

Episode 83: Why You Want Trolls On Your Virtual Summit

Publish Date: November 11, 2019

Speaker: Ben Settle

Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here founder of the Virtual Summit Software, and your host on the Virtual Summit Podcast. We are in for a treat on today's episode. I got legendary Ben Settle with me here today and we're going to be coming at it from the aspect of speaking. We've got, uh, Ben, who is a speaker spoken on lots of platforms including virtual summits. So we're going to be digging down into some thoughts, uh, and even some what we, we may look at as a little contradictory or a little stimulating today. So I'm excited to jump into that. Now before we get into those aspects, Ben, I'd love for you just to take a few moments and tell our audience just a little bit more about yourself.

Ben Settle: Well, I'll tell you, I can give the long drawn out thing that you know, takes a half hour, but I'll give the too long, didn't read version. So once in a while I'm able some, somehow I will end up going to a social event. I, I'm like the most antisocial guy in the world. I would much, I mean I would much rather just be hanging out here with my dogs over here all day on a Friday night. But once in a while I get dragged down and invariably, as you probably know and everyone watching this knows somebody to make small talk questions, would say, well what do you do? And I used to struggle with this because you know, when you sell online and all this, I mean, I know I'm an email guy, primarily I what I want to say, I write spam. I mean, I could actually be a fun way to open a conversation, but I always say, look, I wake up, I write an email and then I go play the rest of the day, which is, you know, mostly true.

Ben: I mean, I do other stuff because I'd get bored out of my mind if that was the only thing. But that's all I really have to do all day. And that's what I do. I get up, I write an email selling one of my offers and then I'm done. I go do whatever I want. Usually it's to work on something else or something. But that's the, that's the little short version of what I do. And um, you know, I do a lot of these types of virtual summits and podcasts and all that. I used to do a lot of public speaking, but I actually try to get out of doing those now. In fact, I just turned down like a really major one funnel hacking live personally. Not because I didn't, I mean I love Russell Brunson don't get me wrong, but it's like I was looking for reasons not to go and I didn't like the contract or something and that was it. So very, uh, antisocial guy who'd rather just send and write an email and be done and that's it.

Dr. Mark: I love that. And you forgot to put in, they're very transparent and you know, call it how it is, right? We're not, we're not BS in anything. We're not hiding around emotions or feelings, which is why I think this is going to be a really fun episode today.

Ben: Yeah. I mean, what's does you no good. It does mean no good to sit there and just get, you know, try to like, you know, pander to everybody. I, I think I can already tell us how can he rather have it that way. Like not the canned everything. Well, let me, let's be approved. What's the internet narrative approved answer to this. I mean sometimes that's okay, but like I'm not going to go out of my way to like not offend somebody and don't worry, I will not curse or swear. I'm just saying like.

Dr. Mark: There you go. Well we do have a clean show on that and it's not because I have anything against curse words, I just have stuff against having to go back and edit the show for iTunes. But what we're going to chat about today, and you're right, I like to call it how it is and I like having that given on this episode and in our podcast. So what we're going to jump into now is, um, something we were talking about in the pre-interview chat, which I think is a good, is a really good thing to highlight because I don't think many summit hosts are actually aware of it, especially a lot of first time summit hosts. And that's the clarity that you're delivering to a speaker. So I'd love for you to talk about the aspect we were chatting about on like when you're on a summit, like sometimes you say there's some confusion around that. Let's, so let's dive into that topic.

Ben: Well, I mean sometimes you know, there's certain, there's certain things that are just a given on summits and all this and you know, I just think it's important. The most important thing is to know who the audience is. I've been brought in to talk on things and I didn't, wasn't really told who the audience was. And so I'm giving information that they couldn't care less about, which, you know, I, I don't want to waste someone's time, but it sounds like a minor thing, but it happens all the time. Or another thing is, and I have a friend who does this, I'm not going to name him or anything, but he'll have you one and he won't shut up. Like did you? Like, why don't you just have me interview you instead, which I don't really care. Like if they have good stuff to say and all that.

Ben: But if you're going to interview someone there, I think hosts have to understand that the person they're interviewing, they brought them on for a reason. And to sit there and keep talking and talking and it just, I'll forget my train of thought. I mean I'm all for other people talking about I'd much rather than talk to me, but it screws up the flow a little bit and I don't see this being as much of a problem as it used to be. Like in the early days of podcasts it was a really big problem. Like there's been some good training since then. I think that has taught people not to do that. But even in copywriting, for example, copywriting emails, marketing and stuff, people will do that. They won't make the product the star. They'll make themselves the star, which by the way, I don't want to get too off into a rabbit hole. There is a time to do that, but most people are not at that level where they can get away with it. And so I think that translates to stuff like this too.

Dr. Mark: Absolutely. Great point there. And circling back around to this topic about confusion is the clarity as well, audience, but also what to expect. So probably some type of initial, what's going on like man, I mean audience, what's the topic? What's the direction? So I really am, I'm glad you brought that up. So let's switch over a little bit to the actual process that happens when our summit hosts are interviewing a speaker. And let's talk about your thought processes on that and what is, what has been your experience in kind of what your viewpoint is.

Ben: Coming from the host's point of view or the guest's point of view?

Dr. Mark: For the host to let them know what your point of view has been. Oh, okay. Okay. So,

Ben: Okay, so here's, here's the, here's the thing that, and this is actually why I don't want to get too, I don't feel, I don't want to sound like I'm dogging anyone here. I'm not, but this is why I pulled out the last speaking engagement because I was not allowed to promote

myself at the end. Now I understand. I understand. No, like obnoxious pitching and I totally get that. I mean, I wouldn't want that either, but tonight at least be able to give an opt in, um, to not be able to use that opportunity to curate out people I don't want finding me, for example, you can be in front of 5,000 people, but if I can't curate those 5,000 people at the end by pitching, by showing what I don't, who I don't want coming at me and really who shouldn't anyway, to save their time.

Ben: I think that does a disservice to people. So my opinion is hosts should always allow whoever the speaker is to just give their contact information. This is an old school, like this goes back to radio and TV and that was always the unspoken pact. It's like, the guest's gonna come on and give some great information and then in exchange for that, they get to promote themselves. But there's been a lot, there have been summits I've been over that's kind of reversed. Like they'd bring me on and they think they're doing me a favor or something. It's like wait a minute. I mean we're doing each other a favor. I get to be in front of a platform that I would not normally get to be in front of and that platform gets exposed to some they will not normally get to be exposed to, but now it's become this thing where like you can only come on here if you email your list about it and you tell all your social media.

Ben: By the way, I'm not on social media so, but I would like like this thing I would actually promote on social media. I'm just not, but to send like a linked to my main email list, which is what a lot of hosts and speakers are starting to ask for that would cost like that's a very valuable thing. Like I would charge like \$10,000 for advertising my listener. So I, I'm not saying this is really widespread, but it is happening enough recently where it's becoming like, it's assumed on the summit's part, like, like I'm supposed to just know this and then they actually get kinda hostiles. Like why haven't you from you promise to promote. It's like I don't remember promising to do anything. And when they do ask me that, you know, at the beginning they'll send me like you send like a little form that they'll send a form saying you, you have to like promise like with a DocuSign that you're gonna do this.

Ben: Like I'm not gonna like I'm not gonna touch this. Like I'm not going to like, you know, incriminate myself cause I'm not, you know, doing something like that, so again, this isn't something that's very widespread. I'm at, I'm not trying to like say this is like some happen, I get it. It happens very rarely. But I do see a trend and these are, and I'm only on, I don't get on a lot of summits, but the ones I do get, I'm seeing this trend and I hope it reverses because it really is going to turn away the best talent. Like people just not want to deal with that. And I think it shows, I think it does show on those types of summits and even in other venues that if they have these like silly rules that you're just turning off the best guests and you're turning on the really needy ones who'll take anything.

Dr. Mark: You are bringing up such great points here that I want to dive into this a little bit deeper and I definitely want to clarify the form, uh, Ben's talking about is our speaker information form, which we send out to all of our speakers, both on the podcast as well as summits to fill out all of their information so we know, you know, what's you, so we can craft our perfect intros and know their bios and their social links and things like that. But I have seen as well, and we call these list grabbers, Ben. People that have those, the

forms where it's like you can only be on my summit if you have a list of 5,000 or more and you promise to email a million times. So yeah, we call those list grabbers and we're not too fond of that over here. So I want to dig into this because you brought up a point that I don't think many of us understand to the, to the extent that we should, is the value of that email. You said you would charge \$10,000, for example, you just randomly, you kind of just threw that out there, but I would like you to break down how much an email is, uh, is valuable to you and why. So that our summit hosts are not just saying, well, I'm just asking you to send out an email or two like help us understand the value of that email.

Ben: Okay. Well, in my case, and I'm sure this applies, a lot of people have a list. Um, I've spent years building those lists. Years, I mean almost 20 years building this list. It's, in my opinion, and this is not just my opinion, but the opinion of people who have seen thousands of lists. Like for example, there's a guy named Brian Kurtz, I don't know if you know Brian Kurtz, but he used to be the vice president of Boardroom Inc. and he's worked with thousands of lists, I'm guessing. I mean over his 40 year career, their biggest, one of the biggest direct mail companies in the world at the time. And he's told me that he thinks my email list is one of the most responsive he's ever seen. Cause I've done some affiliate stuff with him. He goes, and he wrote me this long. I didn't even really ask for us necessarily.

Ben: We wrote me this long like testimonial going on and on and on about how great my list is. Now, I know that list has a lot of value and I'm glad it has a lot and I'm, you know, I don't do a lot of affiliate stuff and all that, but I know that list is how it's like extremely valuable. I, I back it up every day cause I don't ever want it to go away or something to happen. Get the platform by my autoresponder company or something because it's extremely bad. But there's a guy named Ken McCarthy who he's like the founding father of internet marketing as we know. Even Time magazine gives him the credit for like figuring out the clickthrough value of a clickthrough way back in the 90s. And he has this book called the System Club Letters, which is like my all-time favorite business book.

Ben: Right. I told him this is my bathroom reading for like five years straight and I joke with them, do you want to borrow it? And he didn't want but, but it's a great book and he has a chapter in there about like how seriously he takes his list, his email lists and his direct mail is where he backs it up and takes it to um, a security box at the bank. Okay. Cause it's that valuable to him. And doing that ritual reminds him of just how valuable it is. So when I say that, like I'm not going to just sign an email to a link out for someone for free. That's what I'm talking about. Now I don't, I don't take paid ads or anything like that. But if I did, I would definitely be charging like five figures to do that. And so it's, it's a valuable thing.

Ben: It's a valuable media. It's, it's, it's something that I own and that I take very seriously. Now contrast that to social media. I haven't been on Facebook or Twitter or LinkedIn or anything for about a year now. I just got off them, no desire to be on there. But if I was on there, I would promote on those because I do think, cause I don't own those platforms. I didn't spend money to be on those platforms. I didn't curate that for 20 years. You know it, there's a very limited platforms. I think they're very cheap platforms. They're fine if you can use them. I think they should be used to build a list and most

people send their list to their social media, which makes no sense to me. But the point is I would do it on there because it's, it's, it lends itself to that. So that's going back to the original thing.

Ben: That's why, and to me it's like, in my way of thinking, it's, it's a, it's a very, it's an arrogant thing for someone to say, you have to mail your list about this interview. It's like, well, why do I get out of this? And that's the thing. I'm starting to see this trend and this is even happening at public speaking and other things where the speaker gets, or the guests gets like very little value out of this compared to the host. But I think it should be reversed personally. Um, you know, maybe I'm coming at that from a bias point of view, but that's how it's always been. There's this guy named Paul Hartunian. He's not really doing much anymore, but he was like the publicity guy. And I'll never forget, I went through his course, it's no longer for sale, but to get on the radio and TV and all that.

Ben: But it all applies to getting on podcasts with summits or getting speaking engagements, whatever. And I'll never forget, he says, you know, I'll never do an interview with NPR, National Public Radio. He goes, I love NPR. I think they do great radio. I think they're great people, but I'll never do. I always turn those down. He goes, the reason why is they're really pretentious about letting me get my contact information. Now I'm going to, I'm going to throw up a monkey wrench in this whole thing because there are exceptions to this. There absolutely are exceptions. He also said that, now this is dating himself going way back to like the 80s right? He goes, but at the same time I got on Phil Donahue and they are really like Nazis about not letting you give any no information away. He goes, I didn't make a single book sale from that cause he sold this book about like how to find the love of your life in 90 days or something like that.

Ben: And you know, it's usually everyone wants to hear about that and he goes, I, they would just not let you. He goes, but I went in there anyway because you know multimillions of people are going to watch him and it's not that he cared that any of them bought from him, but he called those are gold card. Those are gold card hosts. Like all he had to do for that point on and every press release to say I was on Donahue and he would get any interview he wanted. So you know there is a time to do that and you, it could be argued that I should have done that recently actually. I just didn't really want to go speak. But if I was like into his going and traveling all that, I would've just done it anyway for that. Cause I would've been able to use that as a gold card to get, if I wanted to do public speaking everywhere. Well I spoke at this, I spoke at that. So I'm not saying you gotta be completely black and white about it. I'm just saying, those are the ways I look at it.

Dr. Mark: And I, I really like about how you've, you've helped us understand, I mean that email right there, that email list has been built up over years. I mean, you've spent time, energy, which translates to value and money as well as a lot of, a lot of speakers have spent actual money paying ads, paid ads to build that list. So us summit hosts, we cannot just think we're entitled to that. And I love, I always like highlighting that perspective because I think we sometimes get almost a sense of entitlement. Well, you're on my summit, you should email for it now. I like to kind of look at maybe proper ways of doing this though. So instead of assuming or just expecting that our speakers promote understanding, there's a possibility they won't, but what are maybe some

appropriate ways or some beneficial ways or maybe even some strategies to get in some good graces to potentially get that solo email?

Ben: Well, I'll tell you one thing they could do is offer to pay for it. I mean, just aren't, and it doesn't mean that they have, I'm just saying, just the fact that they're offering, if somebody came up to me and said, look, I would love to pay you this. Like I want to have you on my summit and I want to pay you to send an email about to promote it. Now I'm not going to do it. But that, just asking, that would've put them, you know, light years ahead of everyone else. Just my respect for that, that hope not that I would not, you know, not that they have to do this, don't get me wrong, I'm just saying like doing things like that. So there's this guy, the late Jim Camp, he was the world's most feared negotiator. This is the guy who like had multi-billion, literally billion dollar negotiations going on simultaneously at any given time.

Ben: Unfortunately died way too young of cancer. It's really sad. But he was great. Like he was the best I've ever even seen it. And even the FBI said he was the greatest revolution in negotiation for them in the last 50 years. Like he taught them to save lives. Suddenly terrorists weren't getting away with boats and houses and stuff to get what they wanted. He reversed that. So he had one of the, the cornerstone of what he teaches is called mission and purpose. Now, when I think mission and purpose on the surface, I think my mission and my purpose, right? Here's what I want and okay, now how do I get it? But his was the opposite mission and purpose is what can I do for them that I get no benefit from whatsoever? And start with that. And I think that it posts the win with that attitude there, the mindset changes and suddenly you're, you're, you're coming in with a completely different mindset that just bent.

Ben: It only benefits the guest, right? At first. I mean, eventually you do, you obviously want something, but it starts with that. What can I do for them? Do a little research on that. Guess what does they want? You know, what can you do for them? And figure out that first, what can I do for you to get you not only on my show, but to actually get you to maybe even send an email about it. Now, it doesn't mean they're going to do it, but just coming in with that mindset is going to put you light years ahead of everyone else and like just, just let the chances of that person joint venturing or something else. Just go up exponentially.

Dr. Mark: I love that. I love about them and leading with value and a give. I mean that is so powerful and, and I, I completely agree with you there Ben. Let's now kind of pivot as we go into the, last kind of trek on this episode here. I think this flows right into the aspect we want to talk about from a speaker's perspective or even just from getting your point out there, how you, we were talking about this in our pre-interview chat that you have a kind of perspective that you would much rather have people have some kind of reaction versus no reaction. Can you talk us through what that is, your thoughts behind that and why you think that that's valuable for you?

Ben: Yeah. You know, it's interesting, I'm reading this, uh, I'm reading, I'm not reading, it's an audio book of this guy who teaches comedy writing. Um, like he's, I don't know, I forget his name or anything, but the point is he, one of the things he says to do is like one of the best ways to get someone to laugh is to surprise them, right? Now I would say, and

not only just surprise them, but say something that you know, might be offensive not because you're trying to offend them but cause you just being so raw and honest and coming out with a point of view. Right. And I also add something, another comedian, writer, a comedian, he died several years ago. His name was Patrice O'Neil, was very brilliant comedian actually. And he just had this show called the Black Phillip Show, which was about relationship advice and dating advice.

Ben: It was just it, you can listen to it free and you do like 12 episodes just like I, it's like addictive listeners. But he would talk about how there's like this really thin line between love and hate. And that he used to say if my girlfriend ever like really gets mad at another man, like just fuming mad, I would just tell her to go with him because she's given him all these spare emotions and she probably loves this guy at some level. And so there, there is, I would rather someone hate me than being different, so I'm not gonna so it doesn't mean I'm going to go out of my way to like be hated or anything like that. I don't see the point in doing that, but I don't think people should hold back on, you know, giving their point of view on something, especially if it's unpopular.

Ben: So I'll give you an example yesterday. This is timing. I sent an email to my list about why I avoid Starbucks, like the bubonic plague and Walmart too actually. These are very unpopular opinions amongst some people, right? I mean that's very offensive. People who shop at Walmart because they need to, or they go to another addictive pumpkin spice lattes or whatever at Starbucks, whatever. But I find these places just like they're just slightly less depressingly casinos, you know, like they're just like, I can't stand those places. And so those are very unpopular. But now I get a lot of people mad at that sort of thing and very defensive and I'm not doing it to offend anyone. I actually had a point to it. I had several points of these things actually in the email. But that's my point. I think that if you, if you have a strong opinion about something, you should give it.

Ben: In fact, I only even say this, and this isn't, that just applies to email, but speaking and giving on shows like this, like you want to give value, you don't have to give like these tips right? Like hard tips. You can, I mean, there's not wrong with them. That's what people are expecting. I think what's way more valuable and appreciated and much more likely to get high quality leads to you and your site or whatever it is you're trying to do or buy your product or come on your show. Whatever it is, is to give an opinion, opinion that might be unpopular. Okay? It doesn't matter if it's, in fact the more unpopular it is, as long as you can back it up, is far more valuable to someone than giving a tip. Because what you're doing is you're actually forcing people to think differently.

Ben: Now, they may not agree with you, but you're giving, going back to Patrice, Oh no, you're giving them, he say this all the time and you can give them options for thinking differently. And by doing that, and I could get really deep into this, but really why I'm doing that, you are literally opening new neural pathways in their brain, new neurological connections. You're actually expanding their thinking of, again, they may hate you for it. They may immediately disagree with your work. They might start drafting a reply email, angrily typing you in. All good. Those are the, those people will, they will either go away and leave you alone forever. Hopefully they'll go and troll you somewhere and now you can get all these enemies after you because you'll have people who take your cybers whole thing that, but some of them will actually turn and actually,

you know, if they're intellectually honest and you make a good case, yeah, they might have a point and they stick around and they become some of the best customers and clients you'll ever ask for.

Dr. Mark: Wow, this is such good information. I hope that everybody listening right now is, isn't letting that sink in. Like we're getting, not just like some strategy or tips. This is something that can create like raving fan followers. I'm big on emotion. I'm big on, you have to create things that are both educational and entertaining. And the best way to create entertainment is to have an emotion. And the easiest emotion to elicit is typically anger or frustration or to elicit the love. And comedy is also a favorite of mine. So you're, you're, you, I'm over here nodding back and forth and I want to take this a step further though to help, um, help our summit hosts understand because I, I do believe that this can be incorporated both from the summit hosts aspect, how you even come up with your theme or choose your speakers and what topics are going to talk on. But also from our speakers, summit speakers' standpoint, like how are you going to craft your presentation, your interview, your responses to those questions. So if we're taking this advice and we're, we're creating some polarized, you know, information, how do you then like, what can we expect? You've already said, be ready for some emails. Like what are some things that we can expect? So we're prepared for it. And then how do we change that to our benefits?

Ben: Okay. So I mean you're, you're, so, you're, you can, you can always expect trolls, right? And you know, trolls are a gift from God. I mean, they really are people afraid of trolls. I love trolls. The nastier, the better. My God, I'll make money off that every single time. You just take that energy they give you all that angry push up energy and you just write about it in an email or you talk about it in a summit, whatever is a story and you use them as an example. You can always expect a little bit of trolls. But here, here's the interesting thing, whether you're a summit host or you're a speed, you know guest who's building your own list, what you have. Either way, if you have an email list or if you have an audience for a summit or a podcast or whatever, you have your own media platform.

Ben: You own that. And here's the beauty of it. Now this goes back to like William Randolph Hearst. I'm reading his biography right now. The guy I both hated the guy and just can't help but respect the hell out of, sorry, I didn't mean to use the word, you get to edit that out, but I mean he's just, the guy is just interesting and I mean I can't stand him. He's kind of a momma's boy in some ways, but at the scene and he's like, really? And then these other words and he, nobody would troll like he did and what he would do is he would take his opinion and he put it on his own newspaper column, his own newspapers that he controlled and he would get so many people hating him, but he would build this. He also built the small, like microcosm of society that just loved him and would buy everything and see all of his movies that he produced and read all of his newspapers and do in listen all those radio shows and just do whatever.

Ben: Whenever Hearst came up, they would love, they voted for him when he ran for office and all this and they would stick up for him. The United States government during world war one wanted like he was so he built up such a following doing this by using his own platform to say whatever you wanted, where there can be no dissent. This is the, this is

why social media I think actually is a terrible way place to go for stuff. It's just too much voice and noise. You don't want any that you want your own. Here's where I think take it or leave it. If you want to respond to me, you have to be one on one at which point you'll be ignored anyway, but you'll give me fodder views and other stuff and this is what allows you to do this as a host or again, if you're generating people to come to you or a guest, is you want to have that, that you want to have that opinion, that a point of view that you can give unencumbered without any noise, without any virtue signaling on Facebook or Twitter or any of that.

Ben: You don't have to worry about getting deep platform by Twitter is you think the wrong thoughts or all that do your own thing. I think that as a, as a summit host, you have a lot of value in your audience and just the power you have. In fact, I recommend everyone really start thinking about whether you're a host or you're an email list owner or whatever it is you have. As long as you own it, you don't own the Facebook, you don't own that unless you can put it this way. If you can export it, you own it. So, um, but don't think of it as just that you, you have your own media platform. So you say what you want to say, however you wanna say it in whatever way you want say it. And that is very artful and forget social. Now I come at this as an antisocial person.

Ben: I'm totally biased. I'm not gonna, you know, try to sugar coat that. But it works to my advantage because I can say whatever I want and I don't have all this chatter going up from people who don't even know all the facts and all this and they hijack threads and all that. People will stay on social media with all this new social media. Just realize that you can guard people who can make that work. And the trick to making that work, and I know I'm going to kind of a tangent here, but the trick to making that work is you never reply one-on-one to anyone who has less status or a smaller audience than you, I mean publicly. You don't respond publicly unless they have a bigger audience than you then respond publicly. Cause then their audience will come in all this and then you just get more people out of it.

Ben: But if they're just like some insignificant troll, no, you just take whatever they say and now you talk about on your summit, talk about it on your emails, whatever you want to do. You never give them any one on one time cause they're not, they don't deserve it. And uh, anyway, I'm going, I'm going on here, but all this comes together. If you're a summit host or if you're going to be on a summit as a guest, realize the power that you have and that power comes from giving your opinion and giving people options for thinking differently and you're going to make enemies. You're going to have trolls. Good. That's how you can gauge that you're doing something right. If you don't have people mad at you, you're not doing it right. I'm just telling you, you know what? I say this as someone who has curated my list so much that most of the trolls have gone away and they know I'm just going to like, you know, use them to make money so I don't get as many as I used to, but especially when you're new to this, I'm telling you, they will hand you all the money you want. If you just give your opinion and give options for thinking differently.

Dr. Mark: Wow. I literally am. I can't believe I haven't thought of this before. From the standpoint of the summit and owning your platform. I mean, I know the power of summits and I obviously a big proponent of summits, but from the aspect of social media where it's

someone else's platform, emails are never going to go away because you get to own that and that's yours. Nobody can take that away from you. The summit is the way is one of the ways that you can do that, that you can own your platform and keep that and nobody can take it away from you. I like, I'm just sitting here mouth open, Ben, like what in the world? And then I love this about the, uh, the trolls and only respond if they have a bigger, bigger audience. I know I've made that mistake. I kind of respond to everybody. A lot of times I'm a kill them with comedy or you know, my partner would kill them with kindness. I'm a more of like, eh, I'm a kill them with comedy. But I like that you just kind of having a steadfast rule. If they're not, if they're below you, it's not worth your time. If they're above, then yeah, maybe even glean a little bit more eyeballs onto your, onto your stuff. So this is

Ben: See, so here's the bottom, you know, think of, think of your, like you own this media platform. Do you think you, like you think Oprah cares with some troll things? You know, they're beneath you. They really are. Someone was a troll is emotionally damaged in some way. Like they're, they're not emotionally capable of having any kind of rational discussion. So why give them even a second of your time and I book, I understand what you're saying. Like I've fallen for it too. I mean in days past and then you know, you just have to get up and smash and had done that. But just a reminder, people will take all the time and energy you'll give them. And that's why is they known as your enemies? Why not use their energy to your advantage and let them nourish your business? That's about ok.

Dr. Mark: That is such great information right there. They will, they will. Every people, everyone will essentially take as much energy and time that you'll give them. And being kind of strict and strategic about who and how you give that time and energy is so powerful. So as we start to wrap this up, and this has been extremely entertaining for one, enlightening for another, and I'm really glad we've kind of gone in in this route that we did. We didn't actually initially perceive or pre chat this one out, but this has been super, super intriguing for sure. I'd love for you to let, um, all the summit hosts listening, you know, all the summit speakers, everybody tuning in here, know where you're hanging out, how they can best get in touch with you because some of them are probably going, you know, I need to have been over here on my summit. So how can they best get in touch with you?

Ben: Uh, they can just go to bensettle.com and uh, you know, if you go there, you don't have to give your email address, but if you do, give me your precious email address and you trust me with this email address. And opt in. I'll send you the first issue of my Email Players Newsletter as a PDF. It's a print newsletter. I send the first issues of PDF. It's an absolutely legitimate \$97 a month newsletter. That's what it's worth. You can use it to make more sales. You can use it to make sales to your summit people or whatever you want. Like it all, it applies. I don't care what kind of product you're selling, it really doesn't matter. It's an absolute no brainer to do that if you want to. I also have like a hundred hours of podcast audio is on there for free. You don't have to opt in for that.

Ben: Um, I have some other media interviews and that sort of thing. You can go on and see if I'm worthy of being on your show. Um, I don't rare, I rarely turn down podcast. Sometimes I have fun like I did with you or I sent you that question. By the way, the

question I sent you is kind of as a joke, I didn't really expect you to, you know, I was gonna come back. But, uh, but as it is this bensettle.com and, uh, I hope that this has been helpful. I really do. I hope it's got people thinking differently and I hope that you all use it to make more sales or grow your audience or whatever you want to do.

Dr. Mark: Well, I know it's gotten me thinking a little bit differently. It's got me thinking for sure. I've got all kinds of notes and ideas jotted down over here next to me. Um, so I'm grateful for you and I thank you very much for that. Ben. What I'd love for you to do before we hop off here is just kinda leave the audience with one final parting piece of wisdom.

Ben: Well, you know, when it comes to any kind of persuasive communication or selling, even influencing whatever you're trying to do, just realize that you're always safe in the audience's world, I mean really you always want, for example, when someone says, what would you like to talk about? My first question is, well, what does your audience want to know? Because it's really about them and not about me as a guest. So it's surprising how little that that gets done, you know? And, and I think that that's the thing. I think as a summit owner, you gotta become more of a marketer and less of a summit host because in Marketing 101 is what do they want? How can I build a bridge from what they want to what I can give them? And then whatever questions you ask come out of that and then it makes everything better for everybody.

Dr. Mark: Such great information. Thanks again, Ben. It's been an absolute pleasure. I've enjoyed having you on here. Thank you. Thank you, I appreciate it. And thank you all you summit hosts tuning in with us, with me and been here on the virtual zone podcast. I'm Dr. Mark T. Wade, founder of virtual summit software. And remember, your message matters. So go out and make an impact in the world. Don't forget to check out the show notes over podcast.virtualsummits.com/083 to get links to all these cool things that I've been in, I've been just been chatting about. And we'll see you on the next episode.

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 just get started because imperfect action is always better than no action. Thank you and see you on the next episode.