

## **Virtual Summit Podcast Episode 010: The No Cost Traffic Solution To Your Summit With Sam Carlson**

DR. MARK T. WADE: Hello, and welcome summit hosts, this is Dr. Mark T. Wade, your host of The Virtual Summit Podcast and founder of Virtual Summits Software. I am thrilled to be doing this episode with my good friend and genius Sam Carlson. How are you doing today, Sam?

SAM CARLSON: Buddy, I'm excited to be here. Thank you so much for having me on the podcast. I've got some experience with some summits, so I'm excited man, we're going to dive into it.

MARK: Oh, our audience, our listeners are in for some gold. Sam is not only an expert in marketing, he is, like he just said, done some specific work with summits, which is why I wanted him here to share his insights both into the successes and the failures that happened. So for all you summit hosts out there, this is going to be something really important. What's the value of building out a summit if you can't actually promote it and get people onto it? Now, before we jump into that, Sam, and get into the goodies and the details, what I'd love for you to do is just tell our audience a little bit about you something special, who you are what you do.

SAM: Yeah, appreciate it. So Sam Carlson and the name of my company is 25th West. I've been running traffic and getting basically prospecting for businesses for several years, including my own business, back in 2000 and 2008, that's kind of where I started on the internet, all this kind of stuff, but in the capacity, it's an agency for about four years. And I've got my agency which focuses primarily on medical practices. So, people in private practice helping them grow new patients, things like that, grow and scale their business. But I also have myself I have a podcast called "The Next Little Facebook Ads" podcast you've been on there, it's great. I've also taught and I'm presenter for everything that is traffic and strategy. So a lot of my business is basically showing people how to take an amazing offering and leverage that to big audiences and grow their business. So yeah, man, I'm excited to be here.

MARK: I am thrilled to have you here and you are so you know, downplaying your level of expertise and genius. I mean, you help large communities I know in the healthcare professional actually like kind of market and grow their businesses, you're giving them opportunities, not just at business, but opportunities in life because of the successes. They're getting there to have things in life they wouldn't have had up otherwise. Where can our audience actually find you hanging out where you add on social?

SAM: Yeah, so well, as far as social just Sam Carlson, I mean, just search me on Facebook. It's funny, the guy that's doing all the social media, I'm not real active on social media, I find myself going really deep into the actual like doing the paid side that I'm not as active organically. I'm in the ClickFunnels community. I'm a moderator in there. I've got my own Facebook group, which I'm not really I mean, not really active, it should be better. But if you want to reach out to me simply either message me on Facebook or go to 25th West.com and reach out to us.

MARK: Perfect! and we will have all of Sam's links his info and all the golden nuggets that he's about to drop over in the show notes at [podcast.virtualsummits.com](http://podcast.virtualsummits.com) so if you miss one of the links that he mentions, or what somebody says you can head over there, and we'll have that all hanging out there for you.

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MARK: So I'm ready to kind of jump into the meat and potatoes here. Sam, can we talk about one of your recent summits? Like why don't you tell us just a little bit about it and what I would also love to hear from you is what your thoughts were when you took on that summit. Were you excited? Were you a little hesitant? Like what were you thinking going into it?

SAM: That's good question. So I mean, there's a lot of different models and frameworks out there when you're talking about like launching a business, making money online, whatever it is, there's a lot of frameworks and models to use and to be completely transparent the very first time I was asked to promote a virtual summit I didn't get it. Like, I was like, I don't quite get it. It was Dr. Lisa Sasevich, she came to me and she had met me at an event and said, Hey, you seem like you know, traffic. I'm doing this thing. I'm like, I don't know why you would ever do that. Like, it didn't make sense to me. Right? And so it didn't matter, that's what we do. So I started driving traffic for her and it was working well, like we were getting results but the more I kind of, like dug into what it was, is where everything started to click for me, but I'll be honest with you, I came to the Puerto Rican mastermind, which is your mastermind in Puerto Rico in 2018. And that's really where kind of the clouds parted and I was like, "Oh, dude, this thing is a game changer". And I'll tell you why here in just a second, but more on Lisa's. So after I went to that event, and I kind of had a better idea of what the goal was, what the objective was, and I'm like, oh, okay, so here's what we're going to do - and we started really like deconstructing and pulling back all the traffic strategies that we could use to promote this thing. And she had a couple of technical issues on her email side and all that, but it still was a raving success. Her list went from 0 to I think, don't quote me on this, but I want to say was like 10,000, something like that. She did very well she, like as far as ad spend money to promote all that stuff. She made money. Okay, which we'll talk about that too. And you're not going to make money usually promoting something like this growing the amount of money you have to spend to grow your list that size ain't gonna break even on that. So anyway, all in all, my first experience with virtual summits was a little shaky and cloudy, but man it turned out to be I mean, it is a model that does not get enough cachet. And it's extremely effective, I guess is what I'm boiling down to. But can we take kind of a step back because one of the things like Like I said, there's a ton of models out there that you can choose from, right, When you think in terms of your business, your business is only going to grow if you have a scalable audience, right. And most people call that cold traffic, the problem The reason that not everybody makes millions of dollars on the internet is because going to cold traffic is not easy, right? There's different models and things you can do to get in there, but it's expensive. It's really hard to do. And what ends up happening most of the time is when you go to those cold audiences, you sound like everybody else, right? I have this thing I call it the noise and the music. So you go into a noisy environment. And it's really hard to go to a noisy environment and make any sense of what sounds musical. Right. So this model going to cold traffic, so taking your business and scaling into cold traffic. It is expensive. So there is one framework that if you can nail if you can nail your offering, then is a good tool and it's called a self liquidating offer. Okay, slo for short and the idea the concept behind a self liquidating offer is you have something of value valuable enough to where your audience will enter into an agreement say I'll pay you at least like this finite amount of money. We're not talking big quantities of money. I'll pay this much money in exchange for that thing. And if you do it right, what you can do is essentially you can grow your list for no money, you liquidate the cost of your traffic. So self liquidating offer, right? So that's the framework that is you see this a lot with book funnels with free book phones free plus shipping, right, you can do different free

plus shipping things. Anyway. So that's kind of the model that a lot of people work off of. That's a slow burn, okay? Sometimes it can go fast, but a lot of times it's a slow burn. So as I'm sitting here, and I remember in particular one night sitting down, and I was sitting next to Navina, what's his last name? Mo as Mo as yet Nabi awesome, dude, I'm sitting next to him and he's kind of articulating the benefits of whatever Virtual summit isn't like, Dude, this is a self liquidating offer on steroids. I mean, I'm talking like legit legal steroids. So for me, I was like, dude, these virtual summits. And in fact, I'm not sure you probably will talk about this, I'm really talking about here, I get it, but the condensed version of the single day summit so all of these things are ways to scale your list and grow your business so fast. Their self liquidating offers, I'm blown away by them. I think they're amazing.

MARK: They are amazing. And you're amazing. So the audience wants to hear you talk anyways. So

you're going to keep delivering gold or gems like that. Feel free to just keep keep talking. You know, several great points there. For most of us who've run traffic or at least, you know, like, we've boosted a post which is like the big boat, right and marketing and paid ads. But like for most of us that are trying to run our own summits and we're trying to promote our own summit. A lot of - At times, we are trying to do it in the same exact way that we are running or promoting, you know, any kind of other offer like a lead magnet or something like that. And a lot of our summit hosts, you know, that are listening in right now, that's a big fear for them, because those are expensive, and they're looking at it going, you know, like, it's costing me you know, maybe four or five or eight or \$10 a lead, how am I supposed to get 10,000 leads. So it was really great to hear how you're talking about a self liquidating offer. And to put that into like, layman's term for all of us, non marketers that are listening in what we're talking about is the offer pays for itself like as the summit as you're using letting people come on to the summit, the summit may be free for them to opt in, but then they're going to purchase something afterwards like ongoing access to it or maybe you have an upsell or an additional offer, and that ends up the money you generate from that pays for the ad spend. So you essentially get free leads, which is like the golden goose right there. So Sam excellent insight into that. Let's go Let's keep going in this direction, can we talk about the difference like even further with promoting, like from your aspect when you're promoting and maybe even setting it up, for example, like what kind of things mindset wise or even technically wise, would you have to set up for a summit versus just like a lead magnet or a webinar? Are they similar?

SAM: Well, I think every like every funnel, every model works based on one thing, like a singular idea hook. That's why the most like the highest converting landing page will always be a squeeze page, you cannot beat it. Right? And so what that basically means is you have a singular problem or a singular idea that this thing is around, okay, and if somebody shows up to that page, first of all, they know within seconds what it's all about. Second of all, they know they want that. Okay, and I mean that like getting to that point is really what making offers is all about, but like if you were so this one we did for Lisa was think it was called the keto one on one summit. Okay, so it was all around the ketogenic diet and the base of one on one. I mean, that's, that's an idea that is, you know, college level courses or whatever people know, that's like, Hey, this is the fundamentals of Keto one on one. And all the speakers were all like, their concepts or their speaking points, by the way, those are like bullet points, okay. They're bullet points there, miniature hooks inside of the big hook was, here's how you start. Here's the four things you should know, you know, all of these like very starter line concepts that people want to know if they're getting into that thing. So like, if you're structuring a summit, the first thing is when

people get there, what is the result you're promising them? So for keto one on one, I'm going to promise you a fundamental understanding in the ketogenic diet. That's what it is. If you have an unclear promise, or if you have more than one promise, you can only have one then it's not going to work your conversion. The friction here is they're getting, doing something of value for free. So you should have a very high opt in rate. If you don't, then it's always like reverse engine of what you want. Okay, and then checking your KPIs along the way. So for me, if you're working with a guy like me, that's the first thing is like, okay, well, what's the problem we're solving? Who are we helping? Right? And I can't remember what's the name of the book, but it's famous sales leads, I believe it is. And he says, the most important thing and this is Eugene Schwartz who's a famous copywriter is not necessarily it's what they know, meaning in this in the awareness spectrum, like they know or their problems worsen. And all of these things kind of combined to get you to that one. Again, this re emphasizing what is the one idea that's going to hook people and convert so base your summit around one solid strategy that your audience is looking for information on.

MARK: It's so true, and you know, I'm always teaching about having to go deep into the niche and knowing the avatar as well, especially with a one day summit, because it's so specific on solving a singular problem, as you've just mentioned, that's what really increases the conversion rates. As I say, you want to have it to be targeting people with an acute problem. And that's going to increase their conversion rates or there opt-in rates. So let's look at what should a host expect, you know, let's say even they're using a marketer or not using a marketer, what's a good expectation for a host on an outcome when they're promoting a summit? We can just give some rough generals or rough estimates here, but leads how much ad spend for X amount of leads and what are some normal or good kind of conversion rates?

SAM: That is a variable question. And here's why. So for example, like right now I'm doing two webinar promotions side by side, one of them has a very niche audience extremely niche, and you're talking like the entire audience size is probably 60,000 worldwide. Okay? So we pay anywhere from, you know, \$10 to \$15 per registrant. Right now, this is a webinar, so we're not monetizing them immediately on the backend. And obviously, we want to be cognizant of, you know, the registration costs, because we are I mean, we don't have, you know, endless budgets, things like that. And then we've got another one to where their audience size is huge. I mean, just in North America, I think there is, I think we figured out like 3 million people and that audience size grows by like 12%. So basically replenishes all the time every single year, so the audience is never going away. And it's constantly like in the front door and out the back door kind of thing. So for that one, because we're able to target on Facebook, what you're able to do is pretty cool. And Google as well as we're getting registrants for like \$3 or \$4. Okay? So that's kind of like when you have more niche audiences, you might find that those costs are a little higher, as opposed to giving the algorithm a huge group of people, the more people you give to algorithms, the better chance you get at driving the cost down. So that's the first thing now if you apply those same concepts to your virtual summit, it's not going to be as high as a webinar registration. Okay, because it's free the perceived value I have found is I mean usually webinars are you know, valuable but usually a summit is like hours and hours, and hours of free content, all that kind of cool stuff. So if you're doing between on the big audiences between \$5 to \$10 per registrant, okay, and then you have a self liquidating offer attached to it, your return on ad spend is actually that cycle, that timeframe from when you launch and lag in recouping your ad cost is not going to be that long. You might actually have a buddy they did it in like their first day, they started running ads, and they were liquidating their ad costs in the first day. So it's

entirely possible to go out and have a quote, ad budget, but since you have that monetizing aspect on the back end, it's entirely possible to say, hey, this thing monetizes this, quick dump as much money as we can into it. And that's the beautiful part when you're able because Dan Kennedy said he who can spend the most on ads wins, right? And at the end of the day, if you can continue to spend, because you're monetizing on the back end that quickly, then you're dialed in. It's that's exactly what you want. So I'm not sure that that's like an exact black and white definitive answer, but it's kind of like what you're working inside of a maybe the framework that people can expect.

MARK: This has been some amazing information.

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MARK: And just to push you a little bit in that area, can we get like what are some and again, we know that this is not going to be exact science here but like if somebody is wanting five thousand leads. And let's assume that the marketing's going to be pretty on point in that we've they've gone through and they've got their problem in focus, they got their avatar, they got their audience, like how much because they're probably sitting right now listening to this going, well, do I spend \$1,000? Or do I spend \$10,000? Like how much money can they expect roughly like if you put \$1,000 in, maybe you get 500 to 1,000 leads, you put \$10,000 in, maybe it's 20,000 to 70,000. You know, like just some rough estimates here.

SAM: Maybe instead of that, let's peel it back a little bit. Let's go back a step before that, right? Because if we kind of go in, if I say here's the money and there's the leads, it's totally possible if you do a couple things first, okay, so the first thing is to set yourself up for success. So let's say average KPI, KPIs key performance indicator, so the cost per lead that you and I agree is acceptable is five bucks. Okay, let's say that that's kind of like where we're at. So what we would want to do is we would want to go into your campaign with that established first. So we're going to say okay, so today we are willing to pay \$5 per registrant that's okay. So what I would do is I would go through and I would find at least five separate ad sets, okay which is five audiences and I would take a five times that KPI so five times five so \$25 right, and I would test five ad sets at \$25 a day for four days. Okay, and I would identify Okay, how close to KPI am I? These three stink these two are right on or this one's right on and this one's under. Okay, kill those ones and the exact same thing again, except for I take those two that are on KPI and instead of taking them five times KPI, I take them 10 times KPI. Okay, and so I kind of like if you do this strategically, you might be looking at it the wrong way, because assuming that you have a back end, because you just said like the back end, is a control meeting It is, it is proven to convert at this percent. Well, if that's the case, then I don't need to spend, it's more of how much can I spend how quickly right? So the real question comes in, is that backend really working or not? Because if it's working, then there's no limit to how much you can spend. It's how you can scale it. Right? And so really, it comes down to most people think that when you get like a winning ad, okay, you're like, Oh, just put more money on it. That's a really good way to lose money on your ad is to take, let's say, you've got that \$25 ad set, right, is to take that exact same ad set, don't do anything to it and just crank it out 200, you're going to lose money, right out of the gate, you're going to lose money, okay, you're better off duplicating it and changing the budget then. Okay. And so instead of like scaling deep, we want to scale wide. Some of that takes time. Like identifying audiences, building out your ads manager, so it's actually like so you have these

digital assets, right? Anyway, I didn't want to answer your question without like providing maybe the context that people should do to do it correctly.

MARK: No, I like this actually, this is this is going exactly where I want it to go. And I want to keep going on this topic right now. Because I think it is so important for our summit hosts, even the ones that are going to be out there doing this on their own, most of them don't have this kind of knowledge or experience. And I think like right here, this was a valuable gem. So just to kind of recoup what you said, identify some of the the target audiences in the ad set, start with whatever your target KPI is about. I think you said five times that run that for four days, evaluate out of those, you know, test runs, which ones are performing the best or under cost. And then instead, I believe this is what you were just saying, instead of just increasing the ad spend, or you'd would duplicate that ad set, yeah, increase the ad spin and then can you take us from there? How many times would you do this? And to what level?

SAM: You can do it infinitely. That's the thing is so if you say I have \$1,000 so more that's like how, what can I test and get because if I said five, five ad sets, right, you can do 30. What if you did 30 ad sets? What if you sat down at your computer and you mapped out 30 separate ad sets to test you're going to get data a lot faster and instead of having like two ad sets that perform at KPI, you're going to get 15 right now that you have 15 boom, you can go quick you can scale out faster so maybe answering your question more specifically, how big can you go? That does you do have to factor in how big is the audience member I was saying like if it's a niche audience there is only so much you can do if it's a wide audience if it's a topic like weight loss or making money or whatever it is, like a very broad topic Dude, you can scale like almost indefinitely not indefinitely but you like the the amount of traffic that is online is huge. Right? So continuing does get like this point of diminishing return. That's why you do have to go wide. When you start doing this. You have got to go wide. There's a lot of people say, oh, we spend \$1,000 a day. Well, yeah, you can but don't spend that on one ad said, that's a good way to lose money. So did I.

MARK: Sorry to cut you off, right? Yeah, let's, can you explain why that's a good way to lose money.

SAM: It's just so the Facebook algorithm is an auction, right? So you can kind of think of it like, you get put into separate buckets. And so like, every time you go into the auction, it's about almost like a game of poker, right? So you go in there, you play poker. Imagine that there was zero bluffing in poker, okay, and everything had to do based on the statistical ratios of your bet and you haven't built any of that with the first card, you got two cards, and then what's the third card, call? Well, so then you have three down which is the flop. Ok. So the flop, right? So the flop is I don't play poker, and then you have the river and something like that. I'm terrible, right? But think of it like you're at a table and you're having to advance your cards against other people based on your bets only. Okay? Now, as you start to fold over cards, the quality of your hand is now revealed. Okay? It's much like the quality of your ads is now revealed. It starts out with the money, and then it goes with the content. So there's no bluffing here, you just get to see kind of what's what as things get revealed to you. Right. So that's the same thing like you have. And I'm going off on a little bit of a tangent here, but you have like, your quality score, right, your relevant score on Facebook, Google, they call it a quality score, and your relevant score here says you got relevant score, that's a really good hand you have and you have been bidding accordingly. If you have done that it's going to do well, it's going to perform at KPI assuming the rest of the funnel is intact, right or vice versa, like you have been betting big but

you've got a four relevance. If you're below a six relevance, scrap it, get rid of it, okay? If you're a six or above, see if you can tweak it. If it starts, like going up, it has some staying power. If it's six, watch it. If it's five or below scrap, it's done. The ad sucks, right? So I don't remember what the original question was. I'm not great at keeping you on task. I've got a little bit of ADD on here.

MARK: Now, that's great, you actually answer that. And just to clarify, for our listeners, I think one of the things you were saying additionally, is by throwing a bunch of money at it, since it's an auction Facebook, for example, and probably Google as well, they will spend your money it doesn't matter, so yeah, you're going to get more results, it just means they're going to spend the money faster. So just to clarify that point, which is an excellent point. So what about something other than just spending the money that our host can do to increase their success and results? So you mentioned something already about getting clear on what it is and who they're targeting. But like is there anything else maybe with their ad or way they you know, like that you're seeing with ads, whether video or posts or anything like that, that they can do to help increase the success of their project.

SAM: Yeah, so this was actually this is outside of the organic. So we're assuming that people understand that you can like us people that are going to be in your summit, you can promote your summit via their email list. We're assuming that that's organic, right. So paid, well, those same people, when they email their list that list if it's good, it's going to get a 20% open rate. Okay, that means there's 80% of the people that aren't opening that thing. Well, if you take that same list, and you upload it as a custom audience into Facebook, well, anybody that has a Facebook account is going to see it. Right. So you're guaranteed 100% at least reach rate, right impressions, like actual eyeballs. So one of the things is actually if you can, there's two things you can do one, if you can get access to a CSV file of that email us and upload that into your ads manager to then be able to promote it. That's going to be really good to target those particular people. That's first thing. Second thing is and in fact, you know, John Parks, he's the VP of Marketing over Click Funnels. So John was on my podcast a couple months ago. And by the way, Click Funnels, one of the only ways they're scaling into their community right now is with their 30 Day Challenge, right. And it's essentially a virtual it starts out with a virtual summit. It's essentially a summit. That's what it is. They call it a 30 day virtual challenge, but it's a virtual summit is what it is. Anyway, so John was telling me that they have either shared pixel data, or their affiliates are allowing them to create ads managers under their pages. So there's a lot of creative ways you can do it. But the idea is, if a person has a page that has a lot of followers, or has a lot of engagements on any posts, you can then turn around and put those people into paid campaigns and scale it in a very direct and niche fashion. That's a really good way to get people on board for your summit.

MARK: Yeah, that's such a golden gem there that may be a little bit advanced strategy for some of you, but write this down. Don't forget it. Because if you can make that happen I know I just wrote it down on my notes. And I started, we have a summit coming up in a few months, which is going to be a really big summit for us. We're putting a lot of energy and efforts behind it. And this was one of those strategies that I knew about, but I just completely forgot is using the shared audiences or even being added into the ads manager because like you were just saying, and to reiterate this, for those of you who've run summits before, one of the most common complaints we get is the speaker said they were going to email or promote, but then they didn't do it. So if you can get access, and you paint it in their favor, in the sense of like, Look, I'll put the

ad spin behind it. You know, I'll put your affiliate link in there, whatever you want. If you can get them to give you access to that. That's almost as good if not better, as Sam was just saying, as them emailing for you. So this is way better. Yeah, huge, huge, huge takeaway here. Please write this down, store it, save it for later, contact Sam, and give him a bunch of money for that one right there. So moving forward with this, Sam, I want to ask, you know, you kind of coming from the perspective of what what our summit hosts can expect, many of them are going to go run this summit on their own, they're going to promote it on their own. But there are others out there like myself that we like to use a professional or a marketer or somebody that you know, that spends their days knowing these type of strategies to promote our summit. So can you kind of walk through just briefly, what would the process look like if somebody wanted to reach out and then work with a marketer to like, promote their summit? What's that process kind of feel like and look like?

SAM: That's a good question. So if you were to contract out your marketing tactics, like the actual like clicks, and all that kind of stuff, I totally agree, you should definitely do that. The one thing you should always have control over is like a firm grasp of your strategy. Right? So if you're working with a marketer, and you want to say, hey, like I'm doing this virtual summit, there's a couple questions I want to ask you before we get started. That's the thing is you got to ask like, "Hey, Sam, or you know, person X, Y, Z - I'm doing a virtual summit. Can you kind of give me an idea of like KPIs key performance indicators at these thresholds for okay for clicks? For conversions for this for that? Can you give me an idea? What do you think about this audience that I've chosen? And like actually get them to answer questions, right?" If they are, there's a lot of people that copy and paste ads, and even campaign types, like meaning I only know how to do this campaign because I've seen somebody click click, click, if somebody doesn't know how to deconstruct what your objective is, and then interpret that in the ads manager, that's going to be a problem, right? So that's the first thing is you. Like, a lot of times I'll tell people like, okay, you're already spending \$2,000 a month on ad spend up probably produce for you an equivalent, almost as if you were like spending five because of what you're not getting by doing it at a subpar level. So the first thing is is like saying, hey, all right, my strategy is going to be this meaning I'm going I've got this audience already. I've got Mark Wade coming on my summit. And I know that because I've got my spreadsheet here. I know how many people are in this email list. I know how many people are on his fan page. I know this data. Like if you take that to a person and you're like, hey, this is what I'm doing. Tell me how you would use this information and how you would both both prospects and remarket for me, those are the two things prospect and remarketing laid out for me, like if they can lay it out for you and give you acceptable KPIs, okay? You know, we're looking at like, you know, \$5 per registrant \$10 per registrant, the number like the per cost registrant is going to vary from summit to summit. Like that's not a constant number, because they're all different things, right? That's like saying, "Hey, I'm going to go buy a gallon of milk at the grocery store, or I'm going to go buy like a bottle of wine at the grocery store." They don't cost the same, right? So that's the thing like understanding what am I buying, am I buying milk or am I buying wine? Okay, like really, they need to understand and be able to articulate to you okay, I understand what you're doing. And here's how we're going to get you to that objective. I don't know, it's funny because I talk about stuff like this all the time on my podcast where I'm like, man, I don't know what the actual stats are, like the actual statistics of people that are out there just posing as far as like, they know how to do this, or they don't. But the reality is, is there's far more people interested in saying I'm a, quote, traffic expert, or whatever, then there are, hey, I'm student of the game. And I'd rather go with the student of the game, right? I'd rather be like, hey, so tell me, like, what



limitations do you have? What experience do you have? What do you know about like, if I have a, you know, and you should know, by the way, you should have an idea of what your funnel converts at. You should also be okay. If they say, Hey, you know, I don't think that your virtual summit is focused enough, right? If they won't tell you that, then you should ask you should say, what do you think is my summit focused enough? And you should ask other people than just your wife too, by the way, you know, and anyway, so that was a very long-winded. I'm good at those long-winded answers, bro.

MARK: You've got so much information in that head of yours, that's cool.

SAM: I can't keep it in.

MARK: Well, you know, and you've got you were on a topic that I think is important. And I care about my summit hosts that are listening to this. I want to protect them. Do you have any other kind of red flags that they should be aware of? Because that's the thing that bothers me the most is like you just said, there are a lot of posers out there. There are posers in every industry and niche, but it seems like there's a lot of people that have hopped on the I'm an agency or I'm an ad marketer or whatnot. So what are some red flags? And some things that should be you know that if you see this turn and run, and be sure to ask these questions to know it's a valid person?

SAM: Yeah. So there's a couple things like first of all, like, Where did you learn it? Okay, who did you learn from? How long have you been doing it? Okay, those are good things. Like if they've been in the game for a long time, but if they say, I started out in Google AdWords, and I kind of converted over this, you're like, Yeah, I like you. You're good. Right? But if they're like, you know, if you go into like a big group, and they're active in that group each and every single day, don't choose them. Okay? Like, like if you go into Click Funnels community and you search their name, and they come up like, hundreds of posts don't choose them, because they're spending all their day, basically doing the telephone game. Remember, the telephone game is like, Hey, you say one thing and then you tell it to that person, and so on and so forth are so many people that get like these little catchphrases, and the little like pieces of data that are so fancy and interesting that they sound like they know what they're talking about. Yet, I tell you this, I don't have time to be in groups myself, like how do you have time to get good at what you're doing if all you're doing is participating and commenting on stuff in people's groups or on people's posts? So like, if I'm doing due diligence on somebody, I'll go to their Facebook posts and be like, how active are they on social media? If they're really active, be honest with you, it kind of turns me off. Right? So man, I just want somebody that's a student of the game that is learning from books that is learning from the right people, you know, and ask him like, what's their favorite book? Like what's this? Like, I know that sounds simple, like, Where do you get your information? You know, and if they're getting their information from the right sources from sources you find credible, you're like, Okay, this person has gone deep. Okay, they know what they're talking about. And I think at some point, everybody has enough intuitions to say, hey, I've been asking enough questions. Now. Let's turn the tables here, and let them see if what I'm doing is good. And then you find what we call a mutual fit.

MARK: Excellent point.

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MARK: Yeah, that's golden and I know exactly what you're talking about. I see those marketers a lot of times in the Facebook groups and then the other groups and they're always active they're hunting for for leads, but how are they doing that in the group? So that's great, great information right there. We're going to be wrapping this podcast up here pretty soon. I want to ask you two more questions. But essentially, the first one is like, what's one thing a host should know, they just need to know this before working with a marketer for their summit, like to eliminate any kind of false expectations or was just one thing that comes to your mind that they need to know.

SAM: I think I'll kind of go back to, you need to have your own strategy outlined. Like when you go to, I mean, even for yourself, I see you on your whiteboard, and you'll draw stuff out. Right. And you'll do that for the speakers and for different things you need to have. Is it okay if I pitch my podcast real quick? Okay, so Episode 81 of the Next Level Facebook's Podcast. Okay, Episode 81. John Parks was on the podcast and he shared a strategy and it's really helped me to like be able to simplify my marketing because a lot of the stuff that you're saying he wasn't telling me anything new to be honest with you, but what he did do is he provided a very simple framework to fit everything into and he says, there's only one of two things you're doing. When you're promoting anything online, you're either prospecting, okay? That's the first thing your prospecting or your remarketing. Okay? That is it. And the cool thing about like prospecting, you can expect on that being a consistent improvement slash whatever. Testing, like it's a it's a testing mechanism. But the cool thing is, when you get it producing the remarketing when you get your control that's basically nerd talk for like you get an ad in a funnel that are proven to perform a KPI. When you get a control, you can basically set it and forget it. Okay? And he says that so if you're a summit person that's getting ready to do a summit, you should have a prospecting strategy. Okay, so that's a couple of different ideas - how you're going to go to cold traffic and then remarketing strategy, which would be like the key four or five things that are going to pull that audience into your funnel. So what is your prospecting? And what is your marketing strategy? really have it like written down dialed in, have your KPIs like go through? What am I okay, paying per click? What am I okay, paying for a lead? Okay, and what's my conversion rate? Like write those things down and ask the person that you're going to work with say, what do you think? Are we on point here? If you're picking like a 60% opt in rate, you're going to, you know, be sorely, you know, mistaken here, but if you're like, Hey, I'm I want to hit a minimum of 20% conversion. Yeah, that's doable. So anyway, that I mean, that's the base work. If I'm going into any project, I want to draw out the strategy first.

MARK: So true. So important. And I think that's valid also, you know, not just with the marketing aspect of the summit, but actually creating the summit. I mean, that's the first step is understanding Who's your avatar? What's their number one problem? And then how can you create a specific theme around that? So right on point. So we're going to be wrapping this podcast episode up here, Sam, you are incredible. But before we kind of end it, you're still helping people promote summits and things like that. Right? So if you'd be open to it, can you let our audience know like if they'd be interested in reaching out to you how they can contact you, if they're interested in having you promote their summit? And maybe what are some of your requirements before they reach out?

SAM: You bet. So the best thing to do is to go to [www.25thwest.com](http://www.25thwest.com), that's two five t-h west dot com. And I have set up a demo, which basically set up a demo is where you get on a call with me. So you fill out a short application, you give me some information on what you're

trying to do. And then we hop on a call and I actually kind of work and I don't work with everybody, right? There's some summits that you know, it might be best to work with, and I have other people that I can refer you to as well, but we get on a call. If it's a fail, say, Hey, I think we can help you get to where you want to go. And then we go from there. But that's the best thing to do is actually get on filling application. And then we hop on an actual blueprint call and I show you how we can set it up and get to your goal.

MARK: So good. And guys, remember, you can get all these links, all the information Sam just shared and able to access him over at the show notes over at [podcast.virtualsummits.com](https://podcast.virtualsummits.com). Just search for Sam, and you'll be able to access that information there. Sam, this has been great like we could sit here and country. I know you could talk on this subject for hours. Matter of fact, I've seen you lecture on this four hours. So well unfortunately for our summit hosts, you know, they have to move on with their day. But I do want to say thank you so much for taking the time out of your schedule and sharing these like this information that you've acquired over years and years and years of experience. I hope everybody appreciates this. Please go over and follow Sam on social and just give him a shout out say thank you for this information. And again, Sam, Thank you so much for sharing that insight with us.

SAM: You bet! I appreciate you, Mark Wade, you're the man! And thanks for having me on your podcast buddy.