

Episode 017: Rocket Fuel For Monetizing Your Summit After It Ends

Publish Date: June 10, 2019

Speaker: Ciprian Soleriu

Dr. Mark T. Wade: Hey guys, Dr. Mark T. Wade here and I am super excited about today's episode. I've got Ciprian Soleriu with me and I am so excited to have you here. How you doing today?

Ciprian Soleriu: I'm fine. Thank you very much. Thanks for inviting me, Mark. It's a pleasure talking to you and to your friends that are going to listen to us.

Dr. Mark: Oh yeah, they are in for a treat today, right? Like so. Just really quick before we actually jump into the meat and potatoes here. Like I've had the pleasure of actually knowing Ciprian for quite a while now and our paths kind of crossed back and forth over the last couple of years. And for those of you listening that know about the Virtual Summits Software right here is one of the original people who provided insight and knowledge into how that software would be crafted before it was ever even built, when it was just an idea. Do you remember that Ciprian?

Ciprian: Yes. Yes I do. I remember you once wrote me a message on, I think it was on Facebook and Hey, my name is Mark and I'd like your input on the software I'm building. And I was like, Ok, sure, let's see. And I loved, I loved when you told me the idea, I was like, Oh man, this is, this really needs to exist because this was a great idea. I mean, it helps a lot of people, if they're thinking about doing summits, your, your software, what it turned out to be, it's really, really, really good. So I'm really glad I could help even a little bit in the beginning.

Dr. Mark: Well, I'm very thankful as well and I couldn't have had a better insight or knowledge from somebody than you. And that's why you guys listening in here. You summit heroes, you're in for a treat. Well Ciprian, I want you to go ahead and tell them a little bit about you so they understand why I'm so excited about this. And then we're going to jump into the interview. So why don't you tell them something special about who you are and what you do.

Ciprian: Yeah, so I'm kind of a hybrid in that I was a summit host. I actually did two summits of my own and I'm also a technical summit consultant in that I help people that wants to run their own virtual summit. I help them with the strategy, with the technology, how to build them, how to connect all the things together. And for some people that I also do this for them. And my main focus is helping people that want to create virtual summits, focus on creating the content so that the technical part and all these complicated things that people hate are being taken care of. So it's pretty much what your platform does, but it's not automated because me and my team do it for them or help them do it.

Dr. Mark: Well, as you and I both know there's a variety of different needs and wants when it comes to summits, right? The Virtual Summits Software is excellent for those who are looking to go out there and do it on their own. But there's some of us out there and I've acquired assistance as well. So there's people out there that are absolutely going to need and want a help and Ciprian is by far one of the best minds around this. Before we

even keep moving forward, I want them to know right off the bat where they can find you. Where can they find you at both on social and where do you hang out online?

Ciprian: The easiest way to find me is to go to my website, which is Soleriu, S-O-L-E-R-I-U. Soleriu, S-O-L-E-R-I-U com and there they can send me a message or they can send me a message at hello@soleriu.com and I'm, I reply to all the messages, all the messages that I received. And also there, they can see a lot of articles that I've written about evergreening sales funnel, evergreening a virtual summit, learning a one time event or a one time launch into an everyday launch that keeps on performing and keeps on bringing new sales and new leads to the owner.

Dr. Mark: Great. And guys, I will have all this information for you in the show notes as well so you can check there to get these links and the email to follow up with Ciprian. So you've told us just a little bit about like how you help people. Can you kind of lay out just like very quickly, kind of the framework that you do when you're helping somebody? If I'm a new summit host and I come to you, what's the process that I'm going to be going through from start to kind of to launch with the summit?

Ciprian: So I think it all comes down to first the strategy. Who is your summit for? Who will be your speakers, who will be your audience, who will promote it, who will be our affiliates? This is something that's very important and you should start with this, but then it comes to the execution and the execution has two parts. First, inviting people, speakers to accept interviews with you for your summit. Then inviting affiliates to promote your summit. Then building the summit with everything that it means, the website, the landing pages, the membership site, integrating the membership site with the payment processor and all these things. I help people with the strategy and the technical part and for the technical part, I also help them by doing it for them if they need it, right? Some people want to do everything by themselves. Some people want to focus on what's really important for the success of the summit and that is outreach and getting traffic. To the summit and I think that's the most important thing. How to get the word out. So first of all, how to get great speakers for the summit, how to follow up with them so they give you all the information you need and they schedule time with you and everything and then how to get traffic to your summit because it doesn't matter how great a landing page you have, if nobody visits it, it's worth nothing.

Dr. Mark: Excellent point. Now let's have a quick word from our sponsor, Virtual Summits Software.

Dr. Mark: Yeah. I want to jump into that. Can you give us like one strategy, like what's one of your go to strategies when doing speaker recruitment for example? Like what is something that is your go to, to try and recruit speakers, especially let's say more of the influential speakers?

Ciprian: I think consistency is really important and I think focusing on the activities that you do instead of the end result is also really important. So I'm just gonna use a metaphor. When you're running a marathon, you're not always focused on, Oh, I didn't reach the end goal, I didn't reach the finish line. But instead you focused on how you breathe on, how you walk on, how your hands move and so on. So these are the activities, the daily

activities or the immediate activities that you need to focus on. So I think getting speakers to promote and to attend your summit speakers is a process that takes several steps. First you need to have a list of speakers that you would love to have on your son. A level, speakers, B level, C level doesn't matter, right? So you have them, now you have to outreach to them.

Ciprian: But then you have to follow up and follow up and give them reasons to attend and to participate in your summit is also really important. But it's really important to follow up consistently five, six, seven times until you get a yes or a no. Because if some somebody didn't, didn't say anything, it might mean that they were busy. It might mean that they saw the email on their phone and they wanted to reply later when they were on the computer, but forgot about it. It might mean that an assistant saw it. You never know. So until you get a yes or a no, I think you should keep pushing and keep following up. And that's consistent. So what I do for example in my outreach campaigns is set up a goal. Let's say I want to do 10 activities, then outreach activities every day, 10 just them, not 50 not a hundred, not all of them.

Ciprian: Then outreach. So I send 10 emails a day, right? Every day. And then I follow up with the people that replied from the emails that I sent the previous days and so on and so forth. So like this. I always have a pipeline full of potential people that can be my speakers and this is the same process that can be repeated for affiliates that can be repeated for anything that you want. It's a process and I really love a tool that is called Pipedrive that help anybody visualize their funnel because getting a speaker to speak in your summit is like a sales funnel. So the first step is, this is the idea. I would love to have Mark Wade as a speaker in my summit. Then I contact him, then I wait for him to reply. If he doesn't reply, I keep following up until I get a reply.

Ciprian: Then if he replies, then I try to schedule a meeting or maybe I give him all the details. Then the meeting is scheduled then and the interview is recorded. Then the interview is edited. Then I follow up with Mark, Hey Mark, when can you promote? This is when our summit was started. Can you send an email or two emails or how many can you send? And then I keep moving things until it's done and it's done only when. So it's not done when the interview is done. It's done when Mark promotes the summit because I want him not only to speak with me, but I also would love him to promote and to tell other people about the summit that I created. Yeah, that's how I see it. That's the process.

Dr. Mark: That's excellent. Like in the tool you just said there Bydrive, is that B-Y?

Ciprian: Pipe. Pipe. P-I-P, pipe. Like a pipeline. So Pipedrive. Yeah.

Dr. Mark: I love that. I'm not, I haven't heard of that. So that's a great tool. And again guys, this will be in the show notes. You can get access to that as well. So let's look at some results. Like can you give me like maybe one of the top results you've seen with maybe a student that you've worked with or somebody along those lines. And again, we've talked about this in the past or all those summit heroes out there. You know like even 500 leads can be converted into tens of thousands of dollars. So it's not always as I like to say, it's not always about the size that necessarily matters. It's the quality and

engagement of those leads. But I'd like to hear from your perspective some of the results you've seen with some of the students you've worked with.

Ciprian: Okay, so I have worked with a client, she has already done her life summit and I helped her evergreen the summit. I cannot share the name because I'm under an NDA, but I can tell you that the numbers, so it was in the health niche. The summit was laser focused on people that have a specific medical problem. Right? So it was really, really laser focus, not be healthier, but it's that solves this particular pain. Okay. She hosted two summits, one in January of 2017 and one in, I think in May or June. On both of her summits she did over \$150,000. The first one was I think 160 160,000, the second one 170,000 or something. And she's doing post summit. One of the strategies that she uses is having one-on-one workshops with some of the bigger speakers that were inside the summit and inviting people, inviting her list that she accumulated with the summits to attend this live workshops that are around an hour, an hour and a half, like webinars basically and pay, so it's not free. So like this, she makes around 30 40 \$50,000 every month with this strategy. And that's a post summit strategy.

Dr. Mark: Actually. I really like this. This is super intriguing. I want to dive deeper into this. So she ran the summit, you guys ran the summit. Do you know approximately how many leads she generated from the summit? More or less?

Ciprian: I would say, I think it was around 10,000 I think.

Dr. Mark: Nice. So 10,000 leads and made 150 plus off of those right there on the summit. And then the post summit strategy, which I think me and you agree is probably the most powerful, most important aspect, right? If you're those listening out there, you know, don't just run a summit just to run a summit. You need to have a strategy after that. So after that, her strategy is to do like kind of like a webinar. Is it alive, a webinar kind of masterclass?

Ciprian: Yes. Webinars, masterclasses or workshops, online workshops. She invites on of the speakers or other speakers, doctors and you know, people that are focused on this particular niche and the audience can ask questions and get their answers live and they have to pay a ticket. So it's not free because she's not selling after those webinars. She's pre-selling these webinars. So I think it's like \$30 for 10 or something like that.

Dr. Mark: Wow.

Ciprian: Something like that. But since it's really niche and it's a problem that people that have it want fixed, she's getting sales. Yeah. Even afterwards. And it's really, really powerful.

Dr. Mark: So going to staying on this topic right here for a second. So if it's, so she charges to go onto the web, onto the workshop. Is she doing us a commission split with the speaker or are they do like they doing it for free and is there an offer at the end as well?

Ciprian: I don't know exactly, but I think either way can work. I mean, for example, some speakers for this workshops might say, okay, I want the cut. Let's say I want 30%

because you're bringing all the audience I'm bringing me and my knowhow, my expertise, give me 30% which I think is fair. 20 30% would be nice. Others say, okay, if I can also bring people in to purchase this, this workshop that we're doing, I want 50% which is also great, I think. So I think it's a matter of negotiating with each individual, but it's proven to be effective.

Dr. Mark: Yeah. This right here is huge. If you haven't written this down yet, guys, write this down. I'm in the process of one of my companies, the healthcare company. We have a big summit coming up in May and you know we've been working on our post summit strategy and this right here, like you just gave me gold. Thank you for that right there.

Ciprian: It's my pleasure. And I, I have used this idea for my audience, but since it needs to be really focused, so if Weber is listening to us, is thinking of doing the summit about healthy skin, right? That's a little general. I think instead it is focused on how to get rid of facial acne and that's really more powerful than just healthy skin. What does healthy skin mean? But get rid of acne is much more powerful than this. Especially get rid of acne when you're over 30 right? That's even more powerful and if you're over 30 people that are over 30 can have money to pay, but people that are 15, 16 like the teenager that have acne, not really, so that's more powerful, but the power is in the focus.

Dr. Mark: I love that and that is such an important point right there. I harp on that all the time. Too many summit hosts go too general, too broad, so thank you for saying that and reiterating it. Let's jump into some reasons here. Why from your perspective, like why should somebody that you know that are listening to us right now that may be considered doing a summit, like what's a couple of really specific reasons maybe that you've even experienced that they should consider running a summit?

Ciprian: I think the reasons are obvious for me at least. First of all is exposure. You and your business, you had a huge exposure to people are qualified for what you're offering, like what you're doing with this podcast, your podcast, your, your business is getting exposure to people that are interested in hosting virtual summit and this positions the host of the summit as an authority, right? What happens is that when you are seen as an authority and you help people from this position, they are more inclined to trust you and to purchase things from you. And by purchasing it means they can either purchase your product, maybe the summit is the product itself, maybe there's a backend product, maybe it can be a course, it can be anything or they can purchase products that you recommend and since you're the authority, your recommendation is really important and really powerful and this also helps expand your overall business.

Ciprian: So I would say authority exposure, like you increase your list exponentially and really quickly and relationships with other speakers. Like in the example that I gave you, if my client would have stopped at the first summit, even if she would have stopped at the, for some it would have been a great result, but she moved forward. She, she moved on and said, let's create another seminar. Let's also give these speakers that were really good. The opportunity to shine in other mini events like this workshop type of events, and this is beneficial for everybody or the speaker because the speaker, the expert gets his own individual exposure to a huge list. The huge number of people that will for sure

purchase from him and then the business gets new sales, new income that it can use to grow. So these are the reasons. Is it enough?

Dr. Mark: That's some great insight. Now let's have a word from our sponsor.

Dr. Mark: Yeah. No, I think you've nailed down all of the reasons, so that's really great. Let's talk about the opposite here. What's some of the main concerns you hear from your students? Like what are their concerns about running a summit and why are they false?

Ciprian: I think one of the big concerns that people have is a lack of trust that big names will agree to work with them to, to have these interviews if they don't know them yet, right? So some people might think all, but if I ask somebody like Neil Patel for example, he will say no because it doesn't know me. The truth is you have no idea if he or she will say no or yes until you ask and you follow up. So for example, for my summit, Launch with Partners, I had Neil Patel and all it took was an email and an introduction, right? So this fear of I won't be able to get a level speakers to join me or to promote is real only if you don't have enough A-level speakers that you outreach to. So yeah, if your target is to have three people and only these three people and they say no, then you're toasted.

Ciprian: But if you don't really care if your base is larger than three, so let's say you target these 20 people or 30 people and you outreach to all of them, one or two or three will say no, but one or two or three we'll say yes. If you only outreach to two people or three people, then the statistically the odds are against you. So I think if somebody is considering the dog running the summit, it shouldn't be scared of the thing that, Oh, I won't get these big name speakers that I really want to participate. Maybe you won't get them in the first summit, maybe. But maybe if you run your first summit nevertheless and you decide to do another one, then you have social proof. You have proof to show it to these people and say, Hey, three months ago I asked you to attend our summit.

Ciprian: It was okay, you couldn't make it. It's fine. We did it anyway. And we had this many people that attended. We had this many speakers, we have this results. Now I'm running another summit and this time I would love to have you on board because now we're going to promote it ourselves to this many tens of thousands of people. And I really think that your brand would benefit from it. So, and then by building on what you have created in the past, it will be much easier to reach higher level people or people that are harder to reach than you ever thought.

Dr. Mark: Love it. Let's hear some disasters. Do you have a one specific summit disaster that you've seen or know of and what was the primary? Primary cause?

Ciprian: Yes. My second summit was a disaster. It wasn't a disaster. I had fun. I had people, great speakers on it. For example, I had the author of 80/20 Sales and Marketing, Perry Marshall. I had it on my summit. But, but the summit was called Productive Parents. My mistake was not being focused enough. What is productive parents? Who exactly should be my audience? I think I didn't think it quite thorough enough. And I got carried away with the idea because I was a new father and I was like, ah, I need to do this. It was

more in my heart than in my brains. So I ended up with some great speakers, but I didn't have the results that I want because it wasn't focused enough. Maybe having something like, I don't know, productive twin parents or productive dads of twins or something like that, I don't know.

Ciprian: It would have been better. I don't know. But I think this was a disaster. I made some saints. I built an audience of a few thousand people, but it wasn't focused enough and that was my mistake and I didn't have a backend strategy. It was, it was an audience that I had nothing to offer. Right. I'm, I'm offering people help with their marketing, their sales funnels, their tech set up, not how to be a parent because I was a new parent. Right? So that was, that was a disaster. Lot of, now I know how I could have made it better.

Dr. Mark: No, that's a very valuable information right there and I had the same experience and I've run over 25 summits and I've had some that bombed. Most of the ones that have bombed is same reason I was not specific enough or I wasn't clear enough on what I was going. So like what's a piece? Advice our summit heroes right now that are listening to us that they need to know, like what's one thing that they need to know if they're going to host a summit?

Ciprian: One piece of advice. It's something that it would be really helpful and really powerful for anybody that is considering doing a summit to not do everything themselves. And what I mean by this, a lot of time and energy will be invested in outreach, in following up the speakers, in editing the videos, recording the videos before editing them, getting all the materials that you need from your code, from your speakers and so on and so forth. All this person to person interaction takes a lot of time. They're creating the content and then it's setting up the infrastructure, right, and then it's promoting. If one person tries to do everything himself or herself, it will be really, really difficult and it will take a lot of time from A to Z.

Ciprian: What I would suggest split the work between several team members. So one should be focused on outreaching and creating the videos and content and everything. Another one should be created on the should be focused on the technology. So using a software like your software, Mark or any other piece of software doesn't matter. But I think the person that creates the videos, that outreaches, that makes all this effort, that gets all the rejection in the end, right, gets all the rejection, should not be focused on creating the pages on creating the technical blah, blah, blah, blah. Instead, it should focus just on this thing. My task is ten new outreach a day until I get 30 interviews. That's what I need to do. That's all. And then edit the videos and create all the content and somebody else in my team or doesn't matter, should take care of setting everything up so I don't have to worry about it.

Ciprian: And when you have this split like on Ford's, you know Henry Ford invented the different stages of the process. Everybody's focused on one thing and does it perfectly or as close to perfection as possible. When you try to everything, it takes a lot of time and you will miss your deadline because usually a summit takes from 60 to 90 days from idea to completion, right? If you do it yourself and you want to get inside this target, you will sleep a lot less. So that's why I think that's why I think you should split the focus of your

team members and use the tools that exist at their best potential and have somebody use them. Even if it's your platform. Even if somebody uses WordPress or another membership site, it should be somebody that is focused specifically on that. How to learn the platform to use the platform to make everything work and connect. So that me, the host is focused only on being the host. That's what I think.

Dr. Mark: Now let's have a quick word from our sponsor.

Dr. Mark: That is such great and I've never actually even looked at it like from that perspective, even from like just the mental, not just mental bandwidth but the emotional bandwidth of like you're saying the person who gets all the rejection for example. Then going over and trying to do the technical aspect, that's a lot to deal with. I actually really, that's pretty profound wisdom right there.

Ciprian: And if you're trying to do the technical part right and you don't know it because you're not technical and you have this steep learning curve and then the second day you need to get back to the rejection phase and try to stop people and you see somebody, some are opening your emails but not replying and if you, Oh man, I won't do this, I will never do this, then it, it's a depression all around. Right. You shouldn't try to learn how to outreach and how to convince people to become your speakers and at the same time learn how to use the platform, how to interconnect all these things out to make Stripe work with them, but that it's too much. Although it's possible, but it's too much for your brain.

Dr. Mark: Yeah. Yeah. I agree. Like that's, that's great. That's great advice. Quickly, what's one tool you recommend that you highly recommend in regards to summit? I know you give Pipedrive, but like what's one other?

Ciprian: One tool? Your tool is really good because it helps a lot of people. It helps get a lot of headache out of the way, but also I think what's really important, and I've seen unfortunately some it's that although it good topics failed to perform or this is equipment, so something like this, like an Audio-Technica microphone that gets your voice crystal clear. I think it's really important and also the web cam should be good and the light and all the setups so that the production value of videos is higher than just two people speaking over Skype or something because it's like the cover of a book. You don't know what's inside until you read it, but if the cover doesn't look nice, you won't read it the same way. If the image and the audio is bad for your interviews, people will drop out and they will not listen to it and then you lose an opportunity to become an authority in their eyes.

Dr. Mark: That's great advice. So we're going to be wrapping this up now. One final word of wisdom in regards to summits that you want to share with our audience, Ciprian.

Ciprian: Final word of wisdom. Do it. You know, if you're, if you're considering doing a summit, you should try it. Definitely you should try it and you should again, start with a healthy mindset that is focused on actions, daily actions instead of end results. And what I mean by this is again, think of what you need to do now. Do it consistently like outreach to

people. Send follow up emails and follow up messages, chat with them, talk to them. Don't let them slip through the cracks and then it will happen. It's all a matter of consistency and focus. Focus, focus in doing it over and over again. And this is something that I keep telling myself sometimes I forget about this because it's so easy to get focused on. It's always to become busy with all the things that you can become busy. But I think focus and I mean you will never know if a summit will work for your business until you actually try it and do it. You will never know. So don't look at horror stories, but don't look only at success stories because the success is just the tip of the iceberg. You don't know what, how much work the person that had the success put into it, but instead know that this can work. It's a formula that can work for you too if you are consistent at applying the necessary actions to make it work.

Dr. Mark: That was Ciprian Soleriu right there. Guys, this was an amazing podcast. Thank you so much for taking the time out to help my audience, my tribe, overcome any kind of doubts or misbeliefs they have and to see how success can be. I highly recommend if you're looking for help or you need somebody to help you, especially with the post summit aspect of it that you reach out to Ciprian, we're going to have all the information, all the links, all the details in the show notes. You can also go over to soleriu.com to get more information from him and one more time. Where can they find you out on social Ciprian?

Ciprian: Just look for my name Ciprian Soleriu. I'm the only one. I promise you. There's no other Ciprian Soleriu online on the entire Facebook.

Dr. Mark: You've heard it right there. Guys. One of the biggest takeaways I've just got from that is just do it. Don't sit there and analysis paralysis. You got this. Let's go at, thank you again, Ciprian, I really appreciate it. Guys, check out the show notes to get the links in the show notes.

Ciprian: Thank you very much, Mark. It's been a pleasure and good luck to everybody listening. Go ahead. Just do it. Just do your summit and just start the outreach and know you're going to have success.

Dr. Mark: Now I want to end this episode by saying to all the summit hosts listening right now, I believe in you and you can do this. Summits are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money, and most importantly, make an impact in the world, even if you're just getting started. So don't get caught up in analysis paralysis because the world needs to hear your message, and there are people who are waiting for you to help them. So just get started because imperfect action is always better than no action. Thank you. And see on the next episode.