

Episode 44: Summit Multiplier Method

Publish Date: August 12, 2019

Speaker: Navid Moazzez

Dr. Mark T. Wade: Hey, summit hosts. Dr. Mark T. Wade here, founder of Virtual Summit Software and your host on the Virtual Summit Podcast. I am so excited for today's episode because we've gotten Navid Moazzez with me today. How are you doing today Navid?

Navid Moazzez: I'm doing good. So pumped to be on the show.

Dr. Mark: It's going to be epic and I'm so glad you took the time out of your schedule to be with us for you summit hosts listening in here, you know Navid runs Virtual Summit Mastery when it comes to virtual summits. I mean in the virtual summit world, there's not many places where you can say virtual summits and not have Navid's name come up. So we are in for a great pleasure, a great treat to have him sharing some of his insights, his wisdoms. He's helped hundreds of students put on successful summits. Uh, he has put on his own successful summits and I've actually had the pleasure and the honor to spend a lot of time with Navid over the past couple of years. I've even had him over to my Mastermind, Puerto Rico Masterminds to share his thoughts on virtual summit. So it's an honor to have you here. Navid before we jump into the, you know, specific details of the summits and all the information knowledge you have there, why don't you tell the summit hosts just a little bit more about yourself?

Navid: Yeah, just kind of briefly like I mean, I started few years ago, it was not always, you know, doing some, it's always that kind of stumble across it cause I was doing a podcast initially. That's kind of how I got my start. And you know, interviewed people like Pat Flynn and initially, and then that was kind of the podcast wave like that was when John Lee Dumas' Entrepreneurs on Fire, he started out and I was like, okay, I'm going to do my podcast. But I quickly realized I wasn't growing my email list very quickly by it. And also I didn't generate much cashflow at that time. So I was like looking into, I saw some health summits coming up and I was like, wow, these are, they are generating a lot of email subscribers and also generating a lot of money from, they in some cases, seven figures from the, from the summit they hosted.

Navid: I was like, well, I'm already interviewing people, so how can I leverage this model? So I signed up for a few of them and then I was blown away because there was so much value on there. And then also they were, you know, getting paid essentially to build an email list, which was incredible. So I thought, what can I do? I was talking a lot about personal branding at a time. So I thought, okay, let me host the branding summit and you know, I quickly, you know, reached out to some people and then got, eventually I got 80 people on board for that first summit. That was way more than I would recommend anyone start out with. But that's kind of what I did. And that's basically, I have almost no email subscribers. You know, I have maybe a few hundred, I think I got up to 900 before I hosted the summit, but that was all after that was like 18 months of hard work.

Navid: Like doing social media posts, doing blog posts, doing podcasting and all of this. And then I did the summit, you know, quickly, you know, grew to 3,000 email subscribers from that summit, \$20,000 in profit and that helped me quit my job. That was my ultimate goal, you know, at that time that was like in 2014 and I was like, I want to quit my job here. And I did and I moved, moved abroad, haven't really looked back since and, and we can probably get into that like I use summits more of a, I got into it, I, I leveraged the momentum from the summit and that quickly scaled up afterwards. It's not the summit is just the beginning essentially. That's kind of how I used to because the month after my first summit, which did really well, I made you know, \$40,000 by promoting an affiliate product.

Navid: So that's kind of the way I teach my students. If you can get into a lot of strategies for, you know, starting with the summit to grow your email list authority and all of that and then actually leveraging the backend, whether that's an affiliate product, your own products and you know, repurposing a lot of this content, which I didn't know all this at a time. And then eventually people started asking me all these questions, how do you, how did you do this summit? And I started working with clients like Chandler Bolt. They start reaching out to me. We did really well for that. It's in a multi six figures helping scale up to, you know, the seven figure level by implementing the Virtual Summit Mastery framework. So you know that it's been a good ride so far. You know, we have hundreds of success stories as you mentioned, you know, hundreds of thousands of dollars and, and you know, every, you know, a lot of students are doing this millions of dollars over the years and hundreds of thousands of email subscribers has come from you saying, you know what, I'm teaching .

Dr. Mark: Absolutely. And actually, Chandler was one of our guest on the virtual summit podcast. He's episode five. If you want to go take a look at or listen to that he actually gives you a huge shout out in that episode because he said he actually tripled his business, his yearly business. He tripled it in one month from a virtual summit obviously with helping guidance from you. So yeah, I would, I would also like to know a little bit more, you know before, before we jump into the, the specific strategies we're going to get into today's episode. I'd love to hear that transition where you went from, you know, okay, I, I hosted a summit because I'm trying to build my business and it did well and now I, you know, I've helped Chandler Bolt I have at other people are asking me, when did you make that switch to go, you know what I need? I need to create virtual summit mastery. I need to start teaching people this.

Navid: Yeah, I mean that's a good question because I was like kind of stumble into kind of personal and branding talking about this, but honestly it was kind of saturated. It was kind of broad in a way that what I was doing there and it was probably would have maybe been harder to kind of position myself in that space or even make some real money doing it. But I mean I did well with the summit, but then by hosting that really incredible event, like I have people on that summit basically asking me how I did it, but I'm not wanting to just create a course when I don't have any results to back it up. I had my own results, which was pretty good. Right? I had 30,000 off this 20,000 revenue but it, but that was not really too much behind it, but still I started to get people reaching out to me.

Navid: So I launched like a founders circle, a Virtual Summit Mastery that was kind of, you know, late 2014, 2015 that was kind of the early start and they didn't charge very much for the time. It kind of got people in and then, you know, started getting some clients for it. Like you know, Chandler came, I think that was in 2015 in the spring, started reaching out to me and hosting the self-publishing success summit that I've had other clients in different markets as well. But then it took me about nine months, I think nine or 10 months from hosting my first summit to actually launching the first version of virtual selling mastery will in September, 2015 right. So it was like, you know, I'm, I see a lot of people and that's maybe hobby are different with Virtual Summit Mastery with hollow. I'm thinking when I'm creating any program I want to have really we myself, but I also want to have results from my students.

Navid: That's very important to me before I ever launched something to the public and I had or the great results, any market. I know it was proven. A lot of people throw this out there, you know, proven concepts here and there, it's like overused. But I think when I say that is like you can really go and see them and just search like Virtual Summit Mastery to view going on YouTube you see like you know dozens and dozens and we have like this just this year alone we probably going to get up to a hundred documented success stories from my students and we probably impacted even you know, thousands to have, you know outside of the Virtual Summit Mastery community and in my program you have hundreds in there. But I think outside there's always people I see they are implementing my strategies. Maybe they have read the free guide or something like this as well. So that's kind of the quick story of how I got into it and you know, been really good since then. We are up to Virtual Summit 3.0 at a time we are recording this month. So definitely have been some improvements over the years

Dr. Mark: And you've, you've definitely made an impact in the summit world and with the people you've helped directly. And then, like you said, even outside of that with all the free guides and you've been on multiple podcasts and so there's a lot of insight there. So your, your knowledge, as you've already mentioned, doesn't just come from the, the success as you've gotten, but you've been, you've had this vantage point of being able to see people running these summits and multiple different industries and niches and what's working and what maybe didn't work and how to improve and evolve that as it goes. So why don't we kind of get into that, like what is the, what is one of the main things that you're excited about right now with running summits and why, why should all of our summit hosts who are listening to this, why should they absolutely. 100% move forward with a summit?

Navid: Yeah, I mean there's the obvious things you hear a lot. For me if you're new to summits, I mean, the obvious things is yeah, you can build your authority bill. You basically brand yourself by association. You get all these experts on, you see your face next to theirs. I mean, that's kind of how I thought about it in the beginning. Obviously you want to build your email list. That's amazing. Of course you can get, you know, thousands if not tens of thousands of email subscribers by doing a virtual summit. And that's not just any email subscribers. They actually, many of them are buyers. We typically get anywhere from like six to 10%, you know, upgrade from a free pass in all access pass. I even seen 21 to 30% in my community in certain markets, which you can get into kind of, some artists are very good for some it's you know, as less competitive than others.

Navid: So that's kind of some, and also you create a product by hosting your summit, right? So that's, that's even more, you know, get the, all these experts basically coming together, you know, you know, get their knowledge base, extract the knowledge and that and no, they, they are basically the product like you are on there as well with them, you know, interviewing them or having presentations and that turns into an incredible product as well. And you can get clients from it and all this, but what I'm right now that I see summits as a way to actually create a lot of amazing content and repurpose that content, multiply that content in many ways. As I mentioned, summit is just a beginning starting point and then you can use summit as a business model. I think that's also some people think what it's a summit is just a list bill.

Navid: No, it's so much more than that because in the funnel, the virtual summit funnel. You're making money, you know, before you even host a summit. Right. That's pretty cool. You can, you know, have even sponsorship, you can have an all-access pass. You can have backend, there's so many things there. And all these amazing content you have, let's say you have 20 to 30 and to use in a traditional typical some, it's like five to seven days. You have a lot of content there, you know, getting these speakers on. Then you can repurpose that afterwards and you have that content for like a year or two years. Like from doing that, you can repurpose for social media, blog posts and stuff like that. Then your job can be done after you're doing the interview. Right. Then you can transcribe it. rev.com they, if you have a team or if you don't have a team you can like do solve this yourself right there.

Navid: Outsource to certain parts doesn't have to cost that much to kind of streamline this process and that's kind of, that's kind of a hobby innovated a little bit with summits as well and also in terms of the ever summits or the evergreen summits. I think that's also something a lot of people miss out on. They don't want to, they don't want their summit just to collect dust after they have hosted it live. I think that's something I see kind of a big mistake. A lot of people make these, let's do this summit and then they don't do anything with it. So maybe you have seen the same mark with a lot of summits. I know you're big on the evergreen and you know using the content for other things.

Dr. Mark: Yeah, absolutely. I couldn't agree more with you. One of the, the biggest, you know, kind of misfortunes I would say. It's not like a mistake, a, it's kind of normal unfortunately, but is people not taking full advantage of what they have and just that is like you said, it's a lot of time, energy and work. Why, why are you just using it one off? Like again, I'm, I'm really big with reusing it. That's why we do the ever ever summit um, protocol. Can we go, can we go deeper into this strategy Navid? Can we talk through kind of maybe how you would teach your students or how you use this your own way, your own self. Um, I'm sure you've got some kind of a framework or a way that you plan out when you do the summit. What's the next step with some content and then the next step and then how do you make it all come back together to continue to generate?

Navid: Yeah, absolutely. I mean obviously it's important to kind of, first of all, make sure you have a good summit. So, I mean, kind of a specific topic. Hold out. I mean that's kind of how we are teaching it and you have, you know, everything needs to convert. You know, the first time around you need to have great content. Also, what I'm, it starts even before you, you know, you jump on with the speaker, you need to make sure you are

making the content as evergreen as possible. Don't mention so many dates, don't mention stuff like that and don't actually that's a great example what Chandler Bolt did, you know, one of my students in virtual summit mastery, he actually did this intentional for him, right? So he didn't mention dates, he didn't mention stuff like that. Actually. He turned his summit into a podcast, made a few hundred thousand dollars more from hosting the podcast and clients and stuff like that.

Navid: They came in for self publishing school. So that's pretty cool. Right? You, I mean that's, he didn't even record any new sessions. I think he just put an intro. Dallas is repurposing. Right. They also put it on the blog, you know, got more traffic to his website by doing so. So that's kind of a, you know, you think about that when you're doing the session so you can make it as evergreen as possible. And obviously after you hosted a summit, I mean you, you definitely got out and you know, you can transcribe it even before if you have the money. Otherwise you use some money afterwards to transcribe if you want to, you don't want to deal with that too much yourself. Right. So you're going to transcribe it. Rev.com or use a service like that. I like Rev because it's so accurate. And then I will just kind of, you know, maybe rewrites all of this, it can turn into a book, you can turn it into blog posts. Going into as you know, short as social media posts and something I started doing.

Navid: And and you, you will see this when you video a session for some of the somethings I have coming up at list building school 2.0 and stuff like that. I actually as the speaker, I make sure I get some soundbites and stuff like that from the speakers as well that I can use for promotion and stuff like that. Now I make this evergreen too, so this can be used for social media promo. Even beyond the summit for an evergreen promo. I just had John Lee Dumas us on like the other week or something. So I'm getting him all him on. Even if he doesn't share, let's say the summit through this email list, I still get him on there and I can still use it for promotion in some way. Right? Then people, you know, maybe his audience will see it, then they will sign up for it still. So I'm doing a lot of things like that even before I turn into that point. So I'm thinking of how can I use this content after the fact.

Dr. Mark: Yeah, that's great. Like you just got my mind going as well with the soundbites now. So let's go through the next step. So we've, we've done that, we've done the summit, we have implemented some of these aspects where we've made sure which is so important. Like, I, I've made this mistake so many times. I'm kicking myself right now. Uh, make sure that you do the inner or the interviews or the sessions, the recordings, so that those can be evergreen as well. So we've done all of this. Now we're going to take it, we're going to transcribe it, we've got our rep, we've got our document, we've got our social, we've got all this way. We're going to put it in these different areas. Now what is our strategy on making it like the next level? Are we trying to make it convert into leads? Are we trying to make it convert into income? And if so, what's one of maybe your top suggestions on how we would do that?

Navid: Yeah, I mean this, this is great because it'd be, if you call it the VSM multiplier method or something like that's kind of a, something needs to, we teach that in the program. We have like basically your job should be done after you have done, you know, just into your, I mean that's in an ideal world, right? You should only do the interview then the

rest should take care of itself, right? So you could have that kind of dialed in. So it should be different steps like so rev.com then you can think of the platforms you want to be on. So I mean you might not be everywhere yet, but you can definitely think of that. So I mean definitely good with written content, right? And I wouldn't just recommend you put the transcripts just simply on a blog. You need to kind of, let's say you interview someone about a specific topic, like you know, you need to basically put that, you know, can, they can see a keyword.

Navid: Obviously that's something you can even think of when you do this session. Like, how can I make this work in a blog form later? Maybe how can I put certain things on YouTube? Obviously you can splice up the video. Maybe the video is 60 minutes. Maybe you can put a 20 minutes session on YouTube for example, and then you can cut it up to Instagram videos and stuff like that. And from the transcript we can also get captions and you can get so much things from that. It's just a matter of like using system for example, we use Airtable for planning out some of this stuff. Also Trello can be good for kind of seeing the visual flow of things and then basically having different Google drive folders. That's kind of, that's kind of the flow of it. So you just kind of keep it organized.

Navid: So different. You know if they have some, let's say I use Onlinejobs.ph is like getting some people in the Philippines do it or you know Upwork is pretty good as well for us to find, you know, editors and stuff like that. That's kind of what I'm, I've been using to get kind of the team to get a feel for it and it doesn't have the cost that much you can find. You know, Rev always stays \$1 I think per audio minute or something like this, which is pretty reasonable, especially how accurate it this. But then you go on, you know, you can find writers if you don't want to write yourself on pro blogger jobs. That's been very successful for me personally and they are really good there. I mean depending on what you pay of course maybe depends a few cents per word up to like 20 cents per word.

Navid: Usually that's the quality are going for. Um, and then you can, you know, create really amazing articles. I mean you're going to have, if you want to rank in Google for anything, you've got to have at least like 1,500 to 3000 words or so. So definitely the, you know, little more longer form blog posts. That's kind of what we are going for. And you can definitely get that from a session from a summit because you have so much value on there and they could add more value to the speakers by linking to them. That's also why we are doing it. We actually leveraged this when reached out to them say, Hey, this is not your region, this is not your regular summit. We actually don't let it collect dust in the members area. We actually do stuff with this afterwards. We promote you, we want to feature you on our website, on our social media everywhere basically. And they get a lot more excited when I tell them that. So that's kind of one of the biggest reasons why you should implement this and why this is kind of a little bit unique. A lot of people don't talk about this.

Dr. Mark: Yeah, no, I love that. And I think that would make such a big difference for speaker. I'm, I mean, I, I would love that, right? If you reach out to me and say, Hey, I want to do an interview with you, okay, I'll, I'll do the interview. But if you reach out to me and say, hey, we're going to take this, we're going to put it on the website YouTube blog, we're going to drive traffic to it now. I'm excited and now I'm paying attention to you. So this is a really great strategy. So going in and now taking it even, you know, I'm pulling this

gold out of your mind because this is actually so good, like going even further with this. Now we've got it everywhere. Now we've posted it onto these places. Are we what, what would be your suggestion on how, how to use it in a way to monetize? Would you be driving them like each of the little pieces back to the summit or you driving them to a different offer? How would you that?

Navid: That's a great question. Yeah, so you can definitely, I mean if your only offer at the moment is the summit could be a strategy, you have to kind of think a little bit what your end goal is. I mean you can definitely drive people to an evergreen summit if you want to. And a lot of people, the challenge we had a lot of people with evergreen summit is the, it's hard to make paid traffic work for the lower tier offer when summits, typically, you know, \$67 to \$97 some can be more, some can be less, right? So it's not the most expensive thing. So that's why you need kind of have a back in place to make this work. So I would definitely some, it can be the best lead magnet out there. I think that's kind of, people don't even see summits as a lead magnet as much, but I think can be one of the most valuable lead magnets if you do it well and if it's aligned with whatever comes next.

Navid: I think that's kind of taken people through this customer journey. Right. So it starts with a summit that's kind of pop. You're building a lot of things. We are hosting list building school 2.0. Then afterwards maybe are we driving people to Virtual Summit Mastery and same with like virtual summit secrets and stuff like that. We hire coming out the other summits, we always thinking about what's the next step if, I mean if you won't be, but yes, we get some buyers from a summit is great. We might get thousands of buyers even from you know, from a really successful summit, but then that it shouldn't end there. It should basically they should. The lifetime value should increase from there. So we might use, you know, bump offers and stuff like that to increase a little bit on the cart and upsells and stuff. Well then you need to have something in the thousands and to even high ticket like \$3,000 plus.

Navid: And I think that's kind of where the real money comes into. Although you make great money from the all-access pass, but from all this content you're creating that should basically can go to a playbook PDF for example. You know like you don't have to always drive people to registration page for a summit can be too like a playbook with some tips. Like let's say list building, you know the top 10 list building strategies that are working today or whatever of 2019 or something like that. And then I put them in that PDF and I might even mentioned some of the speakers and their strategies and then they will be really valuable. And then I'm like I might get an up sell for the all-access pass or something. We make it clear that they are, that they are also, they're signing up for the summit as well. In that case. So it can be different things. I mean, I think this is really powerful, especially more organic reach to do all these repurposing and also adding value to your speakers. I think that's amazing. And also, you know, just the traffic that you can get over time to your website, YouTube and stuff like that if you kind of optimize it well.

Dr. Mark: I mean that's it's so true. And as you mentioned, it's like you do one summit. Yeah. It's going to take a time. Energy of course, you know, Virtual Summit Software helps you do it even quicker and then when you got Navid's strategy on how to do it successfully, but

then you have an entire year of content created as you mentioned. So it's just, it's phenomenal. Um, yeah, I would like to see, I would like to keep going on this path that we're, that we're on right now. You mentioned the backend and monetization. This is something I'm huge on. I don't think anybody should do a summit without understanding where they're going with the summit. As you mentioned, I think it's the beginning of the customer journey and I like to talk about how to monetize it afterwards. What's your kind of go to strategy? Do you have a framework or a way that you would say, okay, from your summit or do you, would you, would you create something beforehand or would you do a summit in, in regards to something you've already created?

Navid: Yeah, so I would definitely, let's say your style. If you're starting absolutely from scratch right now, I wouldn't worry about that. The summit will be your first thing. The summit will become your product. What you can do however is to think, okay, I don't have a product yet. Would there be a, is there a speaker on your summit that you can partner with? Actually, many of my students have done that, or at least a few of them to partner with a speaker and then they can double or even triple the revenues. One, I think anywhere from like, I think we have doubled revenue, one did even 200,000 or something like that in sales from an affiliate product, which is pretty incredible. And that was in the back end basically hosting a summit and you know, generating leads and then you know, making uh, you know, he didn't have his own product.

Navid: Just making commissions essentially. So that's actually something VR going to leverage. Let's say I'm promoting, yes, throw it out. It's Stu McLaren, for example, and his tribe program, then I might do a membership sites summit. This is something I, you know, might do, this is a great strategy if you're going to promote others because you're building such an engaged, engaged list. And these summits doesn't have to be, you know, massive. It can be like 10 speakers. Like I'm kind of a one day summit, mini summit, whatever you like to call it. That's kind of, I mean that's just, I mean, I know you're, you're big on that, but it can, that's all somebody I thought titles, some of my students, they leveraged that. They actually get thousands of email subscribers then. Yeah. So many targeted people, you know, that's amazing. That's like, you know, then you've got to do really well without promotion.

Navid: So that's one strategy I might implement. So using summits for an affiliate promo in the backend and then so I just basically pick a targeted topic for the summit that fits perfectly with whatever I'm promoting next. The other thing is obviously my own program. So I'm thinking, okay, I have my own programs now, but even from my first time I didn't. So I basically let, I asked my audience, what do you want from me basically? And everyone said, I want a virtual summit program. In that case I basically created it. Then that might happen for you. You can serve your audience, you can ask them what their single biggest struggle or pain point is when it comes to x and x being kind of your topic, right? If you've heard anything, you know, Ask Method, Ryan Levesque, then you know what I'm talking about.

Navid: Otherwise, I suggest reading his book and also he has another book now basically if finding your market, choose. So that's, that's also good. If you kind of prerequisites for, you know, coming up with the right topic and then that's kind of one course. Also a

membership site can be great if you're doing a lot of summits, which some of my students are doing, then you can basically package this in to a membership community, which is something actually I have been thinking about doing because you're going to, you've got to scale up summits ourselves and do many summits cause now we have the resources to do so and and just kind of doing different topics around you know marketing on like business and stuff like that and then putting stuff like that into a membership community. And that would basically be kind of the back end for the summits cause once you have hosted a summit you want to serve people deeper.

Navid: So whether that's with a course membership site can be, you know, coaching program, high ticket, do you want to have this kind of flow and kind of get them in there and they even generate applications from our summit as well. That's something I'm working on for my next summit list-building school. My biggest goal is to get a ton of applications coming in during the summit when people are hot, right? You people are signing up, they're really excited for the summit mistake we will make, they don't do anything during the summit, right? You don't want to always go, of course you don't want to send them off to another promotion, another webinar or something, but you can still generate like you know applications or do calls to people. You can have even a chat with jet pop up on your speaker page is the sessions pages and then you can do a lot of cool stuff with this.

Navid: I mean that's something I'm really excited about because I think I'm going to leverage people when they are really excited during the summit and they actually want to learn, let's say about list building and obviously virtual summits is a great way of doing that and we have the solution for helping them with it and then get on a call with me or someone on my team and then we can close them to a \$3,000 program. So in that case, the \$67 all access pass sale is not so important when I can make a \$3,000 sale.

Dr. Mark: Wow. Summit hosts, I hope you guys are taking notes on there. You're probably going to need to go back and re-listen to this. We're going to put me in as many as have the resources and links to everything that Navid is talking about over in the show notes podcast.virtuallsummits.com because you've, I mean, I've tried to write down just some of the ones that ended up,

Navid: By the way, Mark, I've never shared this, Eh, you know, by the way, I have never shared this outside of the, this is something that we're working on right now. I've never shared this outside the Virtual Summit Mastery community. So the first time you hear it is on this podcast, so.

Dr. Mark: Wow. I mean what an honor. This is like incredible. And this is pure gold too. Like this is pure gold. Um, I'm really glad we went in this direction. Um, to kind of circle it around back. I know there's a, you know, a lot of the students you've helped have had huge successes. Um, your saw your, you know, your summits have had huge successes. What can, can we talk about maybe an example of one of the summits recently that's had some good success and maybe has been a little bit innovative? What's one of those?

Navid: Yeah, I think one of my students, Kaitlin, um, all of the work at home school, uh, she hosted the work at home summit basically. I think what she did, she really focused on

making it a big win for her speakers. I mean she was very clear with that. I think she had, she had told me she had been burned by some summits before and she didn't want to make that experience for her speakers. And I think that goes for anything. And that's something we teach also in my program at the methods we teach, we are very clear with you got them how you're going to be in it for the right reasons. You need to know. Of course you want to make it a win for yourself. You want to grow your list and all the other benefits we talked about.

Navid: But if you don't make it a win for your speakers, I mean that you're not going to go very far. And also we said win for your audience thing, and I get amazing content from this. So what she did, she basically, and we also have a little bit different, I mean she just kind of took what's in Virtual Summit Mastery, you know, made it a little bit, I mean obviously she had already successful businesses before, so I think you know, she, she did, she took the VSM framework and then she basically went out to her speakers and ask them if they could contribute a product basically. So she basically made this work at home school as a collaborative thing. And that's basically why a lot of people came behind it. She did a little innovative things with the commissions as well. But most importantly she promoted kind of the speakers on the summit day.

Navid: She featured them well. She made sure that they could get opt ins as well. She, they could feature the lead magnet, stuff like that. And obviously then they also had some of the speakers had their product or whatever they created included in kind of the package that work at home school kind of bundle or whatever she called it. And a yeah she did 60,000 off this form and she had a bunch of affiliates obviously speakers coming on and promoting it and then over \$500,000 in sales. I think she could have even done more. But obviously that was our first time doing it. But yeah, with that opt-ins you could have done more I think. But you know, if you had maybe a little higher price, I think if we had that amount of opt-ins for ourself, that would have been living more because we have always had more high ticket as well.

Dr. Mark: That's pretty incredible. And I liked it. I liked the key kind of point you are talking about here is she's making it a win for her speakers. Uh, cause one of the struggles a lot of summit hosts, you know, talk about is either, you know, usually how do I get speakers. But then the second one is like my speakers didn't promote. Um, and that's just, that's a reality. But if you do it in this way, it becomes less of an issue. Can we, can we go in that area? What are some suggestions or ideas you have to help get those speakers to support you and onboard to promote for you?

Navid: Yeah, one of the biggest, I mean I'm in this process right now, so we have about for myself, no, it's not. People say I never really have done it for years. Right. That's, that's true. But a lot of the speakers we get on, some of them had never heard of me before and pretty much every single one of them or in most cases they have never promoted me before. So I kind of almost start from scratch in that regard. I have to still sell them on the concept. So what I do is obviously sending an email, usually we talk about this kind of concept called ladder strategy. We get people on board, for a summit we started with people we know and then basically makes sure, you know we have a good outreach email basically. So we say what it's about and you know, you really short the email but you don't go overboard.

Navid: They're like we don't require them to promote and all this kind of crap. Some summits, I don't know who's teaching this but it's just stupid to do that. So don't do that. Don't even put you, don't even think about putting that in your email. Make it really to the point if you haven't really been in touch with them before, which I do recommend the relationship building, like really building relationships before you actually need them. That's important. So if you think about doing this summit started right now to kind of get on the radar and make your dream 100 lists, you know with the speakers you might want to get on board for your summit. Start building relationships. And then basically when I started reaching out to people, I basically tried to get most of them on a call. There's some exceptions when they're like an a-lister, they're super busy or like a celebrity influencer, you might not get them on a quick call.

Navid: Right. So you know, kind of think about this a little bit, but I mean most people, I would say 99% of people I do get a call with them. You know, I did, you know, I think I did want to be Mark and I did the one with a lot of people and I basically see how we can make it a win for the other person to come aboard. What are they looking for, what are they working on? And then basically at the end, I see, okay, this seems to be a good fit. We have defined the topic you're going to speak about. And then I stay the promotional dates on my summit. So it's starts at 12th of August. The summit wants this 26th the week of the 26th of August for example. And then I asked him it would it work for you to share this with your audience?

Navid: I think they're going to love it. Or something about, and like I get like 90 95% I actually on the calls I'd be like a hundred percent rate. Like every single one on these calls they say I'm going to promote it and that might not happen to every single one. Of course if you don't have been mean have something to back up the are getting actually a lot of opt-ins like to be like you know 25, 30,000 offers for our summit so people can, people get exposure on of summits too. But still most of them get very excited and we position it, we are going to help them promote, you know, they can have the lead magnet, they can have stuff in the, you know, afterwards we're going to promote them as well to my email list and stuff like that. In some cases as well. If you're going to feature them most, get them really excited, then you know, that's kind of what the way we've done it.

Dr. Mark: Yeah, I mean and that it's so true. Like that's part of that relationship building aspect too is hopping on that quick call. And I think another great point to that is going above and beyond. Right. A lot of people are just too lazy. A lot of, summit hosts are just too lazy to actually do that. And that's what separates, you know, a super success in summit from just an okay summit.

Navid: Can I just say something about this Mark? Like the communication aspect. Okay. You get the yes from them. That's a mistake I saw. I can share a story around this. Uh, Brian, he'll stay at the summit for kind of fiction authors. It was really, it went really well, you know, at the end. But he started out, he basically told me, he sent me a Facebook message. He was like, Navid, you know, I'm not getting any opt-ins right now. I was like, yeah, I mean, have you actually communicated with your speakers? And actually, you know, cause he got a lot of yeses. Everyone basically said yes to promote his summit. And he was like, no, I'm not getting one. That's what I said. Okay. Have you reached out to them? Have you been really clear? Is that, yeah, not really. So he, I pushed him in that direction so

he did that and then he came back and then he got like, I think it was over 4,000 opt ins for like a market where people don't really, you know that's a, that's a great market for getting a lot of leads I guess. But not for making money but he made over \$30,000 in sales for that, I think it's like 35,000 or something for his summit or for fiction authors. Right. And that was incredible because he started out kind of, you know, a little bit, you know, not the best results but then he, he basically communicated more with the speakers and the partners he had on and he crushed it, you know, for hey he started from scratch. I had like basically zero lists and stuff like that when he started.

Dr. Mark: And that's incredible. And that's, I mean, that's what's possible for all of our summit hosts listening in there. I mean there's a, there's a variety of tiers. I think it comes down to like, what are you expecting? Like what can you put into it? But I mean a couple thousand leads can change, change the game in your business and then as you grow, you know, you can shoot for that 10,000 lead mark and then you can shoot for a 50,000 lead mark.

Navid: Right. I think some markets don't need it either. Like I think it's important to define this. Okay. If you're in the food market, I mean you can definitely get, you know, food revolution summit, they're doing like 200,000 opt-ins or something, so that's fantastic. Or some health summit, they're doing a lot too. But like I have a student, she's in the harp niche, harp music. She did like for her first summit, she got 2000 hundred opt-ins and I believe she did about the, I think she did how many sales? 460 sales so that I think that comes out to a little over \$40,000 in sales and then she also had a recurring revenue stream afterwards because she launched her membership site and if you do the math there, I think it's around 21% conversion rate, which is incredible and another student in a play therapy niche shed.

Navid: Jennifer, she basically, it only had the all-access pass, I think she got about 4,500 at a in UAE subscribers signing up and hundred thousand over a hundred thousand dollars in all-access pass sales alone. That's what she did wrong. And how she made her some extend out. She had some extra credits basically in her market, people needed the extra credits and that's really what they needed. I think they call it continuing education or something like this and she could get it approved. And then yeah, then everyone kind of bought into that and she did a six figure summit. That was our first one with using our system and methods, fear sharing it.

Dr. Mark: I mean who was, who wouldn't want a six figures summit. That's so incredible. Well as we.

Navid: All-access pass alone. No backend.

Dr. Mark: All-access pass alone. That's like phenomenal. So you know, as we, as we go to wrap this up, I want to respect your time and Navid. Um, we do have a lot of summit hosts that are listening in here who are at the beginning stages and maybe they're looking for some help and obviously your Virtual Summit Mastery program would be something amazing for them. Can you tell us just briefly a little bit more about that and then the best way for them to reach out to you?

Navid: Yeah, absolutely. I mean, we have run, been running it for a few years now, you know, hundreds of thousand units is described as millions of dollars in revenue each and every year from summits. And people always ask me, does somebody still work? And I'm like, yeah, see here are some success stories that are coming out of the program. You can definitely check out some success stories and stuff like that from it. It's really step-by-step. We focus a lot of implementation. I think that's what we give our students. We give them, you know, funnel templates, websites, all this, we give them everything they need a fill in the blank templates and everything inside of the program. And we also have a lot of free material out there in terms of information and kind of the steps and stuff like that. We have a cheat sheet and you can check it out at summitcheatsheet.com or we have even a free guide, you know, 16,000 words or something on our process. And that's the virtualsummitguide.com. And obviously my website is navidmoazzez.com or just navid.me for short.

Dr. Mark: Well guys, you can get links to all of this information, uh, over podcast.virtualsummits.com at the show notes. We're going to have all of that. Make sure you reach out to Navid. Let him know. Thank you for giving us all of this incredible information. I mean, this was such an amazing episode. I thank you as well, Navid. This was incredible. I've got a whole list of ideas now over here that I need to go implement because of you, so thank you for that. Um, would you like to just leave the audience with any kind of final piece of wisdom or advice?

Navid: Yeah, absolutely. I mean, if you're thinking about doing a summit, as I mentioned during this episode, like start building relationship before you actually need them. Start going out there. Make your dream 100 list. Even if you're not going to do some at all. I think every single business should do a summit. You should still like start having that list. It's like valuable for any business to build relationships, right? And when you are doing summits, that's kind of what you're gonna, you know, focused on and doing it for the right reasons. Like, as you mentioned with the, you know, making it a win for your speakers, win for yourself obviously, and a win for your audience. I think that's extremely important and that's kind of the people we tend to serve with our programs and what they offer as well. The people who really wanna make a difference in the world.

Dr. Mark: Such great information. Thank you, again, so much for that and thank you all summit hosts for listening in to this episode with me and Navid, and we will see you on the next episode.

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