get 30,000 people when you get 50,000 people. Again. We don't make any money. If you get 50,000 people and only two of them by we do get some money, it's just gonna be like you're not even gonna go to Sizzler tonight. It's just not a good thing. So we gotta focus on sales. I will talk about how to do that in a little bit word. Big mistake is not engaging optins. Prior to the summit, again, this is something that we coach them on. I've got a whole coaching call. Where I'm not going to go into it here where I walk Debbie through. What percent? Starting the moment they register through the day of the summit. But that's one of the big mistakes we see clients making is. It's like the person register five days before. And then the next message they get. After like the thank you for registering is. You know. The summit starts in three days. Summit starts in two days. The summit starts tomorrow. The summit starts today. The summit is starting now. No, like we actually will. Again, you'll see it in the in the thing, the coaching call I did with Debbie, but like. We want to engage them, we wanna start wetting their appetite. So we want to start thinking, OK, is there any pre work they need to do? So for instance for this is not a summit before our list launch challenge for example, which is kind of like a summit except where the only speaker but it's a it's like a summit in seven days. We give them pre work which is to come up with their avatar. We give him the training, you know where they can actually develop their avatar. So is there pre work that they need to do before the summit? Is there a quiz they need to take? Is there? Is there like a couple of videos that we can share with them that get them ready? Is there maybe? A snippet of a couple of the interviews that we could give them, things like that you know that we want to do. We want to engage them before the actual summit. Another big thing is from our side, from the affiliate side is big mistake is running contests like a launch. Alright. So in a launch you basically got the opt in. The sales. You may have webinar, you may have like a day one sales contest, another Sprint contest. You got like five things with the summit on the affiliate side. Really the only thing is register for the summit, register for the Summit, register for the Summit, Register for the summit, right? So there's not a whole lot of like. Creativity that comes into that. Unlike with you might have like first video, second video, third video, webinar card, open middle, the CART, bonus cart closed, Live stream day. Like you've got all these, you know we column ATMs, right? Excuses to promote all these things or ATM guys, sorry. Whatever. I don't even know what it is now, Casey. I'm just. I'm just gonna shut up. From now on, I'm not gonna ask more questions. Or any TV excuse to promote. I used to cut with. Part of that is like it has evolved as social media has become a larger and larger percentage of. And by say larger and larger, it's up to like a grand total of like 14% of all sales come from social media. Um, emails still accounts for about 86%. So but

you know, just back in 2017 it was less than 5% on social media, so. I am changing that to eat probably more and more in my lexicon. But there's not a whole lot of, you know, really, you got like the summit is happening. Um. The day before it starts tomorrow, it starts today. And make sure you register. So we want to build those in with Sprint contests. Alright, we'll talk about that later. We just want to build those in with some variety of contests. Another big one will have people make with the summit is not immediately upselling to something when they register. We see this probably with 2/3 of our clients. He's like, Oh well, sell the All Access Pass when they're on the summit. Alright, well, statistics show that less than 50% of people are even gonna show up. So you've already lost out on potentially half the people? More than half the people so. That immediate upsell. So they register for the summit. Exclusive offer \$47 to get the All Access Pass. You can watch the videos whenever. Watch the interviews whenever. Access them now. You know, and watch them whenever \$47. That does a few things. Number one home brings in revenue, which is always fun #2. It gives affiliates like a tangible, visible thing like. I'm making a little bit of money that's at 400 people. And it's one thing this is a problem with product launches, for example, is like early on, it's like I said, 400 people today, I said 300 people tomorrow. You know, over the past five days I've seen 1000 people. Man, I'm really hoping some of those convert into sales. Would be really nice if I made some money on this, holding out hope. I think it's going to work. But it's different. If if you make a little bit of money. 400 people today and they let's just say you up sell six of them would be a really low percentage into a \$50 upsell that's \$300.50 fifty split they made 150 bucks they made less than. \$0.33 per person that they got to register, but they made something. Like in that slow they might have made \$500. Fifty, 500 bucks. All right, making a dollar per person. Making something. And it changes the dynamic of the promotion. Um. I don't know what number on six. Big mistake is getting big name speakers only, and then those big name speakers don't promote. I'll talk about the formula here in a little bit, but like, just getting a bunch of like, I'm gonna go, I'm gonna get Tony Robbins. Newsflash, Tony Robbins isn't even tweeting about my summit if he's on it. Like nobody's even gonna know he's on my summit unless I tell them. Um. Another big mistake, not making it clear that promotion is expected and when it's expected, right? So not making it clear to the speakers, we'll talk about this more that we expect you to promote. And here's when we expect you to grow. Another one is just not being clear. This is on our end. The summit functions as pre launch content. Alright, the summit is what leads to the sale of something else. So the typical path will look like. If you've ever been to a virtual summit, you'll get the immediate VIP up cell. There might be a VIP plus up cell again what we've done in the past. We do. The VIP up cell. Sorry, her daughter soccer game Saturday is now moved to its fourth time. This one is actually good and move back 30 minutes. That works. Or was I? Sorry. I'm just, I'm getting like. You took you took them out VIP and VIP. Yeah, so we've done a VIP. That ranges anywhere from a dollar that's actually worked really well, a dollar to \$17.00 and the VIP is essentially if there's if there's a workbook, they get it completed workbook. If there's like a pre training that's not, you know, free, then they get that. They get like a behind the scenes look. They get the extended version of like three of the interviews, you know, something like that. Things like that that we put together, they might even get, we might like an author or two, might give a book. And you know, we'll pay the author, you know, 6 bucks for the book. Typically that would probably bump this up to like \$27.00. So we're not making a ton of money on

these when we've done it for a dollar. The dollar is just been like priority. Priority access. And you get a VIP Q&A session. Pay a buck. Why would you even do that? Because the next thing is the next the thing where it's like we're glad they paid the dollar because now they don't have to enter their credit card information again. It's a one click upsell. The VIP Plus is that's when you get the all the recordings and basically a bunch of other stuff you might you know that might be, you might get there might be more books involved or it just kind of depends on what the first one is. We think of like 1 to \$27 typically it's falling around the \$17.00 range. It's been the most common. That's the initial up cell. And then it's 80 bucks to upgrade to a total of of \$97.00 for the VIP plus. Then at the end is the flagship product. So this is. You know, this is like the 1000 to \$2000 course. That they're selling or the coaching program or something like that. The mastermind that they're selling, whatever it might be. But The thing is the summit functions as the pre launch content. So don't think of the summit is just a collection of a bunch of speakers. Who speak on variety of things and bounce all over the place. The summit still follows that basic PLF structure of opportunity and overcoming objections and then ownership experience, right. So we wanna follow that. We want to structure it in a way that does that. So I mentioned before, promotion starts seven days before, right. So we use what we call the 710 four formula. This is a longer than normal launch. Launches have been getting shorter and shorter. I shared this on. See, I'm gonna pull up the data. This was actually fascinating as we studied this over the course of thousands of launches that we pulled up over the past ten years. Let me see. Which is her getting shorter. I made my notes. I don't remember that, sorry. Here we go. OK, so 2015 average length of launch was 18.4 days, 2018 17.6, so you know, not even a full day lower 2019 17.1 so far in 2021 of about 50 launches that we looked at spin 15.4 days, so a full three days shorter than just six days. Six years ago. Jeff, you know peel off wants to give me the guy who invented freaking launches. This is gonna be 12 days long. First launch ever permitted. His was 17 days, you know, pretty standard. Back then, you know, 17.6 was the standard and his was 17. Um, you know, and so. This is a little bit drawn out because it's a different thing. It's a summit. So what the 710 four formula is that we stick by this, there's there's literally almost no flexibility in this whatsoever. Because anytime we've ever flexed on this, it is backfired. So seven days of promotion before the summit. 10 days of the summit. Four days of Opencart from the flagship product. OK. This is. The seven days of promotion leading up to it's very compressed, very focused, right. We're not going to talk about 'cause. It's a whole. Hour long thing that we'll worry about once you're on board. What that seven days looks like and all of that, but very compressed, very focused. The 10 days. Of the summit. This is the one area where we do have some flexibility. I'll tell you why I prefer 10 days, and the only flexibility I've seen in it that's worked is 5 days. The reason why I like tennis, I mentioned earlier, I hate weekends. I love weekends, but I hate them for promotions because they kill the momentum. They just destroy momentum. People don't show up on weekends. People forget what's going on. Weekends they have. I mean, think about my weekends like I just, like I said, I mean our daughter this weekend has fall camp with church soccer game. Our son has a soccer game. We're supposed to go do a color run or something. Again, I still got color in the back of my hair from when we did this weekend, and then we've got like two other things going on. Then Sunday we've got like a million things like Summit. I wanna make it sit and watch videos from a summit, you know? And catch up on Monday. The reason why we like the 10 days is if you start on Monday, that's five days followed by two days

where you kind of have a little bit of a break. You go light and then you finish strong with three more days. If you start on a Tuesday, you know it's basically 4/2 and then four in there, and that allows you to open up. Cart for the flagship thing on Friday and into Monday, there are some other ways to kind of, you know, we we finagle that with some clients, especially if if Friday matters. OK, this is one of those things we talk about timelines for launches that you guys need to know that we haven't talked about. Does Friday matter to their audience? Why? What about what's significant about Friday? At any given Friday, forty 4044% of the US population is getting paid. Most people are paid every two Fridays. 88% of the population is paid every two Fridays. It's like 10% or paid twice a month on the same day, which some of those end up being on Friday, just so you know, for the record. And then it's like 2% or paid on some sort of a weird schedule. And we looked, we looked up the data. So in any given Friday, 44% of the population is getting paid. On any given any other day of the week, it's like. Less than 1.4% of the population is getting paid. So this Friday matter. If your audience is entrepreneurs, probably not. If it's six figure earners, probably not. Uh. You know, certainly CEOs and executives know doesn't matter. Does your product reach to the average person? Friday matters. And I can't tell you how many times we get messages even when 44% of population pay that Friday. What about the other 56%? Guess what they guess what they're saying. Is there anyway I can join? Next Friday. You know. And so if we need to close on a Friday, that means we need to open on a Tuesday. Which means the summit needs to end on a Monday and we need to backtrack from that. Alright, so. Again, the variability is. That that typically hasn't worked. The variability is if the summit is shorter. Then we work around that like if someone really does have a legitimate reason for being shorter. We have 14 speakers and that's what really works. And these are the topics we talked about. We do two speakers a day. Well, I don't think you should have. You know, 10 day summit, I think it should be seven days, so there are variables in there. What is the general? This is what we do. Inside of the 10 days and I would say. 85% of summits will run will be 10 days. Inside of the 10 days is a 343. Formula OK now 343. Formula is basically three days. This is for affiliates, OK? Three days where we're still really focused on getting registrations for the whole summit, right? So we had that final push summit starts tomorrow. You don't want to miss the first day, you know, Tony Robbins is speaking. Hey, this the summit starting today, you don't want to miss like, there's still time to sign up, but then we want to have a message the day after. Oh my gosh, the first day was amazing. If you register now, you can still catch the replay of the first day. And then we do one more day of that. So three days where we're still focused on getting registrations, then we have four days. Where? We're not as focused on getting more registrations. We're more focused on just really serving the people who are registered, but the way we do get a few more registrations is to get really niche focused. And when I mean by that is we have themed days. This is where we work with the client, so I'm just making up an example here. Let's say it I'm thinking of one of our clients. Let's say it's in the fitness space. Then you know day four is gonna be all about picking the right diet. They five is only starting an exercise program. Day six is only going to be about, like metrics like heart. You know, what is it called? You know, measuring your pulse and are getting tests done and measuring your blood pressure. Yeah, probably was going to reverse order, but whatever. I'm just making this up. Yeah, you know, getting all the metrics done. Come on, day 7. To be all about my yes so here these are a totally reverse these completely mindset so day 4B about mindset then getting the test done

then picking the right diet and exercise right and we're gonna mail about that we're gonna have a fit guys today is mindset day if you if you've been struggling to lose weight today is all about mindset you know today's all about we've got two experts. And they have letters behind their name and they're super smart and, you know, and I don't fully understand what they do, but it's something to do about, you know, blood pressure and cholesterol and, you know, minding your, your metrics. And then, Oh my gosh, we have Jamie bring kiss on who's like the world, you know, he's basically the, you know, he's basically like Richard Simmons without being weird and, you know. Like whatever. By the way, Jamie has a great Richard Simmons story that I have to tell you guys one day it. Apps. I literally, I remember where I was and I, I literally fell down to my knees in the forest when I was walking and talking to him. Absolutely sterile. He's gonna be a client. So if you ever heard of Jack Lalanne, if you guys remember the juicer and like, he was like the guy who's like the world's fittest 90 year old. He was like, you know, he was like cleaning, pressing 250. When he was like 85 years old, he has licensed all of his stuff, so it's kind of cool anyway. And then the final three days of the summit should really be focused towards that ownership experience, leading them into open cart. So there's a progression. Leading them toward, you know, starting to think about, man, this has been great. This song, it's been great. What's next? Right? So that's the 343 inside and then, of course, you finish up. With the the four days of Opencart. Inside of that 10 days. Every day in that 10. For the speakers there should be, and I'm speaking today, focus so I don't care if you if you're, if the speaker goes live on day one, day four, day seven, day nine, they need to be sending a message out saying I'm speaking today, go register for this. Alright, that is super important. Alright. To talk about a little bit. About the engagement of Optins. Again, I'll give you those coaching coaching collar calls. I have to ask Robbie because he's the one who documented those. How many of those there are? We talk about that, but basically starting as soon as they register. We want to give them a quick win. So again, this is this is nothing in everything to do with affiliates, right? Whether or not the client gives them a quick win, that's not the affiliate side of things, but if they give him a quick win and that helps boost conversions into sales down the road, that definitely effects our Affiliates. So excuse me one second. Allergies are much improved. But. Trading. As we want to give them a quick win. That, like I said, could be access to and, you know, clip from an interview. It could be a bonus interview, it could be an ebook, could be a free report. Could be a quiz that identifies their parenting style. You know or. What kind of you know if we're doing a? You know, I don't know, could be a quiz, determines their personality. I don't. It could be something like that, right? It could be an assessment, things like that. Throughout this. This basically six day. Depending upon when they opt in. We always want to be pointing them to that all access pass. You know, in the in the content, particularly when they go to a page, if they go download the free report on the thank you page, this is download the free report, there's a small call to action. The goal of this is not to get on this particular thing, to get 5% of people to to, you know, choose the All Access Pass to clip off. Can we get a quarter of a percent? You know, 1/3 of a percent, maybe even 1/2 percent, like with each of these things, can we get another half percent? And kind of whittle that away. So we want to give him that quick. We want to start Quinn and then we want to give them a piece of what's to come each of the days. So a lot of times we'll suggest is. You know, a simple take away. You were. You know, you you didn't. But the client recorded these interviews. What's a big take away they got from their interview with, you know, Brené Brown? It

was like the one big thing that we share that in an e-mail. What's the what's the big take away that they got from, you know, another interview? What was the theme they saw? Like, that's The thing is, I interviewed all these people and I noticed this one theme. Now you tell them what that theme is, and guess what happens when they come to every single interview? They're looking for that theme. What's what's the cycle? It's like the reticular activating, reticular activating system. You know, if I talk about blue trucks right now and I talk about blue trucks some more, and I keep talking about blue trucks, when you leave the house today, you will see five times more blue drugs than you're used to seeing when we can get the audience activating that and looking for that pattern. They pay attention more, so not only do they show up to look for the pattern, but they stay for the whole thing. And when they see the pattern, they have a big aahe there's a pattern that's developed. That pattern, that success clue, that success key is addressed where? Well, it's addressed in the interviews, but it's also addressed. In the thing that we're selling at the end, which means affiliates make more money. You see how this works? Like telling our clients how to make this happen. Works. Alright, from an affiliate perspective. With contests. Let me see where I'm at here notes. I'm still in the part where I'm not sure we're going to make it through everything today. Hopefully you guys are cool. It's one of those things. It's going 10 minutes out past two gets us done. We'll go 10 minutes past two. If I feel like we're gonna go like 45 minutes, we'll see you on Friday. Alright? Contest. With some it's what we have found works best. We've done this about 10 times. It's worked every single time daily. Opt in contests. Running a contest every single day, now, you think that gets a little bit expensive, but it doesn't, because we do. It's a pretty cool trick. We give them. A free. VIP pass whatever the most expensive VIP you know version is to give away to their audience. And then. So we do. What we'll do is like a \$500. Most optins. 200 for a second. Something like that, or might be 200 for first and nothing for second. Depends on the budget. From them. The top three. Are entered into a drawing or we give it to all the top three? Just kind of depends. To get a VIP pass to give away to their audience. This puts them in the hero mode. They get to be the hero to their audience. These are going to be able to give one of these away to somebody. It doesn't really cost us anything, which is really cool. So we definitely. With some it's. The big thing is. We're not focused on sales. For the contest, it's virtually out of their control. With one exception that we'll talk about in a little bit. So we really focused the contest on. You know. The first day, so day 77 out. Basics. Day five on through and then. We usually keep those going until about the third day of, you know, like we talked about. Those first three days are still focused on OP tins. Will keep that going still be about 10 days. Of opt in contest. We will. Still usually do an overall. Opt in leaderboard or opt in prizes. Like if you get to 500 optins you or. You know, 50 optins you get this 200 options, you get this 500,000 and so on. We found it with summit. Do you think about summit? Half the options are going to come from speakers. We're on the same team. We want as many people to come to this summit as possible. I want. When I'm promoting a summit. I want the other people to beat me.'cause if they beat me, that means there's more people at the summit, more people are seeing me speak and I'm making a call to action to come to my website. My audience grows. So we've typically found that thresholds work really well. Those fit those guaranteed prizes. Typically starting at 50 optins. Going up to like 52105 hundred, 1025 hundred to pretty good. Flow. You might have a 5001 prize as well with somebody if you think somebody can do it. Even if you don't make it outlandish. The other cool thing, just as a side note.

Let me get this somewhere 'cause I'm getting annoyed myself. I might need that again in a moment. That really helped actually. So one thing we did not talk about. I'm gonna take a little bit of a tangent here, but I promise I'll come back. It's quality of leads, quality of opt in and opt in contests. In a traditional PLS style lunch we're going to talk about early. It's like, oh, I sent a lot of options, I sent a lot of theirs. I really hope they convert. There's like 10 days of opt in. Followed by 5 days of Oakland CART and we don't know how good the opt in Czar. Until the first day of sales. And so you get these situations where somebody sent 5000 optins, they're in second place on the opt in leaderboard in there in 17th place on the sales leaderboard. Well, that sucks. They made two sales, we just paid them \$10,000 in the opt in contest and they've made two sales in the first day. Will we probably get to the point where we break even on them? Sure. But still, I kind of sound like to break even on an affiliate. They're supposed to be profitable. Wanna break even? I'll go run Facebook ads, you know, and so. We can't judge the quality of the options, right? With the all access past sales we can. Just because you send 100 optins and convert 3 into all access passes and I send 200 and only convert 2 doesn't necessarily mean on that given day for that sample size that your opt in quality is better than mine. But if the average conversion rate is 7%. And use it for 100 options and none of them converted into Alex is passed meat sales. Your opt in is the quality of your lead sucks. This is not very good. You convert two of them when it's seven and I'll, I'll be like cool, that's cool. You know, it's like you didn't send just a bunch of garbage leads. So we put in our, in our terms, you know, in the Affiliates like if you're going to win the optimum prizes, they gotta convert into rate at a reasonable rate comparable to the average. Comparable does not mean there has to be better than the average. Or even at it just means that if the average is 7% in your converting at 1/3 of 1% that is not acceptable your your lead sucked. And so that's one of the cool things about. The All Access Pass sales, it gives us that early, very early judgment of quality of leads. And so we can. You know. We can look at the stats and and you know either have a conversation with the affiliate if we're doing a leaderboard type thing. We just don't pay the affiliate, we pay the next affiliate. You know, I've done that before. Remove a choice. If it's a guaranteed prize wheel and they're looking at the numbers and it's like, well, I'm at 507 op tins, I should get the 500 leads price. That's where we will have to have a conversation with. Be like, listen, you said 507 leads in one of them bought anything? I don't. I don't know what the issue is. Is it just your audience? Is that that you sent me 400 crappy leads and then converted one out of 107 good ones? Like, I don't know. I really don't know. But your leads are terrible, and so we're not paying that price. I'm going to pay you the 50 opt in prize because you converted at a rate comparable to what somebody who sent me 50 optins would convert that. To be clear. That will happen one out of every four promotions. It's not a super duper. Um. Sort of for frequent occurrence. And there will be times where we know, like, I'll give you an example. I don't know if you guys know who Joe Marion is. Joe Marion, Big in the fitness space. When he promotes our Internet marketing clients though, because enough of his people are interested, he I'm not exaggerating. He will sit between seven and 10,000 leads to an Internet marketing product and he will. And he'll be in first place on the opt in leaderboard and then will promptly be in 23rd place on the sales leaderboard. We know going into it that that's the way it's going to be. He he knows that he's not winning the opt in contest. I tell him up front. I'm dropping you two spots, unless for some reason your sales are blowing me away, dude, and you know they're not going to. You're

dropping two spots. So if you finish in 3rd, I'm dropping you to finishing first, I'm dropping in 3rd and he's like cool, totally understands. Let's just having a conversation ahead of time now. I didn't know that the very first time he promoted a client. We paid him the first place prize and then learn that. I mean, he was literally, he sent like 10,000 options. You converted like 13 of them. We had people doing 150 sales on 1000 optins. Yeah, probably 1500 OPT is doing 150 sales. You know, something like that. Pretty dramatic difference compared to his so. With someone. So we're really going to focus on those options and that's one of the things from a client perspective that we can. Sell them on doing the All Access Pass again. It helps us basically avoid fraud and avoid any paying on you know stuff that's. You know it's not converting. Alright, so contest variety of speakers who mail this is important. We want a variety of speakers, so we use what we call that. You may have heard me talk about this for this is the part I think. No, I did. I've never shared this public last year this on a summit. I shared this on a summit about summits. It's sold a course about summits. Um. It's really meta. It's like when Jeff does launches about launches. Yeah, sure. There's a Mark Wade summit, so it's a 108010 formula. I like having like number, number, number formulas. It's just, it's my thing. It's not really. It's just these two examples, like only two I have in my entire repertoire, but so this is what it looks like. 10% closures. OK, so 10% of your speakers are closed. You got 20 speakers. Two of them are what we call closer. A closer is somebody that when you go to the page, you go, holy crap, that guy speaking. So Tony Robbins, you know, you're in an hour space having Tony Robbins on your some. It's a big freaking deal. You know if you're in the gardening space, then. OK, so if you're at our space, Tony Robbins is a big freaking deal, you know? And like, I don't know what the gardening supposed to be, right? You know, you're in the fitness industry back in the day having Jacqueline come and speak your thing. If you're in the financial space and you've got like Suze Orman and Dave Ramsey coming to your summit, that's a big freaking deal. No expectation. Whatsoever that they're going to promote in any way, shape or form. No expectation they're going to do anything above and beyond show up for the 30 minutes. They're gonna show up 3 seconds late, leave three seconds earlier, they're gonna record 29 minutes and 54 seconds worth of content and they're going to leave and they're not even going to say thank you. That's the expectation, right? They're the, they're the people you put up on your page because. They're freaking huge and they're mental. Wow, people, right? Flip side that 10% what we call the pleasant surprises, these are the subject matter experts, right? This is the psychologist from the local university that nobody's ever heard of. He doesn't have a list, doesn't have a social media falling and he comes on. He is so pleased, this punch, to be on this summit and share his wealth of information. He stays on for an hour and 7 minutes. He's somebody you got. You keep trying to cut him off. 'cause. You said there's interviews you only 45 minutes long. But Dave Ramsey is only 29 minutes, 54 seconds, right? 'cause that's what you got? And then, so he gives bonus content, he sticks around when you maybe you release these, maybe you record these live. He shows up 30 minutes early and is in the chat, stays on for an hour afterwards in the chat, answering questions when you do the VIP session and you and you know you invite some of your speakers. He comes, he answers every question that he can. He's giving away books. He's doing this, he's doing it right. He's a pleasant surprise. Here's somebody most people never heard of. But he's a subject matter expert, so again, out of 40 speakers you got like 4 closures, Daymond John. Kevin Harrington, Mark Cuban. Just basically I'm naming sharks from Shark Tank now.

Whoever, right? Bob Ross? If it's about Peyton when he's dead. Bob Ross, son, you know. You know, whoever you you know, you get like one of the American Idol judges or some. These are like mind blowing things. Then 10% people you probably never heard of. People aren't showing up for him. But Oh my gosh, this is what you hear about the pleasant surprise after, Oh my gosh, they gave so much value and they stayed around and when I emailed him, he responded. That's you want 10% to be like that, they blow you away with the content, but the 80%, they have to be promoters. 80% of the speakers have to be motor 40 affiliates. He's 32 of them need to be promoting now. If the pleasant surprise if they can promote on their Facebook, you know, profile and get 20 people to show up, cool. If Dave Ramsey sends a tweet, cool. You know, that's great. We just ain't asking them to like, that's one of the things we've done this before and like, they'll come to us like, hey, how can I share this? Here's how you can share it. You know, I'll give you a link and some graphics and stuff, but I'm not gonna ask you too. That's not part of the deal. I'm not gonna be like, hey, Dave Ramsey, if you'll speak at my thing. Not only will I expose you to an audience 110th of the average, you know, number of listeners you get on a daily basis on your radio show. Uh, or one 100th of the average list. There's also you're going to need to send out some social media promotion in an e-mail to your list. You gotta deal. He would backhand me so hard, you know, like that's not the way that works with them. But the 80% have to be promoted. And this is so hard because it's like they're like, well, we have 40 speakers and I got I got, you know, I'm just gonna name shark from Shark Tank are I got Kevin Harrington, Damon, John Barbara Corcoran and Mark Cuban and like, they're my featured speakers. Oh, but. But this other person wants to speak who's like, Oh my gosh, that you know this Dave Ramsey, right? He was. In that case I might like might go like the. This might become like the 117910 formula but. We gotta be pretty diligent. Like maybe that's add a 41st speaker, you gotta have 80% of them promoting. That's big that we gotta really hammer home with. Our clients, we gotta have 80% of the speakers promoting if tree falls in the forest, no ones around to hear it. Does it make a sound? No. In this same thing is like you could have Dave Ramsey, all these people and nobody promoting. Let me know show up anyway. Like, Dave Ramsey is the converter, Susan, Susie Orman is the converter, right? They're like the people who, when you have him on your summit, it converts people to like, Oh my gosh, I gotta register for this. But if nobody is going to the page. Do you do? They were converting at 54%. Yeah, you've had 1000 people at your page all week. If you do another, have I really converted 45 percent? 40% have 20,000 people hitting. So also don't forget about regular affiliates. We do want to have regular affiliates. These are people who have no tie to the summit whatsoever. If we run it right, anywhere from 25 to 40% of the total registrants. Will come and fill it from affiliates who aren't speaking. It should be minimum of 25%, so we want to have those regular affiliates. I mentioned it earlier, we gotta make it clear. With that promotion is expected with the 80%. This is a good hard. This is on the client. We can't do this for them. If you're going to speak at my event, you have to do this so I that this. It could be two emails. In a couple social media promotions, it could be, you know, one in and four it could be whatever. It doesn't matter to us for to, you know, pursue. A lot of people hate this. They're like, well, never do virtual summits 'cause they make me promote. Well, two things. Number one, you're not in that closer. You know you're not big enough. They're making you promote. You right there. You ain't the Dave Ramsey of your field. So it'll be the Dave Ramsey of your field. Go with the Tony Robbins of your field and they won't make you promoting

speaker all the virtual summits you can shake a stick at. Number two, then don't speak. I don't need any particular person to make my virtual summit. If I can get the closers. Get a few big names that don't even ask to promote. Now I can go out and get. I hate to say this, but I don't want, I don't want like see players, but I'm going to be the B plus players. They'll be so excited that have a list of 25 to 50, you know, or have a list of 15 to 50,000 people that will promote like crazy because they're super excited to be a part of the summit. One of the things we wanna do is we wanna play into their ego. I think I shared this before. Somewhere. But. The number one reason why I promote. Summits that I'm speaking out on social media is usually it's not required. I know you guys are going to find this as a total shock, but I'm not at that level of like a Dave Ramsey. So I'm not like the. The 10% closer level, nobody goes, Oh my gosh, mammograms, you know, again, target target tests. Right. And he goes, Oh my gosh, Mcqueens speaking. I have to register for this. I mean there are people like that in my mom for instance should be super excited. So my mom has never watched wanna be speaking anything but. How's it going with that? So we we've got those 10%, right? 80%. The number one reason why I promote on social media has nothing to do with the fact I'm trying to get more registrants or make some more money. It's actually because if they're smart, we will advocate this for our clients. They made a graphic. With themselves, maybe, maybe not. The title of the summit, what the result of the summit is, and then it's. Kevin Harrington. Damon, John. This is an actual summit that I'm thinking of that I spoke at Kevin Harrington. Damon John. Kevin O'Leary is that what's the Mr Wonderful? Kevin O'Leary? Always forget Kevin O'Leary. The person who's running the summit in me. Outside of Kevin Harrington, who have actually hung out with quite a bit 'cause, he was a former client. Those other people I've never spent so much as one second with. OK, so I don't have a whole lot of pictures with three stars from Shark Tank. I have lots of pictures of one star from Shark Tank that would be Kevin, but none with these other people. You know why I posted that on social media? Because I wanted everyone to look at that and go. I'm speaking with those dudes. That's why it was an ego thing. Totally. I mean, it was an ego thing, right? Play into that. If we want to get them to promote more, we play into that ego thing. That's the other reason why we have those closures is now those third if again with 40 speakers, right? Those 32 that are in the middle because the four at the bottom, the pleasant president might not even give a crap. They're not even gonna promote. Who are they gonna promote? Don't even an audience. Like I said, it's like the psychology professor at, you know? You know, Podunk state who just happens to be like an expert at, you know, ADHD and. He comes on the summit talking about ADHD and blows everybody away, you know, but. For that 80% in the middle. We're all. Super stoked. It's going to be associated with those people who are at an elite level. And if we can get them to promote because of that, we'll get more out of them. So make it clear that it's that, again, this is up front. We gotta make it clear, we gotta be really, really clear about when they're supposed to be promoting. They need to be promoting on day one, they need to be promoting the day before and they need to be promoting the day of. We purposely. This is something that we were doing with a client right now is kind of fun. Like, they were like, oh, that's kind of devious, like, I know. We tell them nothing. About mailing. On day one, on day Zero, actually, sorry, the day of in advance, we asked them for three emails. Seven days before, three days before, and the day before. Then, the day before we tell them, did you know that if you promote tomorrow, here's what can happen when we get them to add the 4th moment, then at the end of the

first session. So let's say that the summit, let's say that they released the videos live and play them live and do Q&A live, right? It's from 1:00 to 3:00 PM Eastern. At about 4:00 PM I know we plan this six months in advance, but at 4:00 PM? Oh my gosh, the first day was amazing. Tony Robbins said this and Joe Schmo said this and it was like unreal. And here's some of the screenshots of the comments. Yadi yadi, yadi. Most of this e-mail is pre written. Just for the record, I've written it possibly 3-4 weeks in advance. You know I can't take screenshots through you. I'm taking those live. Like no migration this. And oh, and by the way, did you know? Like? That if you if you promote tomorrow, they can still register and watch the replay. Here's some copy. That you can send tomorrow to talk about how amazing today was. So if these are pre recorded interviews we can, we can we can write this weeks in advance. If they're live then we just have a section where you fill in. We kind of. You know, like. Right. Oh my gosh, Tony Robbins was amazing. And then it's like Tony Robbins is amazing and you can still register. All that stuff is factual. That's just going in and then we'll come in and just right real quick. Somebody asked before. I think it was. I think it was you, Kristen, do we write the swipe copy? No. But when it needs to be done really fast and it takes 5 minutes, like to just share a take away and plug that into the swipe card will do that for our client. It takes 5 minutes. Like it's one of those things. Like it would take longer to assign it to the copywriter, sit around twiddling our thumbs, waiting for them to get to it. Just we'll just write it, you know? So we'll just throw together some stuff. So now we get them to add a couple of emails after the summit started. We didn't ask for that anywhere up front. We got the foot in the door. We gotta do what we asked him to do and then we added more. Like she said, kind of devious, but it works.