

Episode 146: Behind the scenes of a Hybrid Summit & Virtual Live Stream Workshop With Tucker Max

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Speaker: Tucker Max

Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host on the Virtual Summit Podcast. I am so excited for today's episode. Uh, there's a couple of things you gotta get ready for. First off, this is an explicit episode, meaning there are a few curse words dropped in here, but if you know anything about our guest today, legendary Tucker Max from Scribe Media as well as uh, the New York Times bestselling author four times over, uh, from, I Hope They Serve Beer In Hell. You'll understand that Tucker is a bit of a personality, but he is a, what they call like a savant genius when it comes to books and writing and publishing. And we were fortunate to be able to help him, um, prep for some, for a virtual kind of a virtual summit virtual workshop hybrid that they just did. And we're going to jump into a, a breakdown of that on this episode.

Dr. Mark: It's going to be super phenomenal. It's going to a lot of great information, especially if you're thinking about even kind of hosting a virtual workshop as well and or of course a virtual summit. Um, there is such great information in here, so let's jump into it. All right, we'll talk her, I'm really excited to dive into this. Uh, this was, uh, something I got to see kind of from the beginning through the middle and now here at the end. So I'm excited to be picking your brain and kind of finding out what worked, what didn't, and like what kind of insights we can give to all the listeners. Now, before we kinda jump into the meaty portions of this are the strategies, could you just give a little bit of background, um, on you, your business, and then what was this event that you were actually doing?

Tucker Max: Right. My name is Tucker Max. Um, I started Scribe Media about five years ago. We helped people write, publish and market their books. And we've done a lot of really big people. David Goggins, Can't Hurt Me, we did his book. Tiffany Haddish's book, Last Black Unicorn, Todd Herman, Joey Coleman, uh, like all kinds of big. David Bach, Robin Sharma. We've worked with all of them. Um, there's a ton more, but uh, um, that's, that's basically what we do. And so then when coronavirus hit, we had already, we're a service company. We don't sell courses, right? We don't sell information. Uh, there's a lot of reasons why, but I, I feel like for books at least, none other fields for books, I think it's bullshit to sell that information. I'm a big believer everyone should write a book and I'm a big believer that the information necessary to do it should be free time, always cost money, right?

Tucker: But, um, uh, the info should be free. And so we had a plan already to kind of release our process to the public and make, uh, make the process for it. Cause we use kind of a, it's not totally unique, but a lot of what we do, we, you know, we work with 1600 authors in five years of most of them are pretty big times, at least in some way, shape or form or in their field. And so we have a really dialed in process that works really, really well. And so, um, we had a plan to do this and then coronavirus hit. And so two things happen automatically, right? Three things. Everyone's stuck at home. Uh, everyone wants, you know, our services are, are expensive and high end. And so everyone, even the ones who can afford them were like, I'm going to wait three months. Right. So our time, like

our sales went off the cliff and our timeline went through the roof. Right. And so we're like, all right, let's do it now. So we did it.

Dr. Mark: Yeah, I love that. And I just got to point out, I'm sitting here like smiling and it's because a, in our pre-interview chat, we were just talking about how this background is actually not a virtual background. And I'm sitting there looking at him like, man, it's like such a perfect virtual background, but this is actually a real library.

Tucker: That's my, the real library where I live. This isn't my house. This is where I work. Right. Exactly. I do have lights up, so it looks super nice, but it's my actual library

Dr. Mark: And, but now it makes sense. Everybody like you can understand, you know, being Tucker, uh, one of the founders of Scribe there, why he has so many books behind him. So, okay, well let's jump into this. So essentially also to clarify here, you run in-person workshops. So this is like higher end people come in, they spend two three days with you and they work on writing their book. So you do help them with the writing of the book as well as the publishing of the book, correct?

Tucker: Yeah, we do writing, publishing and marketing. Yeah. And we do, we have in person workshops that that costs, the whole program's 15 but if you buy just the workshop, it's five grand. Right. And so the, we will, let's teach exactly what we teach in the workshop. I mean it is literally, if you look uh, some of the slides, even on the front, I went through and kind of changed them all to make them adapted to online. But there's a couple mistakes where I was like, Oh I forgot to change this. And it says like guided author and talks about like, and so people actually love that cause they're like, Oh these are the actual slides you use for your in person workshop. I'm like, of course they are. What else would they be like? Oh we just thought you were full of shit. It's going to, no, no, it's actually what we teach.

Dr. Mark: So I love this. So with the, with the in person, so you've got a lot of experience teaching, you know, really valuable information, helping authors or soon to be authors get this knowledge. And based on this scenario you're like, okay, let's, let's either pivot or let's add some value. Right? So you were thinking.

Tucker: It's a value add, not, not a pivot because our services are going to stay there. Uh, and you know, we'd still did, you know, decent sales. We did half of what we felt we were going to do this month before coronavirus so it's still solid, but like, it's much more like for us there was two things. One is the mission of the company is to help, uh, one of the missions to help everyone on earth write their book, right? And so what we sell is services, but we can both inspire and inform for free. Right? Um, so I guess there's actually three. That's number one. Number two is of course I'm not a full, of course this is going to get us a ton of attention. It's going to drive a ton of leads. There were actually a bunch of people on the fence about working with us, uh, who actually way more than I suspected who took the course and then signed up the free course with thousands of others signed up after the course.

Tucker: Right. And, and they, they realized, all of them told us like, I, you know, I knew you guys were legit, I knew this and blah, blah blah. But you never know who is full of full of it and, or not. And it's like watching Tucker for five days, teach this. I can see you guys just are head and shoulders above anyone else. You actually know what you're doing. Right. And so like, I knew that would happen. Some, it happened to a degree that shocked me. Like there were, I can't, I can't tell you percentages cause I have no idea. But there were a huge, huge number of people on this free summit who could afford, uh, everything we sell 10 times or a hundred times or a million times. There were people on the summit who could buy our company, right, easily out of like out of their checking accounts.

Tucker: I mean, there were some crazy successful, accomplished people. Uh, it wasn't just a bunch of drugs and idiots. So like, you know, a lot of people had this concept of like, digital summits are like, Oh, it's people who can't afford to pay. Okay, they're there. But like there, there were so many high end people we've probably done, I know we've done attributable, uh, at least low six figures of sales in just the week after the live summit. Just that attributed, right? Like the direct lead comes from Scribe Books School. Um, and dude, I would say half of these people already knew about us. They already knew who we were. They knew our process, they knew our reputation. But our field has a lot of clowns. Just like the whole book writing, publishing space is full of clowns. Like you know a lot of these people, right? These, these 20 year old idiots or these dudes who have been people who've been marketers their whole life who don't actually know writing, they don't actually know books.

Tucker: They just know how to sell and they can sell anything. So they come into this space and they talk all their nonsense and I'll make your bestseller in three hours and blah, blah, blah, blah. All that BS, right? So then they turn on and they see me, I have all the credentials in the world and then for five days I walked him through every detail, everything, take questions. We hot seated people like brought them out of the audience, right? And put them on Zoom and just ask like, okay, tell me what you know. They'll be like, okay, I'm having a problem positioning. So they, they would, they would walk through their positioning and they hear us work it out and people would be like, Oh my God. And they understand and they get it right. Which is funny. This is the same argument I tell people I'll books, this is why to write a book so you can show people you are the expert, right?

Tucker: It used to be having a book was good enough. Now you have to have a good book because everyone, not everyone, but a lots of people have books, but a bad book hurts you, whereas a good book helps you. So going online for five days was a risk for us in the sense that if I looked like an idiot or I didn't know my shit, I would be exposed. But the, I mean I, I am that dominant 800 pound gorilla in this space, right? Like I am, and I mean this with the most humility I can, the New York Times said I invented a literary genre. I can do few things well in my life, but I can mother fucking write. And so like teaching this was like, uh, it actually shocked me how, uh, shocked other people were and how good I was at this and my team too.

Tucker: Cause I'm a team with me. It wasn't just me, right? A lot of people, sometimes five days a week is too much. And so we had uh, one of my female editors, Emily, who's like not the female version of me, she's like the antithesis of me. She's the kindest, sweetest,

gentlest woman, a brilliant, but just has a very different energy. And then this other guy, how, who's like a kind of the wise old man. And so it was a really good dynamic. They got to see it's not just some lone genius over here with me. I have a team full of fantastic people who in many ways are better than I am at certain aspects of this, right? And so they, they understood this. There's a reason this company has done these things. It's not just Tucker, it's not just smoke and mirrors. Like they have an amazing process and amazing people. Right. That's the, I think that was the best benefit is that everyone got to see it live. Like there was no BS.

Dr. Mark: This, I mean this, this is actually one I'm, I'm dying over here. You are hilarious. I love this, but like let's just, let's get into the meat of this a little bit because what you did is it is not, it doesn't fall under just the category of a virtual summit. It's also, you know, I would say it's a hybrid of a, of itself between a virtual summit and a workshop because this was all live streaming. And I, I remember when we were chatting before you, before you rocked it, you were like, man, I'd be happy with a thousand people showing up. Right? Let's talk. What did it do?

Tucker: Like 5,000 people at the peak, it was too much, man. It was overwhelming. Honestly.

Dr. Mark: So 5,000 people, this is live, it also like doubled the YouTube channel and things like that. So let's actually.

Tucker: No, more than doubled. Our YouTube show. We had just launched it. Our YouTube channel was 80 people three weeks ago, 80 people. And I think all of those people work for us. It is, it just crossed 2000 and it's steadily adding a couple of hundred a day now. And dude, we just did this once. We're doing it again at the end of the month. And we haven't created a file for this at all. Like we haven't done anything to market except going out to our list, like the company's list, my personal list. And then like Ben Hardy's, a good friend of mine who's someone you should probably talk to. Uh, he, he, uh, emailed about it to his list and The Hustle, uh, emailed about it. So like, and those are two big lists. So like, but that's it. That's all we did. Nothing else. We have not done any funnel or promotion yet, dude.

Dr. Mark: Well, so let's, let's get into it then. So this I would, let's call, I'm going gonna I'm going to say it's, it's probably more of a virtual workshop just because it was live stream the whole time you were teaching. They were getting a result out of it versus a virtual summit where a lot of times prerecorded and people kind of pop in and they get some stuff out of it. Um, well let's jump into it. So w w tell, talk, talk to us about the layout. You said five days. How did you break it down? How is it set up?

Tucker: Okay. So, so we taught two different things. We taught how to write a nonfiction book and then how to write a memoir, right? So nonfiction book was Monday, Tuesday memoir was Wednesday. Thursday, Friday were two hour Q and A's. Right? Uh, so what I did day one, the way we started, first Charlie introduced everything, right? Uh, he, he was, you know, Charlie Hoehn. So Charlie was like kind of the emcee, right? And, uh, which I think is super, super important if you're going to teach, that's a big learning for us is I can't be the emcee I need. We kind of joke internally like I'm the delicate genius, right? You don't want me to touch in the fucking webinar controls. You don't want me,

you know, controlling who's in and out or speaking cause I will screw it up. I just need to focus on teaching. And so Charlie was an amazing emcee.

Tucker: He learned Zoom webinars and all, he knew it well, but like he like had it dialed in, like had everything set up. So, so, um, then he did a really good 5 or 10 minute intro on how to use Zoom webinars, right? So like if you have questions, put it in Q and A, comments or you know, whatever, put it in chat. And so like, he taught people exactly what to do. How do you use it, right? What to expect. Told them everything that was coming, uh, told them, you know, what the style would be like, everything. So he set completely set proper expectations both from us and what we want from the audience. Right? Then I came on and the first thing I did is, should you even write a book? Right? So like I did and it wasn't long. Uh, and I told them, I said, my assumption is if you're here, you should write a book, but let me give you some things to think about.

Tucker: And so kind of walked through that and, and honestly, uh, Mark, probably 20% of the people dropped off immediately, right. Which was great because they, I don't, I don't want you wasting time on the thing if it's no use to you, right? You're just going to hate me. Like you'll love me if I say, Hey, this isn't for you, for this reason. And you know all the things, like if you're writing a novel, not us, if your insurance book, not us. So all the things that we aren't and that you aren't going to use. And those people were like, okay, cool. Like they may not love us, but they don't hate us now. And so they're, they're like happy. I that guy was on the school. So then told, uh, so we had 20% drop off, which was fantastic. Um, cause you get rid of those.

Tucker: Uh, then I went through, um, what kind of books should you write, right? Because we're teaching to non, like a sort of a business prescriptive teaching nonfiction style, which is what most nonfiction books are, or a memoir. And so I went through that and that really took a lot longer than I thought. Um, one of the big learnings I had was, um, I, I did not account well for the difference between who shows up at a workshop, an in-person paid workshop, a \$5,000 plus, versus someone who will show up, um, to even though to a free online teaching, right? Even though it's a big commitment of time, uh, there were, um, the people who show up in person tend to be, and I don't mean this as an insult, cause like I said, there were some super ballers on the live summit, but, but there's almost no one lower him, right?

Tucker: Everyone's really smart. Everyone's really accomplished. Everyone can afford this. Everyone can take time out of their schedule. They're a traveler. They're like there, there's a level of success they've reached. And so we can kind of have a base level wanting an assumption when, if they're in the room. Right. And I knew this, I didn't fully account for how much the change would be. Right. And so one of the things that I expected the, which book should you write to take 10 minutes, 15 minutes? It took 30 or 45. Uh, because like the, the, the Q and A blew up with questions. And so part of what we did though, the way we broke it, Charlie was maintaining was watching me, Emily and how the, the people I talked about before, my two senior editors are two of my senior editors, they were watching the Q and A and so they were engaging questions.

Tucker: So they essentially acted as a filter for me. Right. And so they would, they would interrupt me cause they know me really well. They know my, my spiel they know the workshop, they know when to interrupt me and they know how to interrupt me. And so they're, Hey Tucker, we're getting a lot of questions about, you know, reputation, but people don't know what that means or people you know, want to tell their story. But in a business book, how does that fit? And so I had to explain a lot of stuff if far more in depth. Now one of the problems, which is fine. That's okay. I expected that. One of the problems though was that Hal and Emily were too responsive to, um, what I'm gonna call a, and I mean this with all love and affection, the dumb asses, right? Like as you well know on a virtual summit or a workshop, the bottom 10% of people are just dumb and there's nothing you can do about that.

Tucker: And they're never going to understand what you explained. It doesn't matter what you explained or how well you explained it. Right. And so like at the end.

Dr. Mark: And they'll end up taking up more of your time that you could really spend.

Tucker: Exactly. And the smart people, the other 90% of people who basically get it, I'm like, okay, move on. You know? So it's one of those things where you have to be, we learned quickly. We have to be willing to leave 10% of the people behind. Right now, for us it's easy because I told everyone we're recording this. This will be edited and up for free forever. So if you will, if I'm going too fast, if you're missing it, it's okay. You can catch up on your own time. But I need to go with the speed of like the majority, right? And so, um, uh, once we got that dialed in, then, um, then the rest was, was pretty smooth.

Tucker: And so what we did, we gave him template, like the exact template we use with our clients, you know, like positioning, outline, you know, structuring, outline, all that sort of stuff. We gave them the template so they got it in the email and then we also had a girl, um, Taylor in the chat. And so, cause you just get the same dumb ass questions over and over, like poor Taylor. She just had a, like, she probably posted the link to the template 150 times or something like that. But that's a, you know, some people who are coming on late, somebody, whatever. Right? That's not even people being dumb, that's just them being lazy or not doing the homework or whatever. Okay. You just have to account for that. So we had Taylor, uh, posting, uh, answering the simple Q and A tactics. And so, um, and do, we went all out on this.

Tucker: Like we had the template in Google docs and so it is a Google lock thing where forces a copy. So it goes to your hard drive. And then we had a Microsoft word and pages. So like whatever format you need, it was there. Right? Like we made it as dead simple as possible and still, like I said, there's still the 10, 20% who aren't getting it. Right. Okay. Then they just going to have to catch up later. So, um, but then what I would do, here's a big learning too. So we changed this the second day. We had it wrong the first day. So I would tell people where to go on the template. I'd be like, go to section one, it's blue, it's this, right. Still people would get lost. Right. So, and actually this makes sense because like just there's an orientation to it that I was assuming that they didn't have.

Tucker: So what I had to do then was, and a lot of people said, can you just have a picture in the slides of where you are on the template? I'm like, Oh, of course that's dead simple. So

that night of day one I went through the slides of day two and day three and every time I told them to work on a section in the template, I would put a picture of the Google doc on the screen as a slide. It's so simple that sold all of those problems of the where are we in the template problems done zero. Like even the dumb people got it after that, the bottom 10%. Right. Um, so that was a big, big thing. Um, the other big thing is, and this is all stuff I'm sure you know, is that day one we didn't have clear timers, right?

Tucker: Like on this screen. Okay, I'm going to, I'd say, all right, I'm going to give you a few minutes to work on this. And the reality is a lot of people, um, they, they, even though cer, as we're learning in the world now, certainties in illusion, but some people still like the illusion of certainty. So, uh, like day two we started putting up the five minute time or whatever it was, 10 minute, two minutes. We just put a timer up. Okay, you got two minutes, right? What that also did is it gave people permission take breaks, right? So we had breaks built in, but if we tell them it's five minutes to write with a timer and they get done in two, then they know they can run to the bathroom or go yell at their kids or whatever it is they need to do, right? So that was, we did, we started that day two. And that really helps solve a bunch of problems is the timers. Um, also simple things like we told people you're welcome to work ahead, right? Like uh, which again, a lot of people need feel like they need permission to do this. You and I are the type of guys, we'll just do it anyway, but that's like five, 10%, right? Most people want permission.

Tucker: The other thing. Oh God. Dead simple. Uh, so the templates, we didn't get this done in the first session, but the next one, April 28th, 29th, we're doing it again. Um, same live teaching, everything we're gonna go live again. Um, uh, in the template we should put all the actual instructions and links to follow up docs and, uh, examples, things like that. So we had it all in the slides, right? But like I can put the same instructions in the template and then it gives people, at minimum, it gives them repetition, but, uh, also it helps them, uh, sort of, it makes the, the, the friction easier, right? They can see examples right there. Uh, now we wouldn't do that for the workshop people because they're in the room with us. And so it's a different thing. But this is a thing we're online diverged a little bit from, from in person is we make the templates, we stack more info into the templates, sort of like the course.

Tucker: Right? Um, we weren't thinking about the workshop like a course enough ahead of time. Uh, like an online course cause it was, they go, it's live, you just do it. We realized like you really, uh, work an online workshop is the, should be the best combination of live and online course. That's the big learning that I think we came to. And so the next one is going to incorporate all of those things. I think it's going to be way, way smoother because here's the thing, cause a lot of people like my team like, Oh well you've done a live once. They can just watch the videos. I'm like, dude, the, the energy is totally different. There are just a certain set of people who, uh, they're going to tell themselves that there'll be that they'll do the course, they're not right. But if you are alive there, then that's an accountability thing for them.

Tucker: And they feel really responsible. And they also love that energy. Even if you never get thousands of people. Like even though the peak was many, many thousands, we had sustained like anywhere from a thousand to 2,000 over the course of the thing. Right. So

there was a core group, a huge core group who stayed with us and most of them didn't get their questions answered, although the vast majority did. But even though, um, uh, the, the ones that didn't still love that, they could ask questions cause you know, my team was still in the chat and the Q and A interacting with them and so they felt there was like, they almost felt like they had an in person workshop. Right. So like that can't be replicated over video. It doesn't matter over passive video. It doesn't matter what you do. There is no way to replicate that.

Tucker: I'm not sure how often we'll do live training, uh, but we're gonna do one at least one more and then maybe by yearly, quarterly, depending on what kind of funnels we can build and what kind of a reaction we see. You know, like if we're getting 2 to 10X, um, signups for, uh, for a live thing in the, in the future, we'll keep running this for quite a while because the, clearly the ROI, even if the ROI is just increasing our close rate on people already interested, it's still worth every fucking dime. You know what I'm saying?

Dr. Mark: No, this is, this is great and I love this. You've just given us so much amazing information here. I definitely love the fact that you pointed out the having an emcee or somebody to handle tech because if you are the one teaching,

Tucker: Well that was your idea. You were like, just so the listeners understand, at least 50 to 70% of this Mark told me ahead of time. So the stuff I got right, I got right because Mark told me. The stuff I got wrong, either he didn't tell me or he told me I ignore it, right? So I'll give you a really good example when you told me. So, uh, my backup computer backup everything right? And I was like, I don't need a backup computer. Lo and behold, they do. You told me, Mark told me, he said, listeners understand, Mark told me literally, he said have backup everything. And he said, when I say everything, I mean everything, Ethernet cable, computer, camera, Mike, have a separate set so that you can have someone else wanting it from your house. And we had two different things in my house break or go down. And so like if I had not had the backup, we would have been.

Dr. Mark: Yeah, I'm good. I'm glad you point that out because that is so true. And I mean most people, you know, you know, you every, once you do a long live stream, like you've just done five days, you'll figure it out. Like if something can go wrong, what is that? The rule of whatever, you know, like if some.

Tucker: Redundancy. Redundant systems.

Dr. Mark: If it could go wrong, it will go wrong. So just have it there. It's always better to have it and not need than to need and not, not have. Um, so I'm really glad you pointed that out. And especially people that are doing like, you know, like if you're doing a virtual, a prerecorded virtual summit, not as big a deal, but when you're doing a livestream workshop like this, 5,000 plus people on it, you do not want downtime because they disappear. If it's an in person workshop, you say, Hey guys, hold tight, chat with each other for a minute, let us fix this. They don't get up and leave the room and never come back. If it's live streaming they do. So I'm really.

Tucker: And they think you're stupid, right? Even if it's like not your fault at all. Okay. So the day two we had an issue with Zoom, like a, you know, Zoom's, doing amazing, all things considered. But basically Zoom dropped the entire webinar and then brought everyone back all at once except to two different rooms. So like it split the webinar. So like even my team, like Charlie and Emily were in one room and me and Hal and Taylor were in another and we couldn't figure out what the hell. So basically we told everyone shut, literally close on a Zoom and just come back onto the thing. And then everyone came back on. We do. We probably only lost 5 or 10% of people, you know, but that was day two. But at this point these are the committed people.

Dr. Mark: Yeah. And I, well and this is just another great point. Plan and be ready. You can, you can kind of pre-empt a lot of these problems in people's minds. Even the ones you don't know that are going to come, you know, you kind of get a little vulnerable. Hey guys, gals, we're doing something we've never done before. We're, we're being pioneers here. They get excited about it. You know, we're going to have you let them know we're going to have some bumps along the way, but we'll get through it. And so the ones that get all upset about it, you don't probably want them around anyways. Now I've got some questions. I want to dig into this. Um, you literally poured out so much good information. I highly recommend everybody go back and re-listen and watch this just to pick those pieces up because that was, you know, that was some of the most valuable information we've talked about yet on this. Um, I wanna I want to position this in a way cause we're talking again more about a virtual workshop here. And I've been having lots of calls with people who have in person workshops or even people that have online businesses and they're doing like multi-day summits and they're like, but how do I monetize? And I'm telling people, do a virtual workshop now I know you gave yours away for free, but would you see value in people being able to actually even charge for something like this?

Tucker: Most of the high level people that were watching this messaged me afterwards and said, dude, I felt awful. I felt like I should have been paying you. They're like, this is terrible. Like they felt bad. You wouldn't believe. Some of the people that have reached out to me in the past week that like want to do calls with me and they're like, Hey, I'm an expert in field X. I just want to tell you everything I know because I feel like I owe you shit. So you can absolutely charge for these a hundred percent we decided not to because the branding benefit for us was, was a big enough, right? And also just quite to be completely frank, Mark, I'm like, I want to put our competitors out of business and almost every single competitor of ours, their main revenue is selling these courses. So if you're in the online space at all and everyone is now, especially post-corona, if you can give away for free what other people sell, you will put them out of business.

Tucker: And so we are giving away best in class course about how to write a book. So now every our competitors over time are going to either have, especially as we build our funnels and become super well known for this, they're getting you to have to get into services, which good luck them because I know what the hell, but that is how hard that is to build that at scale or they're going to have to sell to us or go or pivot to somewhere else. Right? So like because they know no one, no one that teaches book writing has my credentials and teaching ability and also a massive high level top tier services firm behind them. We did an eight figure well into the eight figures in revenue last year.

We've got a real CEO who runs this. Like I'm just the face for books, man. I'm not the company. Right? And so like there, there are a few people who have good credentials who teach, they have no agency or company behind them. Right? And then there's a few people with companies, they have no credentials.

Dr. Mark: Right. Well and I love how you pointed this out too. Um, because typically virtual summits, those are, that's the relationship building strategy. It's not the monetization strategy. Virtual workshops are typically like a monetization strategy, but even in the light of what you've just done, it is a huge relationship building strategy. And if you can give away top information and build relationships with all of these people, they want to go further with you. So I think that's a, that's a, another really important reason why virtual events in general are so powerful and important.

Tucker: I think we're gonna do both too. Just as if I don't think they start off like we, we started with the virtual workshop because we are at our core, at our core, a teaching company and we have the best stuff. But like we, you and I have already talked, we're definitely gonna do a virtual summit as well, right? Which will be probably what we'll do with the summit. So what I did was the deep guts of writing a book, the summit is going to be, should you write a book, what book should you write? How do you use your book? How to build funnels off your book, how to use your book for doctors, how do you, it'll be like half an hour for all the different specialties. People can pop in and out, you know, we'll build a good list off of it, all that kind of stuff like that. I think you could have both of them. And then on the summit we'll promote, Hey, you want to write the book? Great. There's a free workshop go, you know, like, and all of that does is build amazing brand credibility for us. And then, uh, anyone who's thinking about working with us is like, Oh, of course I'm going to go work with Scribe. Like how could I think about anyone else? You know, we've already seen it six figures in a week in a global pandemic.

Dr. Mark: I think that that definitely, definitely speaks wonders right there. I have a couple more questions before we wrap this up, Tucker. Um, as far as start times in times and breaks, when did you kind of start this workshop? How long did you run it and where did you put the breaks throughout?

Tucker: Yeah, so I made this for this one because it was long. I made it to suit me and my schedule and I just told people you're going to have to like, what I'm doing is so valuable. You have to accommodate me and no one can play. Literally not one person. We started to get the emails this week about people who are like, Hey, your next live one, can you do it a different time? Cause I live in Australia. It's like, no, I can't get, you know, like it's online.

Dr. Mark: You don't want to start at 3:00 AM.

Tucker: Yeah, I'm not doing it, sorry. Um, uh, but like, uh, so I started noon Eastern and went to like 4:00 Eastern, right. Which is, I'm in Austin so it's 11 to three for me, which is perfect cause like that's the middle of my day. And then I can take the rest of the day off and rest, which is one thing I need to talk about too, depending on how long you're going to be on camera, not only do you have to build breaks in for people, right. And I'm thinking, well we saw if I had long stretches of teaching, about 40 minutes, 40 to 50

minutes is the max. Really 30 minutes is better if it's just teaching. If people are filling stuff out and if it's kind of interactive, then you don't actually need to build lots of big breaks in because they get lots of little breaks. But the key is put the timer on the screen, let them know.

Tucker: And then that way they go back and forth and they do their own thing. And they, but they feel safe and like, okay, I've got eight minutes, I can go make tea or whatever. And so like, um, but like we saw, we started Charlie's sort of saying we'll take breaks at 50 minutes and then we brought it down to about 30 to 40, depending on the teaching. And then, um, a timer's up and it's not just breaks for the audience, it's breaks for you. Like you got to go to the bathroom, all those things get up and walk around. Especially if it's long. Like we had four and five hour stretches. Right. So like you've got to build in breaks, and a couple that are 15 minutes. Right. Just because I, I need to remember right now, I've got a wired ones on. I switched from wired to wireless, not because wireless was unreliable. Let me tell you why. Because I think it was like day three in the Q and A. Like I was so loopy at this point. I went to my, that's a bathroom right there. I went to the bathroom with the iPads on it. Of course everyone's like, Oh, I can hear the peeing and Charlie had to mute me. And it was like freaking out. So like it, if you have wireless, take them off before you go a tinkle or potty.

Dr. Mark: Well and I think probably for you like especially with a long, like the live stream that long, like you were saying, having wireless allows you to move around so you're not just sitting in one spot. Yep. Um, what about like, since we're on that kind of point, um, on self-preference, you know, preservation, uh, did you have anything? Food, drinks, voice stuff? Like what did you have there for you?

Tucker: Um, I'm wanting, I'm like you, I'm one of those high energy people. I don't really need a lot, you know, so like a, I have a, I drink sparkling water, so I had a case of that, like buy the things, I didn't have to go get that. Um, and then I'm kinda lucky even though I got three kids at home, I have a huge house and I'm a big enough house I have a fucking library. So, uh, and like my mother-in-law is also in town with us. So again, everyone said, Oh, I hate my mother-in-law, I love my mother-in-law. She's amazing. So we have me and my wife and my mother-in-law plus three kids, but it's great. And we have space. So total rich privilege, uh, going on. Uh, but um, she was able to keep the kids away. And then also like we have a family Slack channel so I could Slack her and be like, granny, can you bring me like some oranges or whatever.

Tucker: Right. And so like I had like an assistant in the house. So, uh, if you don't have an assistant, I would recommend thinking ahead of time of the things you need, setting them all up or just making sure it's real easy for when you have breaks. Like I did have one point where we had a 10 minute break and I went down to make tea and I was like just kind of being casual and then like I had to run back up cause I didn't, I didn't run back up. I got back up and everyone was on like Charlie and all my team and I was like, did I miss it? They're like, you know, it was five seconds. It was fine but that's why it got my head like I need to have. I then started using my phone as a timer, like to basically coordinate with the onscreen timer. So if I leave, go somewhere else in the house, I just don't lose track because dude, after two, three, four days, you get fucking loopy man. Like you've like, you're so exhausted and tired, you just can't like you. It takes all your

focuses on teaching on the screen and so you don't focus on yourself and your own stuff and you can lose track of things, you know?

Dr. Mark: It's so true. I'm glad you mentioned that. So let's, as we wrap this up here, Tucker, what would you say like as far as what you're going to do different, any, any kind of big things that it kind of takeaways as you're going to be doing this, insights that you would give to, to everybody listening in?

Tucker: Um, I'll tell you the other big thing, man, is that we saved all the chat logs, right? The chat and the question logs, which you can do on Zoom. That thing was a fucking gold mine, man. It was amazing. Then don't get me wrong, like any gold mine, it's 99% dirt. Right? Okay. But the 1%, actually it's probably more for us, it's probably to 2 to 5%. There were questions in there that like the way they phrase them, or I got a much deeper insight into the mind of our customers than I had before. And, uh, like everyone who understands copywriting will say interview your customers and they will give you your marketing. Right. There were so many sentences and lines and not even questions but comments. What I cause I, cause Charlie, Charlie was such a good emcee, he kept asking people to put in the chat what you like most, put it in chat, what you've learned like over and over.

Tucker: He was hitting people up to go into the chat and comment and I didn't understand why. Like I thought it was just an engagement technique at first because Charlie's hosted a ton of webinars before. So he, he got this. But it's like it's not just an engagement technique, you're, you're getting feedback the whole time. And so I started looking through our chat logs and I was like my God, like forget just the testimonials which we had. I mean we had off the charts, testimonials about like, especially by day three or day four and five which were Q and A, people were like in tears. And I thank you so much and this has changed my life. And I mean, I'm amazed, just endless, amazing stuff that if I wrote it myself, I think this is too much. No one will believe it. Right? But the, the feedback and said, Oh, I totally got this, this phrasing unlocked it for me.

Tucker: Or people being like, Hey, what if you phrase it like this? And I'm like, fuck, that's genius. They're totally right. You know, I sound like I don't learn from my audience. I, you know, like we had at least five or six things that, uh, we're going to change in the presentation for next time. I got ideas directly from the audience and not even suggestions or not even questions. There were a few things where they ask a question and unlock something for me. But there were others where they were like, Hey, what if you did X? And I was like, ah, man, that's so totally correct. So we're going to have a no, nothing fundamental will change. It's all the little things I talked about earlier. But those little things make a huge difference, man. I mean, that's a difference. But the little things, the difference from chicken shit and chicken salad in a lot of times, you know.

Dr. Mark: That is true. Oh my God. Um, yes, let's have some chicken salad. I'll take that for sure. Well dude, this has been phenomenal. Um, I'm, there's no way I'm letting you off this without letting everybody know where they can go check more and describe as well as future um, livestreams. Cause I know people are perked up about this now, so let them know where you're hanging out and how they can get more information.

Tucker: The best place to go is Scribebookschool.com. Uh, just go there cause that's what we call this thing Scribe Book School. It's a permanent thing and this is like, like a, we're going now, go there. You'll see that's the landing page. You can enter your email and then you get signed up. You'll see the whole clip. It'll tell you when the April live stream is. So you'll get that email and media. I think it's, the dates are on the page, but then it gets you the signup, the Zoom link, and then you get the course page. And so you can start working through it ahead of time. My guess is we had a lot of this stuff up. So what happened was probably 10 or 20% of our audience who showed up to live stream had already started working through stuff, which was actually really great.

Tucker: My guess is that will be 30, 40, 50% in April. Right? I don't think we'll get as many people, uh, just because like this won't be new, but I think the ones we get will be way further along and ask way better questions and we'll have already worked through a lot of stuff and we'll be coming for, for clarification and sharpening, which will be great. So, so you can actually go look, you can do, everything's there. You can go do your whole book for free before the April thing if you want. And then come with questions or just see everything we did. You can just see it all. And then April is going to be way better. We're going to film April 2 and probably replace most of the videos with April because there'll be just more dialed in you know.

Dr. Mark: This is awesome. So we'll, we'll link to all that. We'll put this here so everybody can go check that out. Tucker, appreciate you very much. Appreciate your time. Thanks for sharing these insights and I'm excited for your virtual summit to come up at some point as well.

Tucker: Me too. I'm excited as well.

Dr. Mark: Well have a great day, brother.

Tucker: Thanks man.

Dr. Mark: Thanks again Tucker and thank you all of you, summit hosts for tuning in today's episode with and I am Dr. Mark T. Wade, your host here on the Virtual Summit Podcast, and don't forget your message matters, so go out there and make an impact in the world. Do not forget to check out the show notes to get active access to all these amazing gems and links to all the goodies that Tucker just shared with us 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, listen, 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.