

Episode 177: Authors Who Lead Summit

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Speaker: Azul Terronez

Dr. Mark T. Wade:

And for today's episode, we have something pretty special lined up for you. We are going to give you a sneak peek at one of our Summit Talks sessions. That's right. We have our Summit Talks Summit going live, and I want to give you a sneak peek at it. So you're going to get the audio version of this episode, but what I want you to do is make sure you head over to <http://summittalks.online>, to get access to all of the amazing Summit Talks sessions and video sessions waiting for you over there. So in the meantime, enjoy this audio version of another amazing Summit Talks. Post summit partnerships are one of the most powerful return on investments from a virtual summit, but how do you do it? Right? Well, our next guest had over 40 speakers agreed to speak on his summit, and then he used that to crush his post summit projects.

Dr. Mark:

If you want to know how to get speakers, who will partner and build success after your summit ends, then this session is for you. Hey, there summit hosts. I'm Dr. Mark T. Wade founder of Virtual Summits Software, CEO of Viral Summits, and your host here on Summit Talks the largest, most impactful virtual summit for summit hosts. Now we're in for a treat in this session, get your pen, get your paper because we're going to be doing a deep dive into a pretty epic summit with a good friend of mine. We've got legendary Azul Terronez is with us, who is CEO of Authors Who Lead. Now Azul is a bestselling author. He's a TEDx speaker, and he's got with over 2 million views on that TEDx talk. He also is a book coach to some of the top entrepreneurs. People like Pat Flynn from smart, passive income, and even some NFL players.

Dr. Mark:

Now he's also the inventor of Pictionary Shares, How to Get High Profile Speakers. So I'm excited for this session. You should be excited for this session. Azul thank you so much for being here with us.

Azul Terronez:

Thank you so much. So glad to be here. It's a thrill.

Dr. Mark:

We're going to have some fun. I'm excited to be connecting with you. Just a fun fact. I mean, Azul, we're neighbors for a short bit there in Puerto Rico. We had some, some interactions there and, um, I'm excited to have you on here sharing your wisdoms. He's also an incredible, uh, coach to authors, helping people, um, get their books out there is doing some amazing things. I think we're going to see a little bit of that inside of the summit too. So, um, before we jump into all of the summit goodness though, Azul, would you take a few moments and just tell our summit hosts a little bit more about yourself?

Azul:

Yeah, so I spent most of my career, like many of the people who've made their shift entrepreneurship as, uh, a principal, a teacher. I was a university instructor for eight years, um, and started to, to want to make a leap outside of the world of traditional teaching to work online so I could have my freedom and

travel the world work remotely, all the things that I had learned from people that could do if you built a business. So in 2014 is when I really started my entrepreneur journey. And fortunately enough realized that writing a book, um, though it was hard for me. I was I'm dyslexic. I barely could read at third grade, I flunked freshman English at UCLA and all of that became an English teacher and started teaching. But what was fascinated by that is that because I couldn't see the words the way my peers could.

Azul:

I became really good at seeing the messages. So people started to come to me early on when they found that I wrote a book about how did you get your book done in 30 days? How did you find the message? And so people reached out and said, well, if you could do it, could you help me? And my belief was I could help anybody because I spent my years working with anybody that would walk through the door as teacher. So that's where I started becoming a book coach and started making my way in the world.

Dr. Mark:

I love that. That's an excellent one fun fact. My grandfather was a professor of English at a college and my mother is an English teacher right now. So I, my, my I've gotten some radical cur from the family over my grammar and my speech, but we'll leave that for another conversation. Amazing. Well Azul, so I'm so thankful to have you here with us, and I'm now excited to jump into this summit, uh, and highlight some of the aspects of it. So let's start off first with just kind of a, an overview of what is the summit, how many days was it, how many speakers give, give us the understanding of, of what the summit was?

Azul:

Yeah, so we decided we would do our summit over five days that we would do, um, a live today. So like a day zero, and then we would do a five day drip. So we'd get five different, um, you know, value packed days. And we're able to show up live to get them kicked off. So we ran it live for five days. We had 35, but at the end of it, we ended up with 40. So we're a little bit pressed. We put a little, we had to really start them early and it was really packed, but we had so many great respondents that we didn't want to turn them down. I mean, it just kept getting better and better. Um, so we were grateful, but we were like, we can't keep up, keep changing the promo, but we don't want to say no, but the good news is it all fit into five days. And that was the goal intentionally have it for a live for five days. And then with the hopes of moving into an evergreen model so that we could to provide value for people over time.

Dr. Mark:

Wow. Live streaming five days, you said upward, uh, up to 40 speakers, right? Is what you were saying.

Azul:

Yeah. So what we ended up doing was we, we live streamed our part of it like the intros, but we ended up recording all of them because part of them I was in Puerto Rico and part of them, I was in Portugal and I was like, I can't work on the timeframe because I'm not going to be even in the same, the same continent. So we ended up recording them and then doing sort of a live intro for each day so that we could keep it feeling live and interactive, but all of the, the summit interviews were recorded.

Dr. Mark:

Okay. This is fascinating. We are totally diving into this right here. So I was unaware of this. And this is, this is very interesting so that you actually added a live component, even without it being live at the

time, you still were able to stream it live and you had the sessions prerecorded. So I know a lot of our summit hosts are interested in putting live components because it increases the engagement. But with that being said, I mean, five days, if you were doing, you know, even five speakers, a day type of deal, that would just eat your whole day. Right. So walk, break us, break that down. Then you, you recorded it kind of tell us how you were able to do that. You recorded it, you know, break it down and paint by numbers for me. Cause I'm kind of slow over here.

Azul:

Right? Right. So what happened was we, we created a window of time. We said our goal is to record all 35 at a time in two weeks. So that was a pretty, everything else got pushed off the schedule, podcasts, interviews, anything to do back to back interviews, um, for two weeks straight. But then we realized we had more speakers.

Azul:

So we really had to cram them in into more, you know, weekend time things we weren't expecting because we really wanted to launch live meaning. We had a plan. We wanted to tell people it was happening on this date. Um, everything had, um, you know, the date of the event. So we knew we couldn't change anything because we wanted to feel alive as we could, despite the re recording. So once we did that, we had a process. So once we did the live recordings or sorry, the interviews, we took the interviews, we had quickly had them transcribed because we were so close to the launch that we had to transcribe them, have them cleaned up. Um, then we had to take the transcription to have somebody write a part for our playbook, which we can talk about more. So we wanted to put in just enough details so someone could, could get enticed to pay attention the day that the person they were interested in was going live.

Azul:

So it was moving very quickly, like a process like every day was turning over, okay. Interviews today, you know, art this day, trans cushions this day, loaded the playbook this day and just keep doing that day after day until we could catch up. And it was so close to the day we were launching that I was really worried to say yes to the five extra people that agreed, but I didn't want to turn them down either because they're really great high profile people that are generous with their time. So that's sort of the way it looked. And then we did the live launch sort of like with us as the founders, talking about what to expect, you know, live and Facebook live in our groups that really helped encourage engagement during the actual, the actual week that it was live.

Dr. Mark:

Uh, that is, that is great. I can feel that kind of pressure on your back right there. Get this, do that, do that. Don't stop. Please. Please let internet not go out today. Right. You know, those types of things that, uh, we all worry about when we, we have a schedule, so yes, I want to die. I've got more and more questions now you're giving us so much good insights here and things that a lot of our summit hosts, especially our newer ones probably haven't even thought about yet because they're not at that point. So this is really great information. I'm going to come back to the transcription aspect. But when you say you recorded the intro and had it live, so the speaker sessions, the interviews were recorded, um, you did a live stream for example, on you sit on your Facebook page and Facebook group. And then when you released the videos, was there a live component that kicked off? Was it the day or an introduction for the session? Talk me through that.

Azul:

Yeah, it was for the day. So what we would do is we would do it live and then we would drop that after it went live, we would drop that live feed into the summit feed so that it became like if they just joined and they missed it, it felt like it was live. Even though if they miss it at the time of the broadcast, they would at least feel like the live. It was, you know, it wasn't a rehearsed. It was sort of just fun and more casual talking about our excitement about everything so that when they got into day one or two, whatever the day was, it felt like, Oh, this is like happening right now. Even though it's obvious because now it's a recording, but we wanted it to feel that way for us as we were doing it, instead of, you know, the recording feeling you get when you're really trying to get things right tech-wise.

Azul:

We weren't even worried about the quality of the film. It was shot outside. It wasn't the best sound, but we thought that that would feel more authentic than overly producing that introduction. You know, they were short 15 minutes sometimes, um, just to get them excited about the day. Um, so we thought we'd try that to see that we could draw people in. And, um, that was something we, we felt like if we made it more authentic than maybe they would feel more like, Oh, this isn't like this rehearse thing that they're not going to get value. Especially if they didn't know us. That's the thing. If you were from our lists, our podcasts, you knew us and you could trust us, but if you were getting cold traffic or people referring them, they don't know who we are. So we wanted them to see our personality a little bit too.

Dr. Mark:

That is so important. I think that's a great, um, a great lesson here is, you know, with, with most of the summits, you know, we, you know, we produce them, make the, we edit the videos we got there, like the little intro reel that comes in and we make it look super good, but you're right. Where do they actually get to connect with you? Like live streams would be great as well, but as you just mentioned, Azul, what about the people who come after and they missed the live stream. I think that is it's really important to let your personality shine through for that connection, which is of course going to help the conversions later on down the road. So that's great. And now I understand much better. Thank you for walking me through that. Um, I want to go back to the transcription cause we actually haven't talked about that yet here on Summit Talks. So, um, I think it's, in my opinion, it's kind of common. It's normal. It's very common, but why don't you walk us through, through the purpose and how you did that? So we have some references or resources as well.

Azul:

Yeah. So the main reason we did it was that we wanted to create a playbook that could talk about the, the person's knowledge base, what they were offering, but we didn't really want to spend time hiring a writer or taking the time to do all this research, write out something. We're just running out of time. And to be honest. So we said, if we can transcribe it, we can have it edited down to a manageable, reasonable length and create enough of a hook for them to want to leave the playbook. Um, because the playbook was another lead magnet. So you said if, if they don't log in because they want the summit, maybe they'll download the playbook so that they can include their topic. Talks gives a couple of golden nuggets and then links to the summit. So the playbook is in itself, you know, 40 amazing leaders, authors, bestselling authors, experts.

Azul:

But if they found them valuable, they can, they can then jump in the summit so they can quickly flip through. They didn't have to wait for the summit and the summit description with 40 people. There's not much you can put without it being coming too much, but the playbook was away. So the transcription was solving our problem, which is how are we going to get these all done? And we use the transcription service. Now we wanted to do it, um, more affordably. So something like Rev is useful, but the challenge with Rev is that it requires a live person and it's a dollar a minute, which is not bad for transcriptions to be honest. But we found that Rev actually owns something called Temi, T-E-M-I, <http://temi.com>. And it's actually the same sort of voice to transcription services other big platforms used to transcribe.

Azul:

So it's not perfect, but it's like 95% there. So we knew somebody was editing. So we knew that they didn't need it to be perfect. They needed to, it. Wasn't going to go to anywhere out into the world. Um, we were going to clean them up and offer it as a bonus inside of the summit that everyone got the full transcription. So it was a bonus. Then we rewrote them for a playbook. So that was the way we use that too. So, and then we can pull up things through writing copy for the headlines and things like that. So it just provided so much value as well as saving us time. Yeah.

Dr. Mark:

I mean, that is great. So we got Rev and Temi right there as a transcription, uh, options, services, very common to have transcripts provided either in your all access pass or as a bonus. So something to consider for all of our summit hosts out there. And I love this concept of the summit playbook. So think of it like a workbook or something that provides guidance for your audience inside or during the summit. Now I think it's kind of like, this is not as common as the transcripts I would say. So can you kind of paint? I know you've just, you told us it was there to kind of give a little bit more insight into the summit hosts, or excuse me into the speakers, but can you kind of talk us through like, well, I'm sure there was something at the beginning, you had a special kind of framework kind of just talk us through what that looked like and felt like.

Azul:

Yeah, we wanted them to get to know them quickly because some of our authors may be entrepreneurs and don't know people in the PR world or the fiction world. So we wanted them to quickly be able to recognize their face when they scroll through like make the visual connection. So we had the image there. We also wanted to make it easy from the playbook to hyperlink to go to the summit so that if somehow they got the playbook, but they didn't register that they, they would go there or that it would take them directly to their talk on the day, their talk was. So if they clicked on it and it had the day of the talk, it said the day of their talk, they click on it. It would hyperlink them to take them specifically to that talk, whether it was live yet or whether it was still being, uh, you know, coming the next day, they could see when it was. So we wanted it to be interactive. The other thing is we wanted to give just enough nuggets from the conversation to see why they were on the panel.

Azul:

Um, for example, we had a woman who wasn't an author, so we wanted to make sure, like, if you're not an author and you're an author who leads summit, why would you have this person? So she happened to be a, um, somebody worked beyond BR she was somebody who's behind the scenes that make people big, like Simon Sigma and Brittany Spears, Pit Bull. She was the one that made the magic happen.

And you talked about how people are made purposely famous at how fame happens. She says, everybody who makes these people famous aren't Google-able so she was like an insider, no one could, you know, most people can't find these people who make the handlers for the people who create publicity, not PR, but like the actual, the person become famous. Those people were kind of hidden too. So I wanted them to know why she was on the summit, why she was there, that she was building a fame from, for people who ordinary, because that's how everybody starts.

Azul:

So those kinds of things would just enough interest be like, Ooh, I'm kind of interested now that I know a little bit about this person. And I'd love to know when she is. And so they didn't have to look for it. They could see the time there and actually hyperlink right to that session. So they sort of like a playbook, like when you go to a play or something where you're flipping through to see what's happening, we wanted to give that to them ahead of time so that when the summit came, they could mark it. Some people said they printed it out, marked it up, what day they wanted to go, they put it on their calendar. So I think it was really useful.

Dr. Mark:

Well, I know, I'm already, now I want to go watch the whole summit just to find out about this, this woman that you just mentioned. So it is obviously very useful now. I love that. And so with the, and another thing with the playbooks, like, so that is a perfect example of why it is also it's, it's added value, it's added support. It increases the value and perception of your summit. Um, sometimes in our summit playbooks, we'll also leave, we'll have some of the topics that are being talked about with like open-ended aspects where they can almost use it like a workbook as well and fill it things out, or, you know, the resources like having resources that speaker taught speakers talked about now to circle back to the transcripts aspect, um, that Azul was just talking about is having those printed out. It makes it a lot easier to have somebody go and build out your playbook versus them having to listen to every single session and then trying to find stuff.

Dr. Mark:

So that's a really great strategy and tip right there Azul. Um, let's, let's kinda jump into a little bit of the, the challenges we know I've been hosting summits for seven years, and I've never had a summit that didn't have some kind of challenge or something unexpected happen. And I haven't talked to a host yet that has had a perfectly seamless, smooth summit. So what was a challenge or maybe one of the bigger challenges that you experienced during the summit? What advice could you give our summit hosts?

Azul:

Yeah, initially I thought my challenge would be to get enough people, but then I realized I'm more connected than I thought. So that wasn't, that went away quickly. But for me it was the tech because I have a really small team. I work in this with my husband, my partner, um, he was actually working on a complete another project, so he wasn't completely available. So I had to be able to create a system that made it easy. Like when, when the, the Zoom call was downloaded, it had to go to a Dropbox folder and someone who knew had to know where to take it and put it. And so one of the biggest challenges was making sure that the tech was working. And I was remember, I was bouncing Puerto Rico already. Internet can be its thing, but I was also in transit. It was flying. I had to only one day to make it to my little village that I stay in, in Portugal and our apartment wasn't available for Wi-Fi. So I had to rent an Airbnb and the Airbnb was basically sharing Wi-Fi, like with the next door neighbor. So you can imagine,

you know, I have these big authors on it. I'm like, there's no light. I didn't, couldn't, it's the wrong lights because now we're in Europe, I can't plug them in. I was like this, I just went with it. And at night, you know, but that was the biggest challenge was it was the technology, not so much the backend, you know, eventually figured out deadline funnels and all the things that make it work, but it was just literally the internet and being able to record these things, you know, without losing the, the, the hosts or the, or the guests.

Dr. Mark:

Yeah. Puerto Rico. We haven't always been known for having the most secure internet in the world. And I lived in Italy for six years. So I can understand the stress that can go into trying to do some of this stuff overseas or abroad. So that, that adds a little extra stress to it. But you were able to make it work in and rock it out. And while we're talking about kind the, the tech or the landing page, why don't we take a look, we'll pull back the curtains a little bit and see what you got over there with your, your summit homepage.

Azul:

Sure. Let's do that. Let's check it out so you can actually see. Um, so here it is, uh, we are, our brand is pretty simple. It's two colors, it's not complex. So we wanted it to reflect our brand. Um, and we wanted to make it easier. This is the thing that we, we keep testing over time after the summit's live is the content. This is easy to change, but when you're first starting out, you kind of obsessed over the words and you really can't. So like the first part of it is you've got, you've got to make it easy. What do you want them to do? The biggest thing is make them get the free pass to the summit, make sure that nothing, if they don't do anything that they click it. And so we've tried to keep it real simple. And the other thing that people told us, they were more interested in seeing the faces of people.

Azul:

So this is something we could even play with now. Like how do we make these faces bigger without making the words too small? So images of different speakers, we've tried moving the images around. We wanted the equal balance of women and men. Um, we were trying to, to, to make it work. So this are some of the pages we felt like it was clean and simple. We wanted to make sure that people knew that it was online because a lot of people that are wanting to be authors may not be entrepreneurs. So they might be business leaders, but don't live their world online. So we wanted to make it easy to make it clear this is an event that's online, um, and that we would give lots of value for joining. So, um, as people started to register, Oh, and the other thing is making sure you have really clear reasons why people should join, like the monikers and the social proof was important.

Azul:

Um, and then, you know what they can expect. There's people that will read every single thing. And there's people then who won't go below this line that they're just going to click. And, you know, they see one person they like, and they register. So we wanted the registration button to be as many places as possible and not to be obtrusive obtrusive, but it's, it's here everywhere. Um, and we wanted to highlight some of the people, both men and women that we thought we could, that we wanted their audiences to pay attention to. So people that are our partnerships, Pat Flynn agreed to be a partner and help us promote, um, you know, down a mousetrap. So we tried to keep those people, friends center and overtime we'd play with it. And then also that free bonus we talked to you about, we found that people really liked the playbook.

Azul:

In fact, we tested it. 30% of the people opted in just for the playbook alone. So we thought we'd put that also as a feature, we have another landing page. That's just about the playbook that they get the free playbook and they get the summit for free. Um, and that converted about 30 to 70%. Um, so we wanted to highlight as many things as possible, again, that you, if you're not one of those people, scroll, you'll be able to click as multiple times throughout the page. And then highlighting a little bit about the people we didn't want to put all 40, cause it became endless. So we have been testing this even over time, which people might be most interesting depending on the type of headline that I think like that, like one day I might be talking about Tim Ferriss on my podcasts and then have Charlie Hoehn in there because he is, you know, his first employee.

Azul:

And that kind of brings intrigued people who are curious about the inside, working of somebody who worked to help launch books for Ramit Sethi, Tucker Max. And so that's a real big hook for entrepreneurs. So we just kept playing with that. So this is it. We just, we get, we try gave more information. We need, some people said, gosh, this was a lot. But other people really liked wanting to know all the details. So I think it just depends on your audience. So sometimes we were thinking about, we over-delivered here and moved too much, but we didn't want them to not have the stuff they needed to say. Yes. And then lastly, I know they don't know a lot of them don't know us. They're not our audience. So we put ourselves last. And then again, our social proof who we are, our brands that we support our companies. And yeah. So that's it, that's basically what we, we shared.

Dr. Mark:

Can you go back up to the brands right there? Explain that a little bit more. These are the ones your support. So like where are you donating to them? Or these are your companies and your brands?

Azul:

Correct? These are our companies or our brands, our podcasts, our publishing company are, um, the challenge that we support. So we wanted them to be recognizable as brought to you by, because we weren't choosing to use sponsors. If we were, if we were using sponsors, we would put them here in place of ours, but we thought this summit should be sponsored by our other brands so we could unify them so that we can tell everybody who used to be published with us, or I was their coach for something else. Or they were in our academies that this would kind of unite them.

Dr. Mark:

Yeah. I love this. I think that this is important. Um, for a lot of our summit hosts, I know getting sponsors is an area. A lot of summit hosts are worried about, or a lot of them don't even attempt to get sponsors. And that's cool. You don't have to have sponsors on your summit at all, but I do. I do think you should do something like this for two reasons. One is, Oh, this is, um, really powerful. Cause one it's social proof. Like they don't, for example, the audience doesn't know that Born to Write and Coach Azul are one and the same or, you know, are linked to the same person, but it makes the summit seem more powerful. It makes it seem more prestigious as well as it's your summit. You should be promoting your stuff so that people are aware of it. I mean, we do this regularly in some of our one day summits.

Dr. Mark:

Um, you know, in my health company, we will promote some of our certifications that we have, you know, either different certifications than the topic it's on, but now they're aware of it. So I love that. Thank you very much for sharing and showing that with us. Um, I want to ask, um, a couple of questions with that actually it's for my mind. Um, so you mentioned, I love that you're constantly testing. So one, I want to get clarity on this during the summit. Cause most people are like, we're time limited and are a little bit overwhelmed with a lot of stuff going on. So thinking of, you know, split testing, changing things out might seem overwhelming. However, there's a lot of power to that. So can you talk us through that? Cause you've mentioned multiple times, you're changing this out, testing that out. Were you doing it before the summit or waiting until after the summit and now what is your thought process of how and what you're testing?

Azul:

Yeah, so we were doing some of it during like pre, sort of preregistration, testing it out, seeing which, which sort of titles really was the titles we were testing. We weren't gonna change a lot of the images because we knew that that would change the design. So changing, you know, those, those initial hooks, changing the order of the guests, swapping out some speakers for others. We were just trying those tests. Cause that didn't take much work. It could be done in a minute and you're basically sharing the same link. You're not, you're just testing it based on today at this hour we changed it. Is there any change in it? And yes, they're not perfect, but we wanted to see if it changed. Um, now that the summit has, has ended and it's now evergreen, one of the things we wanted to do is like, let's try changing more than one thing, some of our guests.

Azul:

And what if you tried testing a landing page that was just the image of the speakers and a click here button with none of the other details. See, you know, I know it seems like value, but what would happen if you did it like, Oh yeah, that's something we can test. We can split test that because that would be a really short page and it wouldn't be too hard. Maybe we could put just less information. So that's the things we're testing now. Um, and that, that was true for the images of the playbook. People really wanted to see the people on the playbook. So we tried it without it, but it just putting playbook larger, but people didn't click on it as much as when they sell people. They want the social proof. They see people they know, like and trust. And so then they want to go there.

Azul:

So if we play with more, it probably be including more images than less and less words. I think that would probably be what we do is we'll test them in the future is trying those things out just to make sure that sometimes a one, you know, above the fold landing page is what you need. And maybe even a video we cause we did record, Pat Flynn agreed to record a video. We tested that, a video for his audience drive truck traffic from his audience directly to a video that plays him saying, if you do anything today, you know, sign up for the summit. It was like a 30 second promo. So when they're his people or people that know him, that made sense. If they didn't know him, they're like, who's this guy says the host. They didn't, they didn't make sense. So we decided not to put there permanently. We just tested it with his audience to see if it made a difference.

Dr. Mark:

No, this is, this is such great insight and feedback. And I want to even circle back to one of the things you said when you were showing your landing page. Whereas, you know, like our, you know, some of our

audience doesn't realize, you know, that this is virtual and it's not an in person conference cause they're very much used to like in-person conferences. So the importance of knowing who your audience or your avatar is in designing it for them, that was a very thoughtful, um, a point that you put time and energy into understanding who they are and how to craft the message to them. And that's something all of us need to do when we're building out. Our summits is who is our audience and what is the messaging? Um, I know like in some niches industries, long form copy on pages is very, very much, it's very powerful and very effective.

Dr. Mark:

Other audiences, other niches short form, like you were just saying, Azul like just an image or a video above the fold with the link can work. So really, really important. Know your audience. You're seeing a lot of different, uh, summit home pages here, but yet at the end of the day, this will generate tons of ideas. Make sure you make it relevant to your audience. Now I want to circle back to, um, the aspect you were saying at the beginning where you were actually had your summit, where you're sending traffic to, but you also realized your playbook had a lot of value to it as well. So you actually ran that as its own lead magnet. So where you talk to us about that, where did you send all speaker traffic to the summit homepage and run ads to the playbook? How did you divide that and how did you do it?

Dr. Mark:

Yeah, we, we sent all speaker speakers to the summit page because we felt like that was the most clear and opportunity to, to highlight them. Uh, we tested the playbook with ads. We, we really just wanted to use it even as a followup. So if they saw, paid attention to an ad or a video I did, that was a minute long. We maybe retarget them with the playbook if they've already seen the landing page of the summit. So maybe just the idea, like, I don't have time for a summit. Oh, playbook. Oh yeah. I want the playbook and they didn't scroll down far enough to see they got the playbook with the summit. So what we did is we just moved it to the top cause getting a plain PDF playbook sounds like something you could do and think about later, as opposed to ours was time-bound at the time. So if they weren't going to be available that day, they just thought that's too much time. So we just switched and we realized a lot larger percentage, 30% of those people wanted the playbook versus the summit to access all like, huh.

Azul:

So that we know that there are some people who really rather have the PDF download first before they decide if it's worth their while. So, um, I think, I think we would continue to drive traffic with revenue in those splits, like spend 30% of the value, you know, the, the spend dollar in playbook and 70% on the summit page because we know that that's where it was and we'll keep testing that, but it seemed to be about pretty consistent where the conversions were happening.

Dr. Mark:

Yeah, no, I really love that idea. I think that is excellent. You know, especially for those of you who are going to do paid ads and, or just as a follow up in your email sequence to your audience, I'm retargeting them with that playbook, I think is for sure a great strategy to do. And, and I love the playbooks. We do those with all of our summits, um, cause it's just engagement and follows people along. Not everybody wants to sit through the videos like my partner and Dr. Krista, she doesn't watch video, but she'll read or listen to audio. So it's like, that's why you want to have the different components. Even the transcripts, for example, which is why a lot of summits offer the transcripts is because everybody has different

learning methods or manners. Now, as we wrap this up Azul, this has been phenomenal first off, but I have one final question for you. Um, with the summit, what would you say has been the largest or the biggest impact that has happened to you or that you've received from hosting this summit?

Azul:

Um, the relationships built from the speakers. Um, that's how we built our business, that we realized that our relationships with the people that are on the summit are 10 times more valuable than even the summit itself. Because those people, if they, if they, if they were wowed by the interview, they felt like this was a stellar conversation. Um, they be more than willing to partner with us on something in the future, or they'd be more than willing to introduce us to people and the future because of our products and services are for a premium brand. We, those are our ideal clients. So we wanted to treat them, um, extremely well and follow up with them and provide them as much value as possible and not have too much expectations. The thing I would've done differently is don't expect those high end speakers to do much for you, make it easy for them to say yes, make it easy for them to promote and don't give them too much details. I think we gave them way too much detail. So I would do it again. I'd give them less less to do. Um, and just honor the fact that maybe you drive paid traffic to their summit day or something that helps them get exposure, not so much to ask them something to do.

Dr. Mark:

That is a great tip right there. Paid traffic to their summit day as a bonus for a, an anchor, a high level influencer. That is a great, so like dropping bombs right there even at the end, Azul. All the way to the last moment. Well, this has been phenomenal. Go check out Azul. All his information's right here. Follow him like his stuff on social. I'm sure he'd be more than happy to answer any questions. If you wanted to reach out to him, he's also been super generous to give us a special Summit Talks bonus, which you're going to see right below this video. Azul, do you want to tell us just a little bit more about that?

Azul:

Yeah. I think probably most people now are curious about the playbook. Go get the playbook peek into the summit. It's it's evergreen. So you can go in and look and watch, uh, learn the things we give away. People love the MP3s. They love all the value. So go beg, borrow, and steal. See what's there. Go learn for yourself. That's how we all learn from each other. So I went off of the playbook to y'all until you can see what it is that we created, um, for our summit.

Dr. Mark:

Absolutely. Grab it now. It's right below. Get it. You're going to forget if you try and do it later. So grab it. Now I know I'm going to be checking out that summit playbook. I always like to see inspiration from people who are crushing it like yourself. Azul this has been phenomenal, such great information. I really, really appreciate you taking your time, your energy and your wisdom and sharing that with us.

Azul:

Thank you. Appreciate it. It's such a pleasure.

Dr. Mark:

Absolutely. And thank you, summit hosts for hanging out with Azul and I. I'm Dr. Mark T. Wade, your host here on Summit Talks and remember your message matters. And one of the most powerful ways to get that message out to the world is with a virtual summit. Also, don't forget to grab your summit super pack, which includes your all access pass. My One-Day Summit Formula and six months of the Virtual Summits Software, plus some super special bonuses from our speakers, sponsors and partners, but it's not going to be there forever. So go grab it now while you still can. And I'll see you on the next session.

Dr. Mark:

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