

Episode 65: Why You Should Let Your Speakers Sell Something

Publish Date: September 30, 2019

Speaker: Chris Cameron

Dr. Mark. T. Wade: Hey summit host. Dr. Mark T. Wade here, founder of Virtual Summit Software and your host on the Virtual Summit Podcast. Don't ever let someone sell on your summit. This is complete BS. We've all heard this before, but complete BS. If you want to add value to your audience, they need to be engaged and people pay attention to what they pay for. I am joined today by legendary rock star Chris Cameron, head of speaking at ClickFunnels. He's spoken on hundreds of hundreds and hundreds of stages, both virtual and physical. He was trained by Russell Brunson himself and now trains the entire ClickFunnels speaking team. He's on track to produce seven figures in revenue from speaking and has spoken on stages with JJ Virgin, Pete Vargas, David Bayer and more. Chris, we are so excited to have you on the podcast today.

Chris Cameron: Oh Mark, thanks man. I'm super excited to be here. This is great.

Dr. Mark: We are going to have a lot of fun. I mean me and Chris were just jamming in our pre-interview chat and I literally had goosebumps about what we're going to talk about. Something that we have never talked about on this podcast before, but I think it is so, so powerful, so important, and there is nobody better to talk about this topic than making money from speaking than Chris. So Chris, we're going to jump into that, but before we do, why don't you tell our audience of summit hosts in aspiring summit hosts and summit speakers just a little bit more about yourself?

Chris: Well, I'll give you kind of a brief rundown and I'll, I'll tell you how I, how I kind of connected with Russell and how this whole ClickFunnels speaking team started. Um, here's a really, really weird random fact Mark. I was, believe it or not, roommates with Russell Brunson 20 years ago in New Jersey of all places on a church mission.

Chris: And, and I'll just tell you something funny. The Russell Brunson that everybody sees today, you wouldn't have known it 20 years ago. I mean, this guy was, he says he's an introvert and he is an introvert. I mean, he would look at his shoes and we're going out selling the hardest thing there is to sell right, religion. And it's been so fun to watch him. So anyways, after, after we were roommates, came back and we both kind of did our college stuff. He did his wrestling, I started to work for a finance company and I realized I hated managing people's money.

Chris: It's the worst. I mean, whether you do good, it's never good enough, and if you do bad, you just feel terrible. And but what I realized is that I really enjoyed the marketing aspect and we teamed up with a company, I worked for a broker shop and then we teamed up with a company doing a lot of their marketing and I was selling from stage. We'd go out and we'd have these groups of people, we do lunch and learns or we'd have these groups of investors and we'd go teach them how to trade options, but we'd also have a product that we'd sell them. I mean, I want you to think about that as you just kind of gave your intro and this'll kind of seed some of the other stuff is if you're going to teach somebody to trade options and then say, hey go, good luck.

Chris: It's literally like trained in a pilot, how to train, how to fly a 737 and stick him in the cockpit with just some notes. I mean, I don't know how you do that without actually getting in there and having the flight time and everything else. So anyways, we'd sell this product and we'd give them some education, but we'd also give them the application. A lot of times we think that, do you know, all they need is this education without the actual application. And that's where selling comes in. But anyways, as I did that for a number of years, Russell and I stayed in touch and he's going out and crushing it, all these events. He's building ClickFunnels and he invited me up in 2015 to come to Boise. And I remember this event right after he had launched ClickFunnels. He did this event, it was his DotComSecrets Ignite Group.

Chris: And he taught, perfect webinar. Okay. So that's where you go in and he shows how to sell it. He did a live one for the ClickFunnels product and I was blown away and we sat down to lunch cause we're friends, you know, everybody else leaves the whole room and he's like, hey, tell me, you know, what's been going on. We're sitting there eating burritos and uh, and I'm like, man, I've got to use this perfect webinar script for the stuff I'm doing. He's like, yeah you do. So I went back and implemented it. [inaudible] we started selling more. We started using funnels to actually drive people to our events. And on top of that, I was doing webinars every single week using the same exact tactics to drive clients in. So last year, I don't know if a lot of these people saw the, uh, live with Pete Vargas out in, um, in Kenya, I think they were.

Chris: And they said, let's do the speaking team. So Russell contacted me on Facebook and he's like, hey, you should try out cause you've been doing this. So through a series of, you know, me sending in videos and whatnot, he said, hey, I want you just to come run. Yes, the speaking team for me, I'll tell you if Russell Brunson gives you a call like that, you just drop everything. So it's funny is that very day I went and walked in and quit what I'd been doing for 15 years and got on a plane and actually went out with Dave and Miles to, to a stage execution workshop with Pete. And, uh, so that's kinda how this all started and that's, that's been my background is I've been selling for state from stage for 15 years. So that's kind of a, maybe a little bit long way to the answer, but that gives you kind of some background on me

Dr. Mark: Well, and that's a pretty amazing background right there. And I think you set it up, uh, quite well for, for the area in the, the direction we're going to go. But you're right, I mean, when, if Russell Brunson gives you the call, he rings that bell, you come running if you will. So, and it's gotta be just an amazing experience and opportunity. You guys are doing awesome stuff over there and I know you're doing awesome stuff. Our paths continue to cross regularly. So let's, let's jump into it. Our audience wants, there's chomping at the bit now. So why don't you give a little bit background on kind of your summit experience, speaking on summit, what's a, you know, as a professional speaker, as a professional, like a sell from stage speaker. What's been kind of some of your experiences both positive and negative from, from summits?

Chris: I mean we, we know a lot of is don't let people pay or a sell on them. So just kind of talk us through your experience from that aspect. Well, one thing I want to want to point out is I think people need to understand that anything that they do on a summit or a stage I think could be used in either place. I think a lot of people think, oh, well, hey, this

would work in a live audience, but it wouldn't work on a summit. I, I don't believe that. I think that it can totally work. Um, and then there's two sides of this. Um, and you and I were talking about this earlier, is, you know, there's the summit host and then there's also the speaker. And I think that there's probably good and bad to both of those. We've had some where people will really just tell us, um, you know, hey, we're going to have 10, 15,000 people on this summit.

Chris: So if you're a speaker, there's, I think a few questions you want to answer. You've got to do your homework. Okay? So if somebody comes in and says, Hey, you know, we're going to do 15,000 people on the summit, I want you to consider a couple of things. Is that going to be 15,000 people at your session of the summit? Is that going to be 15,000 people over four different days? Um, has the host done a summit before and what's been their success? Do they allow people to sell on a summit? And Mark, what we do is, is I'm always a little bit skeptical when somebody says, Hey, you know, come onto the summit. We just want to provide great value. And then, you know, people will just flock to your doors. I haven't found that to be the case. I think some people may have.

Chris: Have found that, but I just haven't found that to be the case. So I think just doing your homework, um, and then asking the right questions, Hey, can we sell? Are there other people selling? Because they're a true thing. Wallet share is a real thing and it depends on when you go on the summit are people primed? I think it's okay if somebody else is selling, depending on their price point. For us, usually on a summit, we're probably going to sell a \$2,000 product. And if there's somebody else out there that goes before us that's selling a five, \$10,000 product, going after them may not make a lot of sense. There's two schools of thought to that too. You know, maybe somebody wants to back clean up because then they're, you know, somebody who's going to be on the summit. We're just waiting and waiting to say, all right, which product do I want?

Chris: Um, so those are just a couple of my initial thoughts. Um, we've had great success when we have somebody that we know is a champion of the brand. For example, you know, if we go onto a summit where somebody is already an avid ClickFunnels user and they come in and they're going to provide a bonus, oh, do you think about how powerful that is? Somebody who says, you know what, Hey, I am in one of some of the best summits that we've done was like an accounting summit, which is kind of crazy. That's a totally different vertical. But this guy came on and he was a champion of ClickFunnels and he provided a couple of bonuses for these accountants and these CPAs where he said, hey, here's how I get leads and you know what I'm going to do for you guys, for those of you guys who purchase ClickFunnels today in this packets that we're offering is I'm going to share with you my number one lead grab funnel and then boom, they can just put it in their account. So that's if you're coming from a speaker side, somebody who is already a champion of your brand that can provide bonuses, that's a home run. I mean that's, that's been great for us.

Dr. Mark: So I mean these are amazing like topics already and the fact that it was an accounting summit that's been a home run. Like I love that. And, and I, and I, I actually, I, that makes a lot of sense a lot of times in these niches that they're not used to seeing these type of marketing or advertising or summits for example. Like there's a lot of opportunity there. So from, from your perspective, why is it, why in, not that every

summit should sell obviously, but like from your perspective, why is it a maybe a harm or a disservice to not allow someone or some of the speakers to sell on the summit?

Chris: Well, first I would say ROI and then second, I would say that you're not actually serving your attendees as much as you could. And I think first off, let's talk about ROI and then we're going to get into the service. ROI. There's something to be said about front end ROI and I think it's becoming a lost art. I think everybody thinks we hear the term fortune is in the follow up, right? And we think, hey, if I'm just going to provide this value then I'll do a lead grab and I will continue to um, you know, sell after the fact. But I also want you to think as a host, a summit host, there's, there is definitely money and there's time that goes into advertising the summit, how much, how much, you know, Facebook ad costs you have into this and you're running to your email lists.

Chris: Being able to sell is going to actually help you recoup that hard cost fairly quick. Now what you want to do is you want to make sure you're partnering with the right people. You don't want your summit to be known as a pitch fest. And I think that's where it can be very dangerous. So make sure you're partnering with the right people. I fear that a lot of times people come in and they will write checks that the summit host can't cash, if you know what I mean, where they'll come in, they make all these promises and then they don't deliver on it. And the problem with that is it makes the summit host look bad and that's what you want to avoid. So I think that's why people are scared of letting, letting a speakers come and sell. But if you partner with the right brands and the right groups, you can really ROI that upfront because if you have qualified, um, speakers, they are usually willing to do some type of rev share.

Chris: Sometimes they may even pay a sponsorship. It all depends. For example, ClickFunnels will come in and that's our two things is we can usually pay something to sponsor and that's usually live events, sometimes not as much on summits, but we'll usually do a rev share. And if you want to talk about fortune's in the follow up, when, when we can do a rev share up front to help you cover those hard costs. What's beautiful about, we're just talking Virtual Summit Software as a software, as a service. That's beautiful. ClickFunnels as a software, as a service. That's beautiful, but we allow the summit host to participate in that revenue, not only from the upfront sell, but ongoing. As an affiliate. We can give a percentage of that every single month, so listen, I think that's why people are scared, but I think that if you have the right partnerships and the right offer and can provide bonuses, it's huge.

Chris: Because onto the second part of your question, if we provide the proper service to the attendees, then we're actually going to help them get better success. I'm sure you're familiar with Jason Fladlien. Jason Fladlien does genius Webinar. He's done all sorts of stuff. His clothes, when he does webinars or he does some, it's crazy because he'll say, listen, what if there was a way that we could work together for more than one measly hour on one measly summit to ensure your success? Because we've all been in those summits or those live events where we take a ton of notes and we're super, super jazzed about what the speaker is saying and what the overall feel of that summit is, and then we go home and guess what? We're accountable to? Nobody. We're accountable to our notebook and to our dog, but if we can actually sell somebody something, you said it yourself in the intro, those who pay, pay attention, and if we provide the right

offer, ClickFunnels or virtual selling software is a great example of this to say, oh my gosh, if I'm going to go out and do my own virtual summit, do you think having Virtual Summit Software is going to help me be more successful?

Chris: It's a no brainer. If I'm going to go build funnels, I'm interested in advertising my products as a coach, as a mentor, or as an author, speaker, whatever it is, is ClickFunnels actually having that product going to help me be successful in the long run? So we want to serve people the highest level and giving them the tools to succeed. The only way you can do that is by selling. But it doesn't have to be sleazy. It doesn't have to be this over promise and under deliver. Let's just give them what they need to succeed and make them invest in it.

Dr. Mark: Well, we're going to come and this is, I mean you're lining this up perfectly and we're going to, I want to come back to looking at it from the perspective of the speaker in a moment and how they can do this correctly and professionally. But I want to keep, I want to keep on the host aspect for the moment. There is still a couple of questions I have. So, um, one we've talked about, you know, some of the, the, the negative aspects or maybe why a host would think it's not the best and what is like, why is it in the hosts best interests and how, how can the host kind of shift their mindset? Because there's a lot of times it's just, this is how I've always been told selling's bad, we don't want to have it on here and maybe what's the balance? Cause you're right, we don't want it to be a pitch fest, but what's a good balance and how can we deliver at the end of the day as summit host, we want to deliver an amazing experience for our audience, but we also have to keep in mind the opportunities that are there. So kind of walk us through that.

Chris: I think. I think a good rule of thumb is try it. Try it though with somebody that you trust and, and listen, this is a shameless plug too. If you want to try it with us, reach out to me and we can do it. I mean we've done tons of these and it's a recognized brand where you know, we can, we can partner the right way and provide the value that you need. I totally get where people feel that it's sleazy. But I'll tell you the reason people feel that is because they've partnered with the wrong people and they've been burned before. So the best way to get past that is to have a good experience with that. And how, you know that it's a good experiences when your attendees are coming back and saying, oh my gosh, I didn't know that ClickFunnels or Virtual Summit Software could do what, you know, what exactly what I need. And so it is, it's a little bit of a reset for people and that's why I think it's in their best interest. And, and listen, we all get so worried about talking about ROI or I'm not in this for the money, but boy, if you can pay for your summit by partnering with the right JV Man, let's go knock it out of the parking lot and serve some people.

Dr. Mark: That's so true. I love that. Um, and so when we're let, let's kind of shift a little bit now to the uh, from the speaker perspective. Okay. So let's let in our hosts that are listening into this, like you can actually learn from this because maybe you should actually be promoting this kind of way to your speakers. So from a, from a speaker's perspective, how can, like what's the best way to approach your host? For example, they reach out, want you to speak on the summit, nine out of 10 of them are saying, no pitching. What, what are our options? Like if it's a straight up no pitch, what can we still do to get some success as a summit speaker? And then maybe what are some strategies to try and

make it like a win for the host? Like to help them understand the opportunity that's there to maybe change their perspective.

Chris: Oh, such a good question. First off, the way that I usually go into these negotiations because Mark, that's, that's one of the things that we do is um, you've met Courtney. Courtney works directly with me and does a lot of the prospecting, but when we go in and we start to negotiate or even have these introductory conversations, I want to find out why the host is holding the summit. What's the purpose of it? And if I can really dive into that as a speaker, one I can find out if I'm going to be a good fit or if ClickFunnels is going to be fit. And if we're not, it's not worth either of our time.

Chris: And that's okay. I think sometimes as a speaker there's a ton of power in saying no. I think a lot of aspiring speakers, and it's a nice place to be, don't get me wrong to where you can say no. But I don't think everybody has that. Um, that ability to be able to say no, they want to get on any stage that they can. They say, okay, well I can do that. Okay. But I think you do yourself a disservice as a speaker not aligning with the right partnerships. So I, I think one is a, is as you approach that host, find out what they want to accomplish and see if that aligns, see if you can actually serve them. And, and at that point if they say, well, I want to help people do X, Y and Z, if what you are selling Mark really helps them accomplish that.

Chris: I think you articulate that to the host and if they're receptive to it, great. If not, and they say, we really, really do think they need that, but I have a complete, no pitch policy 100% because I've been burned. There's other ways to do it. I mean it can be a simple call to action. For example, I'm going to do it right here. Watch this. We have something that we call the One Funnel Away challenge, which helps people. It teaches them how to actually build their funnel. It's actually coached online by Russell, by Stephen Larson, and by Julie Stoian who helped them actually build out their first funnel in a month. So we can talk about something like that. Like if you really want to do this, listen, you can just go to onefunnelaway.com and check it out and then look at that on the back end of that.

Chris: There's the sales you, I'm not selling anybody on that. I'm telling you what the information is, but then I'm giving a small call to action where these guys can go out and see it. But here's the, here's where you have to be tight is what happens when they go to that. Is your funnel set up? Are you ready to actually receive those leads? And then, and then I guess ascend them up your value ladder because at ClickFunnels, our end goal is not to have them go to the One Funnel Away challenge. It's to have them start using the software to come to our live events to actually um, you know, become part of our coaching programs. And then we ascend up that. So any speaker, hopefully they have more than one thing to offer and maybe their lead grab kind of situation, their call to action is something that can ascend them into the next thing.

Dr. Mark: I love that, that this actually holds true. Like we're talking about it from a speaker, making sure your back end's ready, that you have your funnels built out. When you make that either w you know even the, the, the call to action for the freebie for the free giveaway. But as summit hosts, we talk all the time about the post summit profit strategy. You have to have that set up like what's the point in running a summit to

generate this new audience to then not have anywhere to take them. So I mean man, we are getting into some, good stuff here. So with, when we're talking with like, let's actually go into like different types of offers. Okay. Especially on a summit because it is a little different. We were talking about this seminar pre interview chat about the energy is a little bit different on a summit than it is in a live event.

Dr. Mark: And now we talk about different strategies on how to try and mimic it and bring it up there. But let's just go with like the typical summit as a speaker. What are some things that you can do in your presentation to kind of stand out from the rest of the other speakers and then to get them to actually want to engage with you, whether if you have the ability to pitch to pitch or if it's a call to action to a freebie. I mean, because we know we have to get them to a certain level before they take action. So what are some of those kind of as a professional, you know, selling from stage speaker, what are some tactics that you apply to your presentations in a summit that can get them to take action?

Chris: So shameless plug. Again, listen to Perfect Webinars. Awesome. I mean that will really outline how to be successful whether you're selling or not. But one thing that works really well, nobody likes to be preached to Mark. Nobody likes to think, Oh, here's this guy on a mountain top who is already there and I will never be like this person. I think you have to meet them where they are. And a lot of times that is relating to their pain and being vulnerable. Uh, Russell loves to say, Hey listen, I've done this, this, this, and this. And he just builds himself up and everybody sees how great he is. But then he says, but it wasn't always that way. Let me talk to you about the pain here that's associated with, and one of our speakers is Natalie Hodson. I don't know if you're familiar with her. She's, she's awesome. And she's like the queen of vulnerability. She's one of our Two Comma Club award winners and speaks all over. Matter of fact, we had her speak at You Women a couple of weeks ago and she crushed it. And I'll tell you why, because she was relatable. And when you get in and say, you know, I've been where you are, and I [inaudible] been on the air mattress and I've had the laptop, you know, sitting there. And that's all I had when I couldn't afford groceries or couldn't afford rent.

Chris: But let tell you some of the things that I did in my life to help me get out of that. Or here's some of the tools that I use that I'm going to share with you later out of that. So that's funny. Like, I mean, maybe I'm wrong here, but even though he's the greatest of all time, Tom Brady's not a real popular guy in the NFL, right? Because he's the best. But, but when you really get down to a story, if it was told differently and how he struggled and had to go on a walk because he wasn't picked until so much later in the draft, you know, high one hundreds when he thought he was going to go really early and how much work he put into it and being behind Drew Bledsoe and all of a sudden you actually find out who this guy is. You're like, oh, this guy is the GOAT.

Chris: I mean, what he's been through in the adversity these had, he's great. So that would be my number one is to, to key in on that emotion of wherever they are. And you may have to hit a couple of points. You know, maybe these people are brand new, starting out, maybe they're in a real sort of pain or maybe they're now to the point where they're trying to move closer to pleasure and say, Hey, I want to now scale this a little bit so

you'll maybe have to adapt. But those are some of the great questions you can ask the host prior to the summit. So you can really nail the uh, the presentation.

Dr. Mark: And I, I got to bring attention to this cause you're just throwing out so much, so much gems right here that I hope everybody, I'll use some of the hosts out there listening to this as well because this is not just information for your speakers to be implementing, like telling that kind of a story is a fundamental aspect to your presentation or even when you're bringing on your speakers.

Chris: We have a program called Interview with Impact where we talk about 70% of the success of your interview depends on you, not the speaker. So you can help set your speaker up. I mean, we're not always going to have these professional speakers like Chris on our summit. So take away these tips here and implement those into your sessions too. And then that last aspect that you had just said was, was extremely powerful as well as putting that altogether. So let's keep going in this. Um, actually let me just, let me just throw this over to you because I know you've got so much information. So what, what's something that's on your mind or your heart right now when it comes to, uh, the paid aspect of speaking, either from a host perspective or speaker's perspective, what something that maybe is not being done great or could be done better and how could they implement it?

Chris: Well, I think we've, I think we've hit on it a little bit more is just to not be afraid of the selling. It's funny, as I came into ClickFunnels, you know, Dave Woodward and I have talked a lot about this as man, we go out and we do summits and we do live events and we do all these things, but how are we getting our ROI on it and how are we tracking that, that ROI? That's been a real struggle, I think for us to make sure that we're getting at each one of these summits, right? Because no matter what, there's still some time and effort and money that goes into this. And, and we talked a little bit about the fortune of the follow up. But I just want to make sure that it's the right partnership where I can see that return on investment, whether that's initially on the front end or whether it's, whether it's ongoing.

Chris: And so if you ask me, you know, what's my heart? I want to say, all right, the easiest thing for me to do, Mark, is to go in and say, I'm just going to go and we're going to serve these people and we're, we're not shy about selling. We're going to sell them. But here's the big thing. We're going to over deliver on the backend to make sure that once we sell, that the attendee does come up to the host and says, Hey, I cannot believe what value I got out of that presentation and now I get to use it. But we're also trying to shift our mindset to be an okay, if we don't sell on the front end, it's okay. And that Dave and I have struggled so hard with that to say, man, we've got this recurring revenue model and this value ladder that will take care of itself.

Chris: That's been hard for me just as a, as an ROI minded guy to handle and say, you know, it's okay, it will take, it will take care of itself. So that's kind of what I've been struggling with lately.

Dr. Mark: Well we, I mean I love hearing this also the, some of the vulnerability there, but you guys are obviously crushing it on both models. Um, and you said something that brought

up a really great, uh, kind of point or curiosity that I have that I want to dig into for a second, um, is tracking ROI for our hosts in our speakers. I know, myself included, I don't do this well enough. Like what's one or two simple ways we can get started tracking our ROI from speaking?

Chris: Oh, it's so tough and everybody's going to do something differently. The easiest way is the front end ROI, right? That's, that's the easiest way. But you have to have a way to tag everything. And I don't know if that's a, if that's a software, I mean you can if you're like an affiliate with ClickFunnels, um, but if you can tag everything to where it's like, okay, I know the origin of this client and they always have that specific tag that it came from this summit, then you can go look at the real lifetime value of a customer. If people can understand the lifetime value of the customer, it's so much easier to go in partner with people. If you've got that number says, okay, my lifetime value of a customer is 1000 bucks, then you know what you're up against, right? If you don't know that number, it's very, very hard to track your ROI or at least to make decisions on which summits you say yes to and which summits you say no to.

Chris: And that would be also, I think for, uh, from the host side too, I mean we're speaking, we're talking about from the speaker side, but the hosts got to do the same thing. What ROI were they able to get from their speakers? And if they weren't, then maybe it's the wrong speaker because yeah, we want to serve our audience. But how do you really quantifying that? It's usually dollars and cents, you know, at the end of the day. So I mean, listen, you could do it in Google sheets if you want. You could do it all manually, but you know, find something where you can tag everybody. Um, whether that's a CRM or whatever, there's lots of good for spree CRMs where you can actually go and tag each lead as they come in so you know where they came from. And then that way, you know, then the rest is just math.

Dr. Mark: This is, I'm over here busy writing down all these notes and steps and stuff and I do want to focus on that right there for all you summit hosts listening to this because I know we could do it better on our summits as well. And I've had uh, we've had, you know, Greg Smith, good friend of mine on here who talked about like summits that he had run in the past and when he actually went back, like they had never really kept track of, of like the process of at the beginning or at least they weren't, they weren't looking to see the process after the summit. They were like, what was the return on the summit?

Dr. Mark: We had this many people opt in, we made this much money. But then several years later he said, well, let's just go back and take a look at that because they were trying to decide do we keep running summits or not, come to turn out. 80% of the people who had opted on tape, any of their summits over the past five years eventually became a customer. You only know that if you can track it and tag it. So like what Chris is saying right here, uh, like I'm pretty sure ClickFunnels can tag almost everything. So just think of it like this, if they're coming into your summit, and let me break this down just for some of our less technically minded people. Cause I know we have a lot of them out there listening in. So on your summit, if you're a speaker, you're going to give away a freebie, like your free gift if you're not selling and all you want to do is when the people opt in to that have a way to tag them.

- Dr. Mark: So like Chris was saying, when they opt in to your Freebie, they go onto your email provider like AWeber or MailChimp or whatever you're using. And at that moment you can tag them and say it came from this summit and now they get blended and mixed in with everybody else you have on your email list. But you can always go back and look and see, oh this person originally came from that summit. So, and as a host, exact same thing when they opt in for your summit, even if you're using Virtual Summit Software, they then go to your email provider, tag them, and now you can track that. I mean this is, this is such valuable information right there.
- Chris: Now one point that I want to make real quick to just what you're saying is it's wild because I've seen this time and time again, live events, summits, wherever, it's true that somebody needs to see you sometimes six or seven times cause they've got to go marinate on it. They've got to go and they've got to ask their significant other or their business partner and, and, and, and sometimes it takes six or seven times for them to actually become a client. So if that's tagged, you can say, Oh man, we did this virtual summit six months ago and nothing came of it. But if that's tagged right, and you can actually go run a query and say, oh, wait a minute, these three people actually did come from that, but they'd been to three others. And so that's the value in having these summits. You can easily see, uh, you know, where these people are coming from. You just have to track and you just have to be there to be vigilant about it.
- Dr. Mark: I mean, I just, I can't reinforce enough how important this is right here, what you're saying. And you can also see how many touch points does it take for them to go from a Newbie like into your community to a sale.
- Dr. Mark: And then you can work on improving that. So I'd also add in here as speaker, summit speakers, something that never happens. I know I never get this. Uh, when I host my summits, follow back up with the host and let them know how it went for you, what like was it great, how many did you get or was it not great? And give that feedback. I mean, we're not communicating with each other. How can we make it better?
- Chris: You know I laugh at that. It's crazy because sometimes, you know, I'm sometimes overly honest. I've had to tell people, hey, listen, I, I've, you guys really serviced us up front. But when we got there, it was not the people. I mean, we had an event, this is a live event, but same thing with summits where we showed up and it was nothing but college students.
- Chris: And unfortunately I got some other people to sponsor the thing and we lost, I want to say lost like 20 grand on the thing. Now, luckily for ClickFunnels, that's not as big of a deal. But if you're a solo preneur and you're a speaker and you're going out and doing this stuff, and it turns out it's totally the wrong audience. I've said to the host, hey, it just wasn't we wanted, and you know what's amazing if you're honest, but you're respectful. That was a live event and you know, they said, oh my gosh, thanks for telling me that. Maybe it was the price point. Maybe we're a little bit too high at this event, maybe let's run a webinar and do maybe a lower price point. So if you can have those conversations and it wasn't what you wanted, the host wants you to succeed too, I promise you they do.

Chris: They may say, Hey, all right, let's try something else and continue this partnership. And sometimes those things work out great.

Dr. Mark: I mean, that's like it. We've all been there and I can tell you like it's no fun pane to sponsor an event and getting there and feeling like you're, you were lied to or misled or at least not given enough accurate. So don't be that host that does that either. Be fully transparent, but also again, back and forth, communicate you as a host, follow up with your speaker, let them know what you loved about their participation and, and give them some feedback on how they could get better in a positive and constructive way, obviously. So we're, we're gonna be getting close to starting to wrap this up. I kind of wish we could keep going forever with this. This is such great information. But before we, before we rounded out, like we were talking about from a speaker's perspective, not being afraid of selling, but I think that, you know, even from a speaker and a host perspective, we all have a little bit of fear I'm selling and I feel like that may be a mindset thing that we need to break.

Dr. Mark: Chris, you've obviously crushed through that and have developed that skill set. Could you give a tip or two for everybody listening on how they can be okay with selling and how they can get over that fear?

Chris: Yeah, this is such a good question and we actually build this now in Mark into our presentations because especially if it's a new speaker, it is a very hard transition to go. Usually when we do this, we'll go content, content, content, content, and then you flip a switch and it's sales time and people can feel it,

Chris: They can see it, and I've seen energy gets sucked out of a room. I've seen energy gets sucked out of a summit when somebody doesn't do that properly. So what we've really done, and this is right out of Russell Brunson 101 is ask the audience and ask the host because if the host has bought in on this and you can now use them. For example, if you and I were doing a summit together and I said this guys, we've been going at this for about 60 minutes or whatever it is and I know that you feel like you're drinking out of a fire hose and I know it's hard to keep all this information and then go apply it. And I was talking to Mark before we got on this summit and I asked him if it was okay. I said, listen, I have something that can help them with that where they don't feel like they're alone, where they don't feel like they're overwhelmed and are you okay if I share with them an offer? And he said, yeah, as long as they are okay with it.

Chris: So then I have the buy in from the host, but now what I'm doing is I'm actually asking them permission. And on that summit I can have them, you know, jam the ones or whatever they need to do or say yes, they're okay. And it's amazing what happens when you say, guys, I don't want to leave you alone. Are you okay if I share with you something that will help you tremendously next week, the following week next year. Are you cool with that? And if you have an open chat room at this point or you see a bunch of yeses come in, there's the social proof right there. And now you can go free as can be talking about what you want to sell and how it's going to serve them. And then you're throwing in testimonials throughout that entire sales process of this person was very skeptical about it and this is how it worked for them or, or, or whatever.

Chris: But I just feel like asking permission and involving the host in that too. They said it was cool and then what you do as the host is now, it's not all on you. You just said, yeah, Chris, go ahead and sell whatever you want. You didn't say that, Mark, you said Chris, I'm totally cool with that. If they're okay with that, so would you ask them see how that positions it? It's a little bit different and that is worked out beautiful beautifully for us.

Dr. Mark: Yeah. And it positions it more around, I mean we all like the psychology behind it as a, as a doctor with a couple of doctorates, you know, I love looking at psychology, why people do what they do and that right there is putting it in the court. And of course that just curiosity, we were like, okay, now I got to see what you got. Like go ahead. Like, yes, tell me what it is. Because now I want to know what am I going to say? Like, no, don't tell me what that thing is. So yeah, I love it.

Dr. Mark: And you again asking the permission opens it up there. And I also think a co like, just to break this down for everybody listening, a couple of the points that Chris was saying is you, you see this throughout the presentation as well and so you're not doing this like hardcore flip like okay, in a value now I'm going to sell you. You continue the value going through the opportunity. It's more about providing an opportunity. I know one of the things I like to do on my sessions is I'm like, Hey, this is not, not for all of you. So if it's not for you, just don't worry about it. We'll do some Q and A or whatever. You know, I just, I give you permission to not be in it. I said, but some of you want this and so I'm going to, I'm going to let you know about it.

Dr. Mark: So there's all kinds of ways, but I think the biggest one is like you were just saying, Chris is like, it needs to be this kind of like, let's think of it from a human perspective. Like, what do we want?

Chris: A normal conversation.

Dr. Mark: A normal conversation. So this has been absolutely incredible. We're going to have to start wrapping this one up unfortunately cause I would love to keep jamming with you ongoing. Why don't you let the audience know first off, where's the best place to get in touch with you? Cause I know people are gonna want to follow it. They got more questions and probably gonna want to have you speak on their summit. So.

Chris: That's totally cool. That's what we do. Yeah. You know what I love, I love, and it's funny, some people don't love this, but I think it's making a huge comment. I love LinkedIn. I abs and let me tell you why I love LinkedIn so much. So you can look me up on LinkedIn. It's pretty easy to find if you type in Chris Cameron in ClickFunnels, I'll pop right up. But I love the, at a glance I'm not just seeing, you know, your kids and people have gotten better in their social media. Don't get me wrong. And Russell teaches a lot about them, a lot about that. But on LinkedIn I can easily go and size somebody up real quick. And I don't mean that in a negative way, but it's very easy for me to see, okay, this is what they do and I know who I'm talking to, I know what their background is, I know what their experience is and I know what they're doing as far as you know, summits and so on. So I love that type of communication. Look me up on LinkedIn, send that over. And obviously anytime you want to learn more about ClickFunnels, ClickFunnels.com if you

even just Google it, trust me, you're going to get plenty of information but onefunnelaway.com is great as well.

Dr. Mark: And I will say you can get all of the links and access to Chris as well as everything we've talked about in this episode over in the show notes, podcast.virtualsummits.com/065. So we'll link to everything he's talked about the Funnel Way Challenge all those as well as him over there. And so Chris, as we wrap this up, why don't you just kind of leave us with one final piece of wisdom?

Chris: Listen, I think it's okay to be ROI focused, but that doesn't mean that you will always sell on your summit. If you're not going to sell, make sure you have a solid call to action with a solid follow up plan and provide the value. Nobody, word's gonna get out really, really quick if you do go sell on a summit and then you under deliver. Just make sure you are who you say you are and then over-deliver. And if that happens, you're going to get, this will snowball. I'm telling you, if you're hosts, you're going to get the best of the best speakers and if you're a speaker, you're going to align with the best hosts.

Dr. Mark: So true and such great Information. Thank you so much Chris. It's been an absolute pleasure. We're so fortunate to have you here with us. This has been absolutely great. Thank you.

Chris: It's been a blast, man. Thanks for having me.

Dr. Mark: Awesome. So big shout out over there to Chris Cameron. Thank you so much and thank you all you summit hosts and summit speakers listening in today for spending this time with us. I'm Dr. Mark T. Wade, founder of Virtual Summit Software, and just remember your message matters and you have an impact you need to make in the world. Be sure to check out the show notes over podcast.virtualsummits.com/065 to get access to all these great things we've been talking about and I'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. So just get started because imperfect action is always better than no action. Thank you and see you on the next episode.