

## **Virtual Summit Podcast Episode 007**

DR. MARK T. WADE: Hey, summit host! Dr. Mark T. Wade here, founder of virtual some software and your host on this virtual summit podcast. And I am super excited about today's episode, I'm bringing my good friend Jose Aviles with me on today's podcast episode, how you doing today, Jose?

JOSE AVILES: I'm doing great man super pumped to be here.

MARK: It's going to be so much fun and our summit hosts are in for such a treat. Now Jose's got a lot of knowledge and a lot of information. He's helped coach quite a bit of people in the summit world. He runs the Virtual Summit Labs and Freedym.com. And so he's got some amazing insight, not just with summits, but also in marketing in general. And we're going to cover some pretty specific topics today, that you, the summit hosts are going to need to hear specifically a paid marketing strategy, which is going to be fundamental and important if you really want to have some some amazing success on your summit. And then of course, we're going to get into the nitty gritty of the content, how to structure it, how to set it up, what are some to do's and to not do's. But before we get into all of that, Jose, I would love for you to tell the audience just a little bit more about yourself.

JOSE: Sure, yeah, like you said, I have been doing virtual summits for awhile I've coached a lot of people and virtual summits, I figure first get started in the prepping and survival niche doing summits in that niche, which to me was like I was figuring it out as I went the benefits. I think I had over a lot of people that was like corporate professional project managers actually certified managers. So for me, I just took a virtual summit, like if it was another project, so I had the beginning I had the data is going to just kind of work backwards on deadlines and stuff that I needed to get done. So that I think set me apart as far as like, instead of being disorganized, because there are a lot of moving parts. But long story short, I ran my first summit and had my can really my first success online after being up to selling everything from eBay marketing thing to whatever it was like my first really good size success. And from there I just kind of kept building on on and did five summits before I did anything else on that market. And then all of a sudden, I started getting people asking me about how to do you know did I first get started with a few people in that same market. And then through the, you know, marketing groups and other groups, I met a lot of other entrepreneurs that wanted to do virtual summits. And it was through freedom. Actually, when I began it was Ryan Lee's platform, that I met a lot of people that needed help with that. And then they started reaching out. And all of a sudden I had I started coaching and helping a lot of people, it was really kind of like, okay, I did it for myself, let me see if I could help you. And at first it was just kind of like people that I knew that were kind of friends. And all of a sudden they started having success and kind of light bulb went on. So there's something here and that from then it just kind of became you know, I was in the behind the scenes over about 10 summits at that point. And then it was just I was pulling too many levers and too many pushing too many buttons. And that was like I like the marketing and helping the strategy. I don't like the whole doing the actual stuff. So I kind of got out of that part and started just doing just coaching just marketing help from that. So yeah, and then early this year, we started we acquired freedym.com. And in there, there's a lot of entrepreneurs that we've been able to help and continue to help in virtual summits and membership sites and other all things entrepreneurship.

MARK: Yeah, and you've been having some incredible success with that. I know I've been following him. And I am a part of that freedym.com group and love what you guys got going on there. I was also one of the speakers on your virtual summit. I love that, like it was super cool. I had a lot of fun. And I learned a lot as well from that. And you guys ran a really successful really high quality event on that summit. And then of course, feedback from all your students has just been amazing what you guys have been able to do what you've been able to do and help them with. So I'm really excited to get into some of the nitty gritty here with virtual summits, because our summit hosts are chomping at the bit for success, tips, strategies, and more. So we like to call it the good, the bad and the beneficial. So before we jump into some of those exact specifics, you said you've run like five summits how many summits. Have you run, kind of in total?

JOSE: So with so my on that niche was five, and then another niche, that was three and a separate niche, and then I did the virtual summit. And then behind the scenes, I'm there about anywhere from 20 to 25. I'm trying to think because it was either behind the scenes, or I was coaching or I was kind of running, writing the copy for like different tip I will get plugged in, in different spots of the process. So about 25. So if overall be about 30 Let's, let's say let's call it 30.

MARK: That's incredible. Yes. So to say you've got some experience with some ads. Yeah, that's a for sure. Right there. Alright. So I would like to actually talk about two things at first getting started here like what is one because you've had so much experience and you've seen so many different summits, you've seen summits that have crushed it, you've seen summits that have missed the mark a little bit. Like what's one thing that kind of sticks out to you, when you see us or any of the summits that have not quite done as well as they should have like what was what's probably the that one factor that that that they missed that really changed the game for them.

JOSE: If I was going to pick a recent that is the most common that I've see of summits that have missed the mark is because of the content is actually not the traffic is not the even the marketing is this specific content session and how the content is structured, the depth of the content, and how targeted is to the audience. So those are be that would be the main reason that I see a lot of summit's missed the mark. They have sometimes great speakers, but the content itself is not is not resonating with the audience.

**Excellent point. Now let's have a word from our sponsor: Virtual Summits Software**

MARK: This is so good. Okay, well, let's dive into this. Let's talk about the content. So can you describe or define what do you mean, but when you say the content of the summit? And then let's start walking through some of those different aspects?

JOSE: Yeah, of course. So a lot of times and this this happens to a lot with people that are doing summits for the first time. They want to do a summit about coffee, for example. and they The first thing they do they start getting speakers it Okay, let's talk about this. Let's talk about that. Let's talk about that. And they end up with like, all the sort of about the history of coffee, or about, you know, Coffee Roasters in whenever So, and they bring all these topics that are kind of like, instead of a progression that would take the audience from A to Z, where the audience gets a result at the end. They go, they're just 20 random interviews about

coffee. So it's not a process, they could say, Oh, yeah, I listened to the interview. And I want to listen to it again, because I learned this is just basically, oh, that's like a radio interview that I listened to once. So let's stay with the example of coffee. If you were to do that in a more structured way, you would target someone like okay, let's make this someone who would in the coffee niche be someone that would pay to get this information. It said someone that wants to start their own coffee brand is someone who wants to start the go into the coffee industry, someone who wants to start a coffee blog, you know, what kind of information do I want to then provide to that person. And then from there, you kind of structure almost like a table of contents, almost like an outline of things that you want to say, Okay, I want to talk to this person, and they will buy this because of this. Now, having said that, they're also and that's that's basically for the summit that is basically one on one that you're monetizing because of the content of the summit. That's an approach that I think has to be very clear, very specific to what its for. Now, there's also the coffee, I mean, the summit that is just a brand builder that you want to sell themselves coffee later, right? So you just want to become the person or the brand that launched this summit about coffee, and that you want to sell them stuff that is coffee beans, coffee products, and that's a different in that case, the content is less important. As far as the depth it goes. And that's tomorrow's step Oh, kind of planting the flag of you're the you're the brand that is running the coffee events, like one example that I have is like, I would love for like someone something like Home Depot or Lowe's to do like the woodworking summit, and do and bring 20 speakers on woodworking. And they go sell them the tools. Right? They I think that's something that just kind of like makes sense. Nobody will buy I mean, maybe some people but they don't care about who buys because of the content they'll buy because of what they're selling in the backend. That's a different situation. That the most traditional summit that is the actual content is the product. Does that make sense?

MARK: Oh my god, it makes so much sense right now. And I know there's somebody literally right right now running to GoDaddy to buy, like woodworkingsummit.com, by Lowes, and by Lowes, and all you gotta do is be an affiliate of Lowes, and then they're going to crush it like, this is such a great idea. And I love how you have broken this down like, I'm over here taking notes on this because this is this is great, like so differentiating between monetization from your summit content or brand builder where you're going to monetize something on the back end. I love this. I want to go even deeper. So you talked about the table of contents. So I think this is a genius I and I and honestly out of all the summits I've ever seen, I haven't seen any table of contents on a summit, which I think from this point forward, you will see that in all of my summits. Can we talk through the Table of Contents? Like how would you if you were going to work this? like as if I was a new summit host? I don't know what I'm doing? How would we set up our table of contents? And just give me an example of that?

JOSE: Sure. Yeah, a good way to do is you so it goes back to who is it that summit is for? So once you have that somewhat of a clear image that just you can go to Amazon and actually look at books that are there that are popular that have good reviews, and just start collecting tables of content from those books, and see what areas are hitting, see what areas there, they're common in different books, see what areas you think are something that may be in a book or two. That's kind of one part of it. The other part is, Are you familiar with youtome.com; youtome, it's by definition, something that people go to learn. So they pay for the course, just go through anything that's related to your market and see what the curriculum of that course is. And then you can see which ones have the biggest audience the best reviews, and go through the entire table of content. And then finally, pay attention to what the market is

doing. Right? You can obviously, the way I started with the prep niche, I started a group like it was probably about eight months before I even had a summit, I had a Facebook group. And I would just like listening, putting content and now they're curating content, serving them and getting a lot of ideas and collecting those ideas. And that kind of became my you know, my go to.

MARK: That's incredible. Hopefully summit hosts out there listening into this, you are writing this down. Because this is incredible information. If you're confused at all with how you should be building out your summit, maybe you have that idea already, you know what you want to do it about, you know why you want to do it. Jose is just giving you an incredible resource or incredible strategy on how you can actually map out a successful virtual summit. And then reverse engineering that, as you mentioned before, Jose, you would then just plug in the appropriate speakers to those specific topics or content. Right?

JOSE: Right. And that's another thing when it comes to something like that the approach of monetizing the content, you want to be as specific as you can with the sessions and do individual sessions, because it allows you to go deeper in the content to get more in depth on that, but also allows you to get the right person in the right speaker that is that's their superpower, right? So like an example that I typically give is like, are you familiar with Ben Settle now So Ben Settle is a really good email marketer and but he also has a podcast, and he also has a lot of courses, but his strength is email marketing. So if I have a summit and one of the topics is email marketing, I could talk to Ben about courses, I could talk to Ben about podcasting, but I really want to talk to him about his, you know, marketing. So that allows you to find the superpower of that speaker and plugging into that specific session. And I asked you, you know, it's kind of setting yourself up for, for success, because you know, that person already has great content. And that's a specialty, it does do things, it helps you get great content, and people love to talk about stuff they know. So it's like it probably lowers the bar of resistance when you're asking them to come on and speak about whatever that is. So speaking.

MARK: Yeah, I've definitely seen that across the board, when you reach out to somebody's about their zone of genius, they're much more likely to go ahead and agree to that, then if you're reaching out to something they do as like a side project, or just a part of their business that they don't really like, either love or it's not as strong. So that's a great, great point there. Now, we're on fire with this, Jose, I'm going to keep pushing into this because this is some amazing information. So now we've got like we understand the conceptual aspect, we can kind of see where we're going. I also you know, whether we're monetizing the content, or we're building the brand to monetize on the back end with something we're going to be selling, we figured out how we can kind of set up this content by either using books to see what's hot there. And then looking at the table of contents going to you to me, for example, see what resources are, are super popular there and using that this is an amazing strategies. Now let's actually dive into the actual content, we now have our speaker, what do you recommend as far as that because I see everything from interviews to presentations to hybrid forms of that, like what do you recommend and or is there more than one recommendation for something specific?

JOSE: It could be tricky depending on the speaker. And depending on the type of relationship you have the speaker, somebody who who's brand new as a host was somebody who's brand new tried to have someone who's well known to create a presentation for them might be a, you know, a pretty hard thing to ask, but a an hour on the phone or an hour interview, that might be

a lot easier to get. So initially, and this is the way the route I want most of the sessions are going to be interview. So if you're just starting out after and in my experience, after you build some sort of reputation, or if you have already some sort of reputation, there might be people and there are people in fact, that will be just we really wanted to set up a session that is just them presenting and just that they even give you the content. So it depends on where you are in that spectrum. When it comes to interviews, my... I've always, always always go through that person. So you have it, I have a topic and I prep really in depth for the for the interview. So what I do, I basically know what I'm talking about as far as the topic, and then go to that person's resources to see what books they have to see what podcasts I've done, what interviews and done in the past, where it relates to the topic. And if I see a question that I hear questions or read something that I know what I want to explore, I you know, obviously I make a note of it, but I send them ahead of time and outline of the questions or the topics that we're going to cover and always have the parenthesis possible follow up because obviously, you want to leave your you don't want to say these are the questions and having just prepped for that just basically say there might be some follow up to this. So go in depth as if you were trying to teach this or if you see a question and that about that topic, popping up a lot on your social media platforms, or in the surveys that you've done. That's something you definitely want to ask. And when you get an answer, try to get as much information as you can try to see try to put yourself in the in the shoes of someone who doesn't know anything, but once wants to learn it. And so a lot of times I frame the questions as or if somebody's brand new to this, what would you say is kind of the first thing they need to do to do X, Y and Z, and that puts that off that person, author, sometimes our book authors, but the the expert in a framework, okay, so if somebody I'm teaching that's brand new, what is the first thing I'm going to tell them? And that sets you up really well to do kind of like a step by step approach. Once you get you know, if you get the answer the follow up, you can say okay, what Okay, I did this after that, what would you say someone to like, like what you're doing right? You kind of talked to me from high level to lower level to more granular. And that's kind of how I go about it, always leaving the door open for follow up and stuff. But I would definitely do a lot of prep. So the lat the worst feeling, and this happened to me early on, was to talk about a specific topic and leave a question now that you know, that person knows and that, you know, it's something that you your audience would definitely benefit from, like I was having to meet somebody who was really do wasn't a NASA engineer, and we're talking about electromagnetic pulse, some some weird pressure stuff. And then after the fact, I then kind of started reading his book. And I was like, oh, man, I didn't ask him about this. And this, and this, this would have been amazing content. So do that before the end. So you don't miss stuff like that. So basically, that's that's what I would say.

MARK: Oh, that's such great information right there. And yeah, read the book before the interview. I love that. That's great insight, great information. And actually, I'm, you know, we've had John Lee Dumas from EO fire here on the podcast. And he's, you know, one of the top interviewers in the world. And one of the suggestions He also mentioned is, is stay curious. I know, I've made the mistake many times in the past of, you know, having these questions, of course, you know, that gives us a framework or, or something, a guideline, but in the past, just sticking straight to the questions. And I see this often with newer summit hosts as well. They're like, not even listening to the speaker. They're busy, like reading the next question like, right? Yes. Listen, actually, if we just took the time and listen, like, which is exactly what's happening right here. None of this is exactly what I thought we were going to be talking about on this episode. But it's so important. Because I'm listening, I'm hearing the value in it. And it's information that's valuable for me, and everybody else is listening. So for you.

JOSE: So one thing I was gonna say that I think nobody for now, because you did this to me, or anything, but like one thing that I noticed a lot is like they bring someone on, and then I'm the host, and I speak for like 10 of the 15 minutes of the interview. And like what is the purpose was having someone who was being an expert at something, and then you talking the whole time, right, and I hear like, they're going through this tangents like, like, you only have this person for a specific finite period of time that you can always turn the camera on and talk to your audience about whatever you want. Or, or once the session is over, you can turn the camera on and say, Hey, this is these are my thoughts. But once you have them on, just take as much time on them, like just try to get as much time from them. Because obviously those things are fleeting, right? You only have that period of time. And with the content you can get from them, you can like, you know, maximize it to the most with your own thoughts. But if you're giving your own thoughts, in the 40 minutes you have and 20 minutes of it is you talking, you just lost 20 minutes worth of content that you could have from that person. That's you know, that's a mistake that I see a lot of people make, it's definitely because they're nervous to an interview, they want to be like, you know, like, Oh, I should be interacting more reality, you should let him talk interrupting less and on less, they're going down a path that you don't, that nothing is appropriate, you kind of bring him back. And that's kind of your role, like knowing what questions to ask, let him answer and then bring keep them like focus on the top. That's kind of where you know, when I think that's a lot of the things that the beginners me, yeah, so I have another a few more like mistakes that I've seen, but we can talk about it later.

**MARK: I think this be a great opportunity to give a shout out to our sponsor: Virtual Summits Software**

MARK: Yeah, no, these, this is great. So stay on point, let your speaker do as much of the talking as possible. And of course, stay curious. So I'd love to see our love to hear right now with those type of content. So obviously, we've just gone through how to maximize the most from the interview, make sure it's good. And this is so important because you know, a poor interview is not going to sell the contents not going to sell. So this is great. Now, out of those other versions, let's say I am somebody who could get my speaker to submit a presentation if I want it, what have you seen as performing better does an interview actually perform better does a presentation only or does a hybrid version none of that work better?

JOSE: I like the hybrid more, because I feel like I have as a host, I have a lot more control. And at any time, I could just jump in and to give my thoughts and content and you know, with through the editing, and kind of jump on board and do that. So if you do like one, just the interviews, which is fine, you can do just to interview what I don't like, it's actually just the presentations, because it feels more like a lecture, it feels like there's a lot less interaction, feel like I'm back to school to a degree. And and it's a you know, some people may like that I personally don't like it. And I've also don't see, you know, drastic benefit to doing that over the other as far as the quality of content that you get, because you lose the ability to ask questions that the audience that you know the audience has to a degree. So that's kind of, you know, my thoughts on it.

MARK: Yeah. And that's what I've seen as well, from my end of it and the presentations. Also, you're missing out. Like if they just submit a presentation and you're not on there at all with them. You're missing out on the relationship aspect, which is huge from the moments perhaps.

JOSE: Absolutely.

MARK: So let's jump in a couple more of the mistakes that you've seen on summits.

JOSE: So and this is something actually, it's kind of a good segue because I've seen this happen both in interviews, but I've also seen it happen in lots of presentations, because and it's about let's say the session is on almost 60 minutes and 20 minutes over this bio of the of the expert. If you, if you get a presentation, the only way you can you know, you can like maybe edit it out after the fact, which is something that it's actually good, like you can edit anything out. Right. So that's something to keep in mind. You don't have to accept that as it is. But when you do an interview also you have someone who if someone is coming to to a summit as an attendee, yeah, they want to know who they're they're listening to, in the context of how it helps them? or How did they get stem to the result, they're they're trying to achieve a lot of a long bio on the speaker, or a long story of like, a lot of times, and this this is kind of that same a mistake that a look sounds like a radio interview, rather than than a content session, you said, somebody asked, hey, so when was the first time you got into this thing, or and then the follow up was like, okay, so when when did you first know that you liked this? And then the next question is like, Oh, so and you know, what books do you recommend on the top? I mean, the books are Yes, it's kinda relevant to a degree. But you know, I mean, they're, like, very conversational, for sure. But there's no really, I listened to a story if there's a point, a teaching point there. But otherwise, you listen to a session maybe to it and they're all like that you're wasting people's time. So that's kind of where I what I see one of the biggest mistake is like that story, like, you care who's talking to you, but not to the only you had, there has to be something so me to it.

MARK: I mean, this has been such great insight right here. From a content perspective, from the interview perspective, which is the heart of a virtual summit, Jose, you've given us such a great insight into how we should take this, how we should direct it, to set ourselves up for success here, this has been tremendous. I'd like to pivot just a little bit here with the remaining time we have and go go into the marketing aspect of the summit and talk about I know you've had a lot of success with a paid marketing strategy or paid marketing aspect. Can we talk to you why you love that? And then some maybe some success tips or strategies in that area?

JOSE: Yeah. So for me, it was kind of by accident that I realized how powerful it was. Because in that, so when I went into the proper niche, there were a handful of people who understood what affiliate marketing was, there was probably I get about three affiliates. And then the rest was my own traffic. And then at the end of the day, my thought and this is, this is when Facebook was easy, right? This is when but on the on the old days of Facebook, so I would just put out the the ass out there. And they started converting, you know, 2 to 1, 3 to 1 and I was like, Alright, so I will do this all day. And then kind of by accident, it was like it was a split, it was like 70% my own traffic 30% affiliates. And I thought I thought that's what it was for everybody. Really, I thought, okay, so everybody's doing this. But when I learned I didn't, I didn't go through a summit course, I didn't go to a summit kind of like official course to do it. So I didn't. At the time, I didn't realize how heavy it was to rely on affiliates. And then when it came time to Okay, I kind of got into caught up to the affiliate, it was a very much like a beggar THON to a degree. And this is just obviously my experience, like, you know, Hey, can you email this, hey, I had to, like constantly be reminding people. And that was probably partly because I was doing a bad job of giving them tools to do it. And I didn't know that at the time. But when I was doing it was just

kind of like, you know, emailing, Hey, can you email this out to blah, blah, blah, I give you you know, 80% Commission, which is what I was given at this time, and I just kind of get sick of it, because I think I was I did it the wrong way. So I get kind of sick of it that way. But then that also gave me a lot of leverage a lot of power that I was just relying on my own traffic. And that was mostly facebook, facebook ads I designed we're doing a lot of Instagram, Instagram was very organic. So we didn't have to pay a lot of money we're doing kind of just posting the opting a lot of times on and at the time was really effective. But Facebook was really the key to getting that that traffic. And it really helped us out because from that moment on, we did the first one got good results with Facebook, the second one got bigger, the third one got bigger. And then we just had this massive audience that were obviously Connect collecting their emails, and we were able to do so many things with it that we're still do it like To this day, we just do a lot of email marketing and but it was all based on that that kind of like owning my own, it felt like I would pay that my own traffic, I can own my own destinies, I didn't have to rely on others to mail. Also in the market. That was there were some offers that were very weird that I felt like I had to mail out if they mail for me. And I didn't want to do that. So that's sometimes you kind of feel like you have to mail for them because they mail for you. And that wasn't something that I wanted to do. So for those reasons, basically.

**MARK: Now let's have a quick word from our sponsor: Virtual Summits Software**

MARK: This is like a way to own the whole thing, control it so you have the final say what goes in and what goes out of it, which I love that. And I mean, who wouldn't love a consistent like well known strategy to put out that brings people into your summit? Because I know a huge complaint that you've probably heard as well. I know I've heard it over and over again is summit didn't do very well, because my speakers didn't email for me. So this is a great way to overcome that. So can whitelist data or into like the strategy with a paid marketing? Do you have a framework maybe or what is your thought process as you set up your..

JOSE: So, it's not an action kind of stumble upon it did not it wasn't too complex. The one thing that I'll say with that is you probably will have a smaller event a first if you only rely on traffic, it will be smaller. But there's a strong stepping stones a strong foundation for that, because you're also learning a lot about your audience. And then from there, like we got a good would take on the first one. And they just got better as we went on and on. And had we done the affiliate marketing right off the bat, we probably had a bigger first event, but then we have to like figure out the rest. Like one of one thing that was funny on our thing was between our second and third event, our third event, that less overall revenue. But we got more, we got more take them home, because we have to pay out a lot of the affiliates. So it was just like really interesting dynamic where it was like, we made less money total. But we took more home money home overall. And so that was that was really interesting. So with Facebook app, it's tricky because it's very depending on your market, just a few things like that the level of market sophistication and the awareness of the market of you. Because if I was in the market, luckily that had never seen or had seen very few summits in the past. So when they see something like this, it was like a brand new thing. It was new and different. They were like blown away by the content. They were blown away by the speakers. And the whole thing is what you're telling me I could watch this whole thing for free and own it for \$70. Yeah, I'm in so that it was kind of like a just advertising event, just a big banner, big event. And that was something that worked out for us really well. Interestingly, when we're doing the virtual summit Expo summit, we had the

challenge that was so just going back, like everybody knows what surviving is right. So that's not we don't have to sell surviving. But the virtual summit, you have to sell a the concept of a virtual summit, and that you have that content to provide for that. So what we had to do was, and this is something that that worked really well, we did a instead of going straight out to the opt in, and the content, we had an ad to a block of those that was very hyper targeted. So it was basically unless you were running a virtual summit, or whatever it was summit was, you didn't care about it. So I think it was like three reasons where your virtual summit sucks, or something like that, it may have not been the success. That was the overall feeling like the way your virtual summit, it's failing something like that. So I knew that if somebody clicks on that, it's someone that's definitely interested in virtual summits, or knows what a virtual summit is to right to a degree. There's some obvious variances there. But so the challenge wasn't to finding people online that knew what virtual summits were right off the bat, I just threw it at entrepreneurship, digital marketing, and all the people that I knew would be likely, you know, into a little bit of summit. So I took that piece of content, a strongest piece of content as I could make, then everybody who linked that data, we pixel them. And then once we pixel them, we target those people with the opt in. And we created lookalike audiences of the audience to the opt in directly, because we just assumed that Facebook gave us people that were clicking on this, the look alike will probably be people that would be into virtual summits. And we it's funny, because we ran them in parallel to just the opt in and it did so much better, even with the double traffic, then the lead cost for that was so much better than just direct to the opt in. Because it was hard. They're hard. They're targeted. And once we had lookalike audiences, what we if we want to market something else that is specific virtual summit, that's our go to audience. So that's kind of a difference there.

MARK: Oh, my gosh, that's such a great strategy right here just to recap this as we get ready to wrap this episode up. So running an ad, to find out to find to actually create a custom audience around the people that are your ideal avatar for your summit. So the example that we could use an example if you're trying to do something in Facebook ads, you would run an ad out to entrepreneurs, for example, in general, with something super specific about Facebook ads, anybody that clicks or if it's a video spends X amount of time on it goes into a custom audience, you run your summit add to that custom audience, create a look alike audience genius. That's super six. I mean, that's an amazing paid ad strategy right there. So Jose, as we wrap this episode up here, I want to first off say anybody that's interested in getting more information or more insight into you know, the content, the ad strategy, or anything, really with a virtual summit, you should highly highly reach out to Jose here, you know, over at freedom.com virtual summit lab, we will also have links inside the show notes at [podcast@virtualsummits.com](mailto:podcast@virtualsummits.com) because Jose is got such a great mind for this type of thing, as well as a ton of experience in running successful summits. So Jose, as we wrap this up, I kind of want to leave it over with you. Do you have any kind of final words of wisdom or a parting pieces of advice you'd like to leave with the audience.

JOSE: One or two. So basically, a virtual summit, it's a lot of moving parts, just the first thing I said enough, step number one is getting at date setup, you have no idea how powerful a deadline it is on to try because for some reason, the for like I've try this, I'm going to read an E book, I'm going to create this and this and that. And like unless I have a deadline, you just kind of gets lingering at procrastinating. Set a deadline, tell people about it, some deadline you're going to be held accountable to and that's the way to get it done. That's first step. And number two, don't don't get behind. Like a suit like to me is that one thing that I did, I did all the

interviews and at the end that I'll edit it later, like no, as soon as you have an interview edited, get it out of the way, get it set up. That's it. Because otherwise, it'll be a monster at the end of the when you're trying to put everything together. So those are two things that I'll say, and don't be afraid to try it. I mean, you're definitely you know, how powerful so I'm, it's our, even if it's just brand building just a thing, there's no better way to break into a market through that than a virtual summit, I don't think there's a better way to launch a business than a virtual summit. Everything is just it's exponentially faster. Just kind of like it's a shortcut to a degree to where you want to be because podcast blogging and the whole thing, it's takes a long time. I think so much just kind of like a, you know, express lane to to, to a good point would start

MARK: Such great insight. Such great advice. I agree with you 1,000% on that, Jose, but you already knew that. So yes, thank you. Thank you, thank you, again, for taking the time out of your schedule to give us this amazing information, the content, the structure of the paid marketing strategy, all of it absolute gold. So again, thanks, Jose, for taking time out of your schedule to be with us.

JOSE: My pleasure, brother.

MARK: And for you summit hosts out there listening. And thank you too, for spending this time with us. And we'll see you on the next episode.

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. 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 you on the next episode.