

Virtual Summit Podcast Episode 011

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. And you are in for a treat today. On this episode, I am bringing you Bobby Cardwell, who is going to blow your mind when it comes to summits. Bobby is one of the founders of health talks online and healthmeans.com and is single-handedly dominating the summit industry, especially in the health niche. Bobby, I just want to say thank you so much for taking the time out of your schedule to come hang out with me share some insights with our audience. Thanks so much for that.

BOBBY CARDWELL: Well, thank you. That was quite an intro. I don't even know where to go with that.

MARK: Well, you know, I say it as I see it, Bobby and I have known each other for quite a while now we're both students of the game. We love this industry. We love this niche. We both love summits and we've known each other for quite a while and I've had the fortune to watch from afar. As you guys have helped so many summit hosts just crush their summits, I mean, absolutely crush their summits. And I've also had the benefit of working with you directly with one of my own summits. So I've been able to see firsthand how you guys deliver such an amazing experience and just an incredible result, too. So we're going to get into the aspects of that and I know we are going to be talking some Incredible information including for you summit host listening out there, the evolutions of summits and how to do a million dollar summit. Now if that doesn't get you excited and perk you up, I don't know what will. But Bobby, before we jump into those details, why don't you tell my audience just a little bit about more about you and help talks online so they have an idea where we're coming from?

BOBBY: Sure. I started out years ago in the real estate business, the whole company kind of evolved out of opportunity. I was working in the real estate industry doing live event organization I worked with the stage speaker basically was his chief of staff did all of the backend organization for that stuff. And one day I kind of had an epiphany that this was not my calling, that was way too corrupt for me. So I needed to get out before I lost my soul. So I quit and I went home and started an internet marketing company that was really my background. Along the way, I had met a couple of guys in the real estate business who started their own ad agency in San Diego. Strangely enough, they were the MCs at traffic and conversion this past time, which was very just kind of crazy how the world kind of evolves. But anyway, they connected me with this guy Sean Croxton, looking to do an online summit. This was, I don't know, probably 10 years ago at this point. He needed somebody just to do the infusion summit work and didn't really know what was going on. So I stepped in. I said, "Yeah, you know, I could do this for him. No problem. So we did it. We did a launch. It did really well." I mean, we learned a lot because we did a lot wrong. But we did a lot of things, right. And we did three or four with him, as he started to become more successful with these people started to perk up and say, "Hey, you know, we'd like to learn how to do this. How do you do this?" And if Sean was too busy, like, you know, he's doing his own thing, super successful guy. He's like, you know, let me just refer you to Bobby. He knows what's going on, he can help you out. And that's really how the business started. It was literally just opportunity. So we brought in a couple of people and before you know, we had like six summits booked out for like, this was back in like 2013 or 2014. The very first event that we did was with Dr. Tom O'Brien. It was his gluten summit, which is where I met Bob Ross, my business partner. It was a complete, amazing process to go through

and a complete disaster at the same time. It was literally like the perfect storm. I remember back when we started getting customer service complaints like tickets, you know coming in emails coming in like, hey, videos not playing like I can't get registered and all this other stuff, your servers are crashing and like we had no idea what was going on. And we had, like 120,000 people on that event we use huge, huge for that time. And we were answering about 1200 tickets a day with one full time customer service person and pretty much everyone hands on deck trying to answer tickets, answer emails, it was just a complete mess. But it was super successful. And it provided a tremendous amount of learning experience. So needless to say most of my experiences come literally from just cutting my teeth. There's no trading courses, a book I read on how to do this really, it's really just been trial and error, a lot of it. But today, we've been incorporating now for about seven years, like I said with Bob Ross, my business partner. We've done over 100 summits to date, and I think we've done fairly well out of those. We've only had six or seven that were just complete flops. So statistically, I think we've done a very, very good job with that.

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MARK: That is incredible! Over 100 summits you summit hosts listening in Did I not tell you we're in for a treat. We've got so much wisdom and information sitting in that genius brain of yours like let's get into that let's dive in there. Like I'm going to try and squeeze as much out of it as I can in this episode, but like we may end up having to bring you back on for another one because I just we couldn't get enough of it out of there. So first off, let's go with this. People can find you over at Health Talks Online and healthmeans.com we will also give access and will give links to your social accounts and all that and you can find those over at the show notes at podcast@virtualsummits.com; link over there to Bobby also you know if you're a healthcare professional or anything like that, like health talks online is obviously specialized over there in the health realm and they are crushing it. So what I want to talk about today Bobby is kind of twofold we're going to start with this and let's see what rabbit holes we can kind of go down you know, we've both heard many people talk about objections with summits we've even heard you know, people as we had our pre talk before we hit go you know, people from stage even been some big speakers are out there saying summits are dead, don't do summits. I would love to hear your thoughts on that. And then kind of like, what's the evolution of summits?

BOBBY: Yeah, absolutely. So you know, I think depending on your mindset, summits could be dead. You know, it could be one of those situations where it may just not fit your marketing strategy. I know there are a lot of people out there and we call them kind of high wall garden, people. They'd like to gather their list, they'd like to bring their community into their little fold. And then they never want them to go anywhere. That's not realistic. I mean, in reality, it's just not realistic. There's too much exposure, there's too much marketing. And we've decided to kind of take more of a stance that a rising tide lifts all boats. And it really does - by working together collaborating, understanding that none of us are perfect. You know, even the things we're doing. We're constantly evolving, constantly changing tweaking, we make mistakes all the time. But we're constantly figuring out how can we better the industry as a whole and that really, keeping that passion keeping that focus is really I think, what's made us successful for as long as we have constantly constantly changing.

MARK: And we've seen that I've seen that just in the last couple of years, new things coming out cool features being implemented. You know, I've seen even healthmeans.com was a new

evolution of what you guys are doing. So that's super cool. And I agree with you. I get that I've heard and I've sat there and it's like nails on a chalkboard for me when I hear these big speakers who have literally built their lists their entire businesses off of summits say summits are dead, and then they turn around and they keep doing them and still continue to crush it. It's like, I don't get it like in my opinion summits aren't dead bad summits are dead. So yes, and I agree with you, Bobby. Like you can't just go out there and throw something out and expect to be amazing. But you can't do that in anything either. Additionally, I think what I've seen, like some of the negative feedback I've seen from people with summits, is they try and rush it or just try and throw it out there. And they don't get a big result. And so they say, oh, well, summits don't work well. They probably did it a little bit incorrectly. We're going to get into some of those how to do it correctly specifics here in a moment. The other big aspect of this and I know you guys do amazing with this is clarifying expectations. Like what's your expectation, if you want to do 100,000 lead gen, you know, \$500,000 summit, you're going to need help with that you're going to need a team you're going to need insight and strategy. So if you go and try and do it yourself, you only get 5,000 leads, you look at some as a failure. But if you go and say, Look, I want 5,000 quality engaged leads, and I'm going to use that to create a relationship and expand my business. You put the time and energy and then that was a huge success. So Bobby, what I really want to get into because you guys over at Health Talks Online have not only done over 100 summits, you are well known for crushing summits, like even million dollar summits, which we'll get into a little bit later. But I'd like to look at some like how have you seen specifically summits changing and what should some of our summit hosts that are listening in be aware of as far as the changes?

BOBBY: Yeah, I think the number one thing is don't be afraid to change. Don't reinvent the wheel. Okay, I'll put that out there. Don't try to reinvent the wheel. That's a mistake. But don't be afraid to change. We're constantly tweaking the model constantly looking for new ways that we can engage our audience differently. You know, there's new technologies out every day you know, mini chats is something that's new that came out, you can communicate through messenger. We implemented stuff like that text messaging. I mean, some of this stuff's been around for a while, but different ways that you can not just market but also engage with your audience and get them coming back to the event site and engaging that way. One big thing you mentioned earlier, one big mistake that I see is people have wrong expectations. A lot of people go out and they put together a summit, they go out in the interview 30-40 people or hundred people, whatever. And they think that it's like Field of Dreams, if they build this thing, people will just automatically come to it. Or if they put it on social, like everybody's going to want to join it. It doesn't work that way. It doesn't work that way, because there's too much information out there. That's one of the negative things that I've heard, not just about our company, but just its summits, in general, is there's just too much out there. The market is very saturated, but look at how many people are in the world. You know, from a statistical side of things, we've only seen about 900,000 unique people come through our platform in the last two years since January of 2018. That's a scratch that's a drop in the bucket in comparison to the world population. So there are so many things people out there that we're not even reaching. The goal here is not to keep hitting the same people over and over. It's to expand that market. How do we expand it out? How do we tap into other industries? We're even looking at things like how do we cross the gap between Western Eastern medicine? There's a lot of that out there. And sure, there's diehards, like no, you can't do that, like Eastern medicine is just terrible. Just don't even consider it. But there are places where there's a good supporting factor. And there's even really good place a good space for having those conversations, because you're dealing with

people that are dealing with cancer, they only know to go to the oncologist, go to the expert that deals with cancer. Sure, they're pretty much guessing it what they're doing in a lot of cases. But having that conversation and figuring out the supportive side and figuring out what is going to be best for your health care really is the better side of it. It's not just dogging one side or the other. It's really having that conversation. And that's what our platform was really designed for. It's the table of conversation. So going back to your question, the evolution of summit, like I said, don't be afraid of change. Look at what's happening now don't look at what happened. even two years ago or even last year, things have changed so much. Our model has completely revamped four or five times pretty much every single Christmas holiday, we take off about six weeks. And we look at the entire model. And we basically scrap everything that we've been using that just really isn't performing very well. And we look at what can we bring in? What's the market driving? What's the market saying that we should be doing or shouldn't be doing? And we completely revamped the model every single year. So pretty much every January you're we're looking at something that is quite a bit different than even what we launched in December. So that's one of the things I think that kind of sets us apart from so many other people to do a successful summit though you absolutely have to have a team. You cannot do 100,000 person event, you can't do half a million dollars in revenue by yourself. There's just no way. If you did, I would love to meet you personally because that would be like I will hire you in a heartbeat. I need somebody like that for sure. But you know if your expectation if your goal is to have 5,000 or 10,000 people attend your event, that's awesome. You know, that's five or 10,000 people that if you're engaging, and you're passionate about this, and you're able to help them. In our opinion, a successful event only needs to help one person. If we can change one person's life, we have been successful, even if we don't make money at it, you know, obviously, this is business that we want to make a little money to help cover costs. But at the end of the day, it's really about helping people. And the more that we can do, the better off the industry is, the better off the world will be long term.

MARK: I agree with that so much. I mean, one of the reasons that I am so passionate about summits is I personally and truly believe that people are suffering and that virtual summits give them access to the solution of their problems from industry experts that they may not have otherwise had any access to like it literally is changing people's lives. It's more than lead generation. It's more than money. Of course it's those as well. It's more than authority and influence. It's literally you're changing the world. So I love it. I love what you guys are doing over there Bobby also, I would like to also with what we were saying as far as like the objection that there's too many summits, it's too saturated. Honestly, like I see summits in the same industry, same niche that crush it and the ones that do crush it, and the ones that don't crush it, like one of the things I see I mean, there's other factors as well is like how specific was your topic? How specific was your niche like you're right, you're not going to be able to go out there and just run a generic health summit or a generic email you know, marketing summit anymore and crush it the way you did a couple years ago. Right? It's specific into the topic that people are searching for, you can definitely crush it and to reiterate, for those who are listening in, you know, Bobby was talking about like with one of the evolutions is the exposure, the promotion, the advertising aspects, you got to try things, you got to do different things. Not all of them are going to work but you don't know until you try them. So I love what we're talking about so far. Bobby, let's keep going in this. What I would love because we all love a train wreck. Right? I would love for you to talk about a summit and you don't have to necessarily name the names but like what's the summit that bombed in the last couple years? And like maybe what was like a big takeaway that you and your team kind of got from it?

BOBBY: Yeah. So what was mentioned earlier is don't reinvent the wheel. We've had, like I said, six or seven events over the last seven years that have just bombed and they failed. In our eyes. A failure is basically anything that doesn't at least break-even, we've had a few break-even events, and the hosts were happy with that they didn't lose money, they still gained a list, I gained an audience and the following, they changed people's lives. So they were happy. We've had a few that just they didn't break even because of one reason or another. There's two things that we always look at when we look to work with a new host. This has really evolved in the last few years, and it's been a learning experience for us. Number one is content or topic. It's very important to have something that is really targeted for your audience. There's kind of a balancing effect here. If you go to general you end up with a very wide list, you get a really big opt in list. If you have the reach you get a big opt in list, which have a very low sales conversion, because it doesn't affect it doesn't touch as many points to each individual person. So you may have 30 Talks, but only three or four of those actually affect that one user that one audience member. But on the flip side of that, and if you go too narrow, you know, if it's a very specific kind of disease or condition, you may end up with a very small list, but it'd be very high engaging. So very high sales conversion. And there's nothing wrong with either side of that, as long as you go into it with the expectation and the realization of what you're going to have coming out. Going into it with the expectation of having a massive list and massive amount. Massively high sales conversion, in most cases is not realistic. It just isn't. We've had a few of those. They're kind of like Angel summits almost, you know, it's like the math doesn't really work out how this happened. But we end up with like 100,000 people on the event and then a 10% sales conversion that's like, How did this happen? It all came down to content. It came down to content because the content, it not only was the topic, but it was the way the content was put together. Being a good interviewer is extremely important. Just little things like knowing what questions to ask. I'm not the greatest interviewee, I have a tendency to ramble. Dr. Wade here has done a fantastic job keeping me on track and keep bringing me back to that question that he keeps asking me. But having those interview skills is very important, allowing your interviewee to speak, you know, making sure the conditions are right. And I'm not saying you've got to fly to them and have, you know, studio quality interview that really doesn't change the quality. I mean, it changes the quality, but it doesn't change the sales, conversion or anything in any way. It actually doesn't matter who you have on your event, either. Strangely enough, a name or a face does not drive traffic. If they don't promote, it does not drive traffic. So that's one thing that we always push into people that we're consulting with is if you're looking to do an event, and you're reaching out to speakers, if they say yes to speaking and they say no to promotion, find somebody else, their name is not going to fill the gap. And we've had celebrities, lots of big names. People in this industry have been on our events, and their name alone does not drive traffic. So don't make that mistake. The star factor i think is what it's called, but so topic super important, your interview style is super important. The second piece of it really is reach. It's about your network. Most of the events that we've done, the host comes to us and they have 1,000, 2000, less than 5,000, and a lot of cases, people on their email list, very, very small. And they walk away with 50, 60, -- 70,000 on their list. It wasn't because of their own efforts, it was because of the relationships that they've built with other people. Now working with someone like us, we do have an affiliate marketing department, we're constantly making connections and building those relationships. But we can't do it all on our own. If we could we do our own events. It's as simple as that. We just hire hosts to say, Come do them for us. But we don't do that. We want to work with people, especially people are super passionate about a topic and looking to change the world in a positive way. And we know that we can help

build their audience and their following and we really feel like the summit model is a great way to do it. If you look at docu series documentaries, there's not a whole lot of different docu-series models, very similar, very parallel to the summit model. So if you're like oh no, you know look into a docu series. That's cool. You know, there's nothing wrong with that. It works very similar, but you got a lot more cost overhead. I mean, that's kind of the way I look at it. We've had numerous people that come to us they do a summit. And they use that to help fund the docu series. And that's great. You know, I think that's a great evolution to the model. But those are the biggest two factors to do a super successful event to make it a million dollar in revenue, hundred thousand person, attendees, or whatever your goal is, is focused on those two primary things, content, and how you put it together, the storyboard, how that's all put together, and the lists that you have, and joining mastermind groups joining you know, going to events like traffic universe, anywhere where you can network and connect with people is great. I never was a firm believer in the face to face I always thought, you know, you can build these relationships over the phone through email marketing, things like that. Until recently, about two years ago, I started actually going to live events. So one of the first ones that I went to was blank on that one. Anyway, last year. Mindshare was one that I went to last year. And it was, it blew me away the kind of connections that I made, just, I mean, people already knew who I was, but just the face to face and being able to sit down and have lunch with them and talk with them and things like that. I walked out with almost a year's worth of business from a weekend, you know. So going to those kind of events, sitting down with people that are parallel in your space, they're passionate, they're willing to promote figuring out ways that you can help them that's a big one is the reciprocation game is huge. Find out what they're into, find out what their next book launches, or when their next event is and figure out ways that you can promote it, even if you don't have a big list, figure out ways to do it. You can leverage other people's connections. One of the most amazing things that I saw that was successful was we had a guy who had no list, he had no marketing list whatsoever. He went out built a whole bunch of connections, and he literally all he did was interconnect other people. So he knew when someone's book launch was coming up, and he would go out and find three or four affiliates to promote that book launch. It looked really good on him because he was out there hustling for somebody else. Now, he wasn't really getting anything out of it, except a whole bunch of IOs. So about a year later, he did an event. It was one of the biggest events we've ever done over 150,000 people in that event, because of those kind of connections. And he just understood that it's about building those relationships and helping other people. Because if you help other people, people will want to help you.

MARK: Excellent point.

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MARK: Such great information right there and it's so true, like you've just covered so much and I want to go in and pull some of these gems out because our summit hosts are probably like, okay like this, this this this there's there's so much here like I mean, this right here is worth most of the coaching that you pay somebody over on the side somewhere. So it is extremely valuable. Before we jump into the specific kind of gems, I want to set the parameters we just talked about, you know, some summits that you've had that have bombed, have failed by your guys definition, which is they just they didn't cover their costs. And you did mention like we've had, you've had some summits that have just broken even. But I agree with you, I wouldn't consider those a fail because you have the email list, which then you can monetize

afterwards, which is huge. And it's really like you now have a business after that. So I want to set the standards on some of the highlights you guys have done. Let's talk about maybe two or three just briefly like what are those summits and like, what did they do?

BOBBY: Yeah, and I apologize. I didn't even answer your question on what was a bomb. So I'll cover both here. So on the negative side. We had an event last summer very generic, it was just like a general wellness event. And we knew going into it like this is not going to be great for two reasons. One, it was General wellness and the other side, it was gender specific. And I don't ever recommend gender specific, it's really a struggle. It's really strange because men don't really want to take care of their own health. And I say that very generally. So don't tell me, don't take that offensively. And women have a tendency to not want to spend money on their own health, they're more willing to spend it on their loved ones or their children or something like that. Again, this is very broad, so don't take it as the gospel. So when you go gender specific, it does kind of lead to some additional challenges. The same with the broad topics, and we talked about the end of the broad topic, you don't really touch on people, and you end up with failures. The other side of it is that this person refused to ask any of his speakers to promote, refused, and we went back and forth on this over and over and over to the point that we literally stepped in and said, we will go out to your speakers and we are going to ask for promotion. Well, by then he had already told his speakers that they don't have to promote. He told him that up front. His goal was strictly to drive traffic from social media. Anybody who's ever statistically run numbers on social media is it takes money to drive traffic from social media. So if you don't have a budget, that's not a good plan. Secondly, social media converts considerably lower than email traffic and affiliate traffic. Sure, you have a tendency to pay more for the affiliate traffic in the long run because it is commission based, but the leads are considerably higher quality, more money because they're nurtured, it's coming from somebody that they trust. So that is typically not a great idea. Traditionally, social media converts to opt in about one third, what an email lead would so it takes about three hits on social media to equal one hit on email. If you're converting and say 50%, it takes six clicks just to get like one opt in like that's a lot versus two for email the same way sales. Sales conversion is about one third what it is on social media leads in comparison to email leads. We see this all the time, we have people in the industry that have built these massive lists like million plus person list, but they did it through social media they caught and they've got a great strategy, like they're driving people in there getting the opt ins and things are flowing really well they built these massive lists, but when they promote, their conversion numbers are awful. And we go to look at it, and it's because they've really built most of it through social media. So with the sales factor being about one third on email, now you're up to what like 80 leads to get one sale that you would get from like three or four leads on email. So the numbers don't really jive there. So that's really just not a good strategy. So don't reinvent the wheel that was a big piece of it. Don't reinvent the wheel. So make sure you're on point with the topic. Make sure you're on point with your traffic and your reach to kind of give you an idea that event failed so badly that we did follow through with the full event but we only ended up with I think like 2,500 people attended, which was the lowest we've ever seen, ever, ever, ever, like our break-even is 25,000. We know statistically, if we can get 25,000 attendees, we're going to break even, we're gonna have a great list, we're good, you know, we're hopefully going to see some revenue, see some good revenue numbers off of that. But 2,500 It was awful, and ended up being in the whole thing ended up like \$27,000 or \$20,000 in the hole, after it's all said and done, which was absolutely devastating. We never ever, ever want to put somebody in that position. That's just not good business practice, which is why we do turn away most of the people we that come to us, we just can't one we don't have the time. Like we do 25 events a

year. So we launched two a month and we only have so many spots available. But we also know that we can't take everybody because there's some people that just they're not quite there, they need some experience under their belts or something. They need something there there's something missing. But on the flip side of that, more successful events, we have way more those way, way, way more than we have failures. So with the successful events, again it came down to topic and reach. You know, those people that went out hustled, they built the connections. And don't feel like you have to be like, super well known like you don't need to be a JJ or a Mark Hyman or any of those guys like you could be just somebody up and coming, but you're just in the network. Like you're always there. People recognize you because you're there. And you're just doing little things to make yourself stand out. One thing that I saw a guy do, I was having brunch with a group of people, pretty well known influencers in the space. And this lady was invited to join us she was she was a up and comer never really done an event or anything like that. And we were sitting there and we're having brunch, and she paid for the entire table, which is, you know, not expected, like we had no intention of that. But you know, every single person at that table didn't recognize her she before she left. She didn't even come back. Everyone at that table talked about her for about 30 minutes after that to see what she was doing. What she was getting into, and I guarantee you that that will pay back multiple times over down the road. So it's little things like that kind of make you stand out that make the difference.

MARK: So let's quickly hear like two, three unicorns that you have. What were some of those numbers? Like because we've talked about the bonds, we've talked about breakeven, we talked about how you guys normally do well over that, like what was some of the one or two highest leads and then also profits?

BOBBY: Sure. The biggest event we've ever done today from a lead perspective was 170,000 -- 172,000 attendees, which is big for a summit. You know, I know docu series and stuff like that we've heard of over half a million, but you're also talking something that takes two years to produce. You know, summits are typically six months. But 172,000 was in Vegas, we're expecting to break that this year, we have an event that is trending with who we're working with and just have influencers period, I have a feeling its going to be over 200,000 I just have this gut feeling it's going to blow the roof off of this. So I'm really looking forward to. The most we've ever done in revenue is about 1.1 million in revenue. Now that you know that's total revenue, profit margin, you're probably looking at about a third of that. So, you know, to walk away with three or \$400,000 in profit is really pretty nice. You know, after everything is paid, we've had a few like that we've had four or five that have been way up there like that. Numerous events well over 100,000, numerous. And no most of them are not from well known influencers. We've had several from several well known influencers come to us that you know, they were lucky to break 50,000 because they just, you know, whatever reason they didn't put the effort into it, they just assume people would promote them because of who they were whatever it may be. So yeah, it anybody can do this if you have the motivation, and you have the passion for the topic.

MARK: And some support always helps there as well. But we've seen like you so and I know we were to kind of giggling about this as we do about summits a lot because we both love summits, but about that one whole conversation or that whole topic of people saying summits are dead, like every month you're seeing summits happen that are generating 25, 50 hundred thousand leads and hundreds of thousands of dollars. So from your perspective summits look very vibrant, very alive, and they're still crushing it. And I know I see that from our side too. Now as we're

getting ready to wrap this up, I know this episode has been a little bit longer than normal, but we're getting such great insights here from Bobby that I just can't cut it off. We're going to have to do another one for sure at some point. But we can get it all sorts of topics, aeration or whatever you want. And we most likely will do that. Now let's have a quick word from our sponsor.

MARK: So what I would love to do is give our summit hosts in the last like kind of three, four minutes we have is some super tactical things, they can walk away with one, what's the big and this is going to be for both of these, but what's the biggest single thing that they could do to really move the needle from a leads perspective, and then a sales?

BOBBY: Mm hmm. So definitely leads perspective is just get out there, get your name known, and do what you can, you know, if you don't have a list, speak, you know, beyond events, even if it's smaller events, it doesn't matter, the exposure makes a difference. You'd be amazed at how many times that a host will just simply google somebody to find out who they are. And if your name comes up, then you're already well known. That's a big piece of it. So you know, don't spend tons of money on SEO and stuff like that. It's not really a good investment in this case, but but get out there, get your name in front of people. That's the biggest thing you can do. Because typically, the affiliate program, the affiliate relationships that you can build are really what's going to pay off in the long run, that's been the difference between the, you know, 25,000, lead, you know, bare minimum events that we've seen, and the hundred and 50,000 person lead events, it all comes down to traffic, the more traffic you have, the better off you're going to be. To kind of give you an idea from a mathematical standpoint, you need about a million and a half contact reach to hit 100,000 attendees. That's about right. And we don't ever look at like overlap and things like that, because, you know, statistically, seven points of contact before somebody takes action, you know, all that kind of stuff does play in a little bit here. So somebody receives three emails about the same event, chances are, they're going to take notice and attend that event. So definitely look at that kind of stuff. That's a daunting number for a lot of people. But it's not bad. You know, you get one or two, what we consider whales, people that have 250 plus thousand people on their email list, get one or two of those passionate about what you're doing and willing to promote. You're already a third of the way there. I mean, it doesn't take much to add those numbers up very quickly from a revenue perspective, that it's all about engagement, it really is. What we found is that topic sells topic sells more than anything. If you look at any of our sales funnels, our sales funnels are extremely, extremely limited. We do not push sales super hard, we don't have to. We've tried that in the past, we've tried to like, like aggressive guerrilla marketing type tactics towards these event attendees. And sure we move the needle a little bit, but we end up with a pissed off list. Like we don't want that we're building a relationship with these people, because the idea is that they're going to continue to follow you. It's not just sell them now. It's that we want them engaged with you as the host for a long period of time. You are now their expert in whatever topic your event is in. So having that content really, really tight is really the biggest factor when it comes to sales conversions. We've seen that over and over; our highest converting sales percentage was 11.2%. It was on a you know fairly well known disease, I can throw that out there. I'm proud of that one. It was on Lyme disease. It wasn't a huge list, but it was 11.2% sales conversion, because the topic and the content was so well put together, we just did another event on toxic mold a few months ago, kind of a wild card for us. Like we didn't know this lady very well, she came in and crushed it. I mean, it's one of the best events we've ever done. sales conversion was way was

way over. I think she was up over like 7%, 6%, something like that, which is really good. Like anything over 3% you're doing it right. So when we start seeing numbers like 4, 5, 6 7% 11%. I mean, that's just crazy. But it all comes down to the content, put the content together, right. You've got something, something that people are going to want.

MARK: Oh my gosh, such great advice here. I can't thank you enough for taking the time out of your schedule. Bobby. I know that people are probably going to be asking like is Bobby or is health talks online, are they accepting new people? Are they taking more people? I'm going to say the answers got to be yes. And what we're going to do is we're going to put the information and links over to Bobby and then over in the show notes at podcast.virtualsummits.com, so you can get in touch with Bobby and his team. Look at what other options they have, you'll also find them on our site as one of our recommended consultants that we've looked at, that we've used, that we've vetted and that we recommend. So you can know that they're, you're going to get a great experience there, Bobby, just the last, like, minute or so do you have one kind of final parting piece of advice or wisdom you want to share with the audience?

BOBBY: Oh, man, you know, I say have fun. You know, have fun. That's the most important part is don't stress out about this stuff. I mean, it can be stressful because there's a million moving pieces. If you're doing most of the work yourself, which I understand some people just have to do. It's okay. Take your time. Don't put yourself in a position where you could potentially lose everything. It's not worth it. I had a lady literally mortgage her house and I didn't know this till afterwards, because I never would have done I would never would have worked with her if that was the case or, or we would figure something else out. She mortgaged their house to be able to do her own summit and I was like, wow, that's super dedicated. That is beyond belief, but have fun with it. Be passionate about the topic, and always keep people first if you keep people first, the money will follow. It always has, it always will. So keep people in the spotlight. Make sure to focus on them and what they need. Everything else will come.

MARK: Such great wisdom. I knew this was going to be an amazing episode. I was so excited to do this episode, you more than delivered. Bobby, I thank you so much for taking the time out of your schedule. Thank you, the audience. Thank you, and we're for sure going to have to get you back on again to tap into the other information that's still in there. So thanks again, Bobby, for coming out hanging out with us.

BOBBY: Thank you. I really appreciate it's been a lot of fun.

MARK: Absolutely. And thank you to our summit hosts that are listening. We appreciate you for tuning in with us and we'll see you on the next episode.