

Episode 130: How to craft authentic powerful summit email copy on your next summit.

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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 are we in for a treat today? Get ready. You're going to feel some energy coming through here. So if you haven't had coffee yet, don't worry cause we're going to spice it up with you. We've got legendary Augustee Crenshaw with us. How you doing today Augustee?

Augustee Crenshaw: I'm fabulous.

Dr. Mark: Fabuloso over there. We were just chatting before we hit go about both learning Spanish. So we might throw in a little bit of Spanish, Spanish words in there for ya. Now, audience summit hosts, stay tuned because this is going to be a phenomenal episode. We're going to be looking, we're, we're actually talking to a living summit champ right now. She's running quite a few summits and we're going to get into some of those specific details and some of the ways she really makes her summits stand out above all other summit. So you're going to want to hear this. Before we jump into that Augustee, I would love for you to tell our summit hosts just a little bit more about yourself.

Augustee: Oh, no, absolutely. Um, I am a business and sales success coach and I love people. I love empowering women. I love authenticity. And I got into coaching on accident. I was a hairstylist for 20 years, left my native city of St. Louis on some spiritual journey and was like, what in the world am I supposed to do with my life? And I ran into coaching and found that I wasn't living in my fullest potential. And so now helping other women know how to show up authentically online and build a profitable, sustainable businesses. It's what I do. I am a wife. I'm a mom of four, only two are still with me. I'm a beautiful 44 year old who's proud and I have two little bitty young ones with me. So I'm also a mompreneur. And so I just love life. I love living and I actually like running my mouth. So I'm excited to be on the podcast with you and I love giving value. So let's, let's see how we can, uh, shake some stuff up for your audience.

Dr. Mark: Oh, we're going to shake it up. And just for everybody that's listening to the audio version of this podcast right now, I just gotta say Augustee, the hair's looking phenomenal, so I can, I can vouch for that. And I'm a former St. Louis resident myself. I still got family there. Talk about small world, right? Like yeah, I'm from Puerto Rico here, but you know, born and raised South of St. Louis. I got my first doctorate in Kansas City, Missouri, and then I was off to the races from there. So we got that connected as well. So Augustee you've had your fair share of experience with summits. What I'd like now is to just kind of give us a very brief overview. You've run a couple summits, what were they like, what kind of niches and uh, like it just gives us, give us the overview of the summit you've run currently.

Augustee: Right. So there's always two summits that I do every year. I originally started out with the Business Mastery Summit. That was the first one that I did. And to kind of really speed up the story, like you said, when I launched this summit, I had some pretty good success, but I noticed that just from observing the women that were in my community,

they were not implementing the tools that they got from the summit. And so because I am highly interactive and I connect with people, they were like, Oh my God, this was a great summit. But I'm just wrestling with all these thoughts. And this has come up in my relationship and I realized that they had some trauma so I immediately in 60 days came right back in, launched the second summit with the theme of building with trauma, whether that was financial, trauma, abuse, molestation, what kind of mental things would stop a woman from being able to show up in business.

Auguste: And so those are the two that I piggyback off of. So I do Business Mastery specifically for tools and then I do the Authentic Collective Summit, which the names have kind of been revised over time to help women with personal issues. And those are the two that I do all the time. I specifically serve women, but I can honestly say when I first started out I was like, I kind of had that I want to serve everybody. You know that we're all guilty when we first start our business. I want my summit to be for everybody and I niche down hard over time.

Dr. Mark: Let's dig into that because I think that is such an important point right there. What, what did you notice or what, what was, take us through that process of when you decided, you know what, I need to make this more focused and what is something that you notice that came out of that?

Auguste: The, the, the bare bones of it is, I love to look at all the analytics. I look at whatever I get and so I was like, yes, look at all of this. My coach was right. If I do it so bad I'm going to get a whole bunch of people to subscribe and I got a bunch of dead subscribers. I'm like, ain't nobody clicking the link. And so it's just that like that initial curiosity and so people were signing up. It was kind of hard to really move the all access pass sales, you know I did still make some money and I got some sales but it was the, the statistics, it wasn't matching and I'm one of those people I'm looking to you know, surpass whatever the standard quota is. So when I realized that just saying I was there for men and women entrepreneurs, I really wasn't taking responsibility for clarify my niche.

Auguste: Something as simple as really clarifying that niche is saying that I'm looking for women that are dealing with past traumas that haunt them with showing up in business and really speaking that language to them. I actually came back with my second summit and I charged on the front end because my thing was these women were going to be sharing testimonials about past records, about being molested, having abusive parents. And so I wanted the people that came to the summit to be vested financially so that I didn't have a bunch of looky loos and I was able to surpass my income with the second summit prior to the summit even starting, and then I still upgraded for them to be able to have an all access pass. But that was because the messaging was so freaking clear. The ladies were like, I know that this is for me.

Auguste: And so they were thirsty to get as much of whatever else I had to offer to give to them. The first one was kind of like, Oh yeah, you know you can do this. I'll this, this. For business owners, when things are not vague, people's heart are not attached. And if their heart is not attached, you're not at the top of mind and they don't readily spend money with you. So building summits is great, but you got to realize you're not just

entertaining and performing. You're being a business owner. You've got to connect with your audience hardcore if you'd want to bring any cash.

Dr. Mark: Oh, I love that. And when you, when you changed it, when you got more specific, more clear there, was it easier? Was it more fun when you were writing for example, copy and things like that? Kind of tell us how, how did that change for you as well?

Auguste: Oh yeah. It was a whole heck of a lot easier when you, when you know that like, so if I just say I'm doing a summit for all women. Okay, Hey ladies in business, if you are a mompreneur or you know you're having troubles with hubbies or even if you don't have any kids at home, come here. You know, it starts getting really diluted and is watered down. But if I know that I'm specifically the thing that we don't want to do, if I know that I'm specifically speaking to a married mom, then when I'm writing my copy I can be like, listen, it's already going to be hard enough for you to get here because you're trying to focus and run your business and the kids are in the back room time. Mommy, he hit me, she hit me. You know, I can paint a picture and a woman could be sitting there reading like I just went through that this morning.

Auguste: And so I'm able to visualize, I know whether or not she woke up and drank three cups of coffee this morning. She got one to get her started. One at Starbucks to treat herself and another one by the time she got to her desk all to get through her day to come home and then you go work on building her business at night. So that's another thing if I know that she's working in building her business, when I, it's imagery. People tell you that the best business owners are great storytellers, but you gotta tell your story. But you also gotta tell their story. And so knowing her down to a science allow my copy to just erupted. Women were like, Oh my God, they were crying in tears and in high intense a patient. But that second summit I got some totally different, but that's because my copy game was so strong.

Dr. Mark: Oh my goodness, I am absolutely loving this. I'm laughing over here. I'm following you. I'm, I'm visualizing the person you're talking about and this is so important. Um, and I, I'm going to, I'm going to keep diving into this because one, you're crushing it in this area and it's something that I think a lot of some hosts struggle with and that is one the messaging. So we kind of briefly talked on that, but it's the, it's the copywriting. So I'd love to kinda hear your process and let me paint the picture for a second. A lot of the summits I see right now, the copy is very transactional. It's very much like, Hey, summit starts at this time. Here's the 12 speakers. You're going to get this. Don't forget to buy the all access pass. Here's the facts, you know, and questions and hand raised. Those are a lot of my early summits had all of that in it as well. I can tell your copy is not written like that. So kind of take us through the process of what you think of when you're writing. Maybe even you got a summit coming up, like talk us through the process of what you're going to do as writing that copy.

Auguste: Absolutely. So the Business Mastery Summit is coming up and even though I've done this multiple times, I go back every single time and say, but what makes it different? What makes it distinctive this year? So the theme for it is make them see you in 2020 everybody's talking about 20/20 vision, right? So now I say to myself, okay, so a woman that wants to be seen, why does she want to be seen? I start that second and asking all

of those who, what, when, why, where questions and stuff. Like, okay, so she wants to be seen or what does she want to be seen? Well, she's probably confused. She doesn't know if she should be seen on stage or if she should be seen while doing live video. If she should be on podcast or should she host a live event. So then I'm processing. Well, even if she knows where she should be seeing, what would she be struggling with?

Auguste: What kind of confidence issues would she be having? Is it an issue with a financial investment? So I'm, I'm thinking about her. It is not about me. I think the reason why most people make very transactional copy is because they're trying to make sure that they're buying into this illusion of, of marketing and really appealing to the impulse in somebody is as opposed to me, I'm into appealing to the heart and the mind of the person. And so when I think like that, then that means that I'm very strategic. So I don't want any and everybody in my summit either. I want someone who specializes in speaking. I want someone who specializes in podcasting. I've identified money issues by confidence issues. I want the best confidence coach. I want someone that does financial literacy because then I'm thinking about drawing this, this, this whole experience where I'm taking this woman through this journey of what she wants, why she can't get it, where she should go to get it.

Auguste: And so I'm looking at it as a solution oriented process and that changes the dynamic of who and how, who I speak to and how I speak to them. So then when I write my copy, as soon as you come, it's like, yeah, if you're not seeing, you can't get paid, but you're confused because you don't know if you should do this or you should do that and you could do this and you could do that. And then the copy on it eventually says, what if I told you all of these answers are right, but all of them may not be right for you. So get your ticket, get your past, come to the summit to learn your next best move. Completely different feeling. People tell me all the time. They read, they read my whole, they read my whole page, people's like, I don't want to do that long copy. It's a waste of time. Nobody reads it. Oh your ideal client does. Your ideal client reads it all. And so I started at the end, I start with the end in mind. What do I want this woman to walk away with? And I just started dissecting everything about her and walking backwards. And that dictates everything that I do moving forward.

Dr. Mark: Man, I love that. And I, and I love how specific you are around what is that person going through? What are they thinking? You're like, you've put yourself into the mind of that person. So when you're writing your copy for your summit. Um, it sounds like this first one is more getting them onto the summit. Once they're on the summit, let's say they've got that, uh, you know, the, the free ticket to attend the summit. What's your copy? Kind of directed towards their, is it storytelling? Is it like, you know, take us through that process.

Auguste: So after that, you know, engage in your audience, they're on the lists and they, whether it's free or fee, they've gotten their paths from there. I do begin to communicate with them about themselves. So I began, so this is, this is the beauty, we have any, I'm not going to jump ahead of you, but I have very active participation from my speakers. And so instead of just telling the story of the speaker, I tell the stories of the speakers as if it's them. Like this is this, is this the dilemma that they dealt with? This is why they're doing these things. Have you found yourself feeling this way? Are you looking for that?

So I began to express things to them so that they can see and feel the impact of what they're eventually going to experience once they come to the summit of, because my audience is usually purpose-driven and very philanthropic.

Auguste: I may be share some things about how being a participant in the summit and buying an all access pass will benefit the organization. I've always had an organization that I've sponsored since I first started my summit because I'm really big on giving back and so I do a little bit of a mix of that and then I do get into the trans. I always, there's always a blurb though, so I'm a business owner that somewhere at the end of that if this, this summit that's coming up is fee based upfront. But if it was not fee based upfront, then I would say something like, Hey, you know, don't forget to maximize the opportunities and get into my sales pitch. But there's always something that's woven in there that lets them know that they're at the top of my mind. My copy basically just lets them know that I'm at the top of their mind is somewhere infused in there may also be something to address what could distract them because a lot of times I think that when we think we get people in our funnel, they're just going to be good to go, but there's always going to be something.

Auguste: There's going to be a financial issue. People will spend money. It'd be like, Oh my God, I can't show up because this happened. I'm going to have an email in there like that because I'm familiar with the journey. Hey, no matter what you may sure you still crush it. You make sure you still be through. Make sure you show up, make sure you still show up because this is going to change your life. Don't forget to keep the main thing to main things, so I'm encouraging. I'm doing all of those things and I'm tapping into all of those emotions and thinking about the ebb and flow of how they're feeling between them actually signing up for this summit and actually attending it cause I don't want, I don't want those inactive subscribers.

Dr. Mark: That is so good. And I love that you've talked about like write it from the perspective of the speaker too. You're telling the story, putting it in there, making it more, I mean, when you have entertaining copy like that, and it sounds like you write in your voice, you are, you know, you write in your voice and I think that is such a powerful thing. Um, I know a lot, a lot of summit hosts, they try and write how they think they should write versus like if you read my email, you know, it's me talking cause I'm talking this, that and the other. And it's comical sometimes, it's, you know, not everybody's going to love it, right? Just like you were saying. So, but the people who do read it as you were just saying, they're going to read it, they're going to love it and they want more of it. They're waiting for the next email to come and open it. So I love that. This is, that is such a powerful takeaway for everybody. Listening right here is write in your voice. Don't be transactional. Find out what your audience needs and wants, which obviously means you know who your audience is to begin with.

Auguste: Yeah. Can I add, sorry, can I add something to that? So my entire brand goes through one word, awethenticity and I spell it awe. Meaning leave them in awe with who you are. And I deal with this with every single woman because most of the women that come to me that actually get coaching, they have their degrees, masters and PhDs. A few of them only have bachelor's. And so when they start their business, here it is, they've gotten into the woo world of spirituality. But then they get ready to, you know,

send an email and then they want to say, hello, this is Auguste Crenshaw and I'm writing you today to help you understand all of the dynamics and the options that you have in regards to healing your body. And it's like, that's not what you want to say. You want to say, Hey, I'm coming at you girl because you already know Western medicine and got on your nerves.

Auguste: You, you want this, you want the swaying, you want the twang. And so a person, if they saw you at a live experience, if they heard you on a live video, it is a culture shock almost for them to hear one version of you in person and then to read your copy and you already have the issue of a person having to process what you've written based on the biases of whatever is going on around them at that time. The least you can do is add the little hook, the court, the twang, the sway so that they can begin to hear you and it gets to a point, especially if you do things audibly like podcasting, live video that when they read, when he, when people see the deuces at the end of the email, they automatically, they see this deuces cause I say that all the time and I see my tribes sometimes in videos they usually will say, all right, I'm out. Say deuces. Or even if they say I'm still out, they chunked the deuce up. They be, you begin to merge with them, your personality, your, your experience and you miss that connection if you don't come in with awethenticity, they're hearing your voice when they're reading. Don't, don't take that from them.

Dr. Mark: It's so true and it's so powerful. I love that. Thank you for adding that there. Um, I want to circle back to something you, you had talked about. Um, well actually I want to, I want to go into one area of this first. You've mentioned that you run multiple annual summits. I see a lot of people running summits out there where they do more than one summit but they change the theme every time. What's your thoughts on the difference between running the same, you know, the same branded summit year after year, the benefit of that versus if they changed it every year.

Auguste: Brand recognition. I mean that's a short break. That's a short way of saying it. But you have to, I can understand you doing that in the beginning cause you like kind of sort of or trying to get your bearings. But once you found what you've got, you've got the juice and you run with that. And what a lot of people from me, honestly, what I realize is that they have scarcity mentality and they think they got to find the next big trick or the next big gimmick. But the people that are truly successful in business keep on saying the best spot of waking up. They may change the fact that it's the college student coming home and mom and dad are like, what is that aroma in the kitchen? Or mommy's laying in bed or and dad brings a cup of coffee, or they're all just sitting around for breakfast.

Auguste: The commercial may change, but the theme is still the same. So what do you want to be known for? You want to be know as the rock star at whatever it is. So you want to do it every single time. You what? For me, I don't think people really understand the awe that they present, they possessed. So you don't believe that somebody is going to be sitting on the edge of their seat every freaking year waiting for the Business Mastery Summit every freaking year for the Authentic Elective Summit. Every cause, you're thinking that you're a one stop, one resolution stop. That people are habituated to making the same mistakes. They do the same things over and over again. Look at yourself. Who's your favorite person to listen to? How many times have you listened to the same Les Brown

motivational talk that he recorded like 25 years ago? Why won't somebody auto repeat that on you? I'm really about people waking up to their genius and their all factor. Keep doing the same thing so that people will know that that is what you do and you're the person that they come to for it.

Dr. Mark: I love that. It's, it's so good. So the annual, the annual summit, keeping it the same, obviously you may be changing the, some of the categories, the things inside of it, the topics, et cetera. But it builds year after year after year. I love that. Um, you now to circle back to something you had said, you said you talked about fee versus free summits. What, what are, what is the thought process you would go through when deciding whether to make this summit free or to charge a fee and what's the benefits to each or the other?

Auguste: I believe that sometimes you just need to know how to play the game and when you don't have enough brand name recognition and if you're really starting this off because you heard this, a good way to build your list, it, it pretty much is a no brainer. You should start off with free summits. You should just say, Hey free and then do the all access pass and then you can deal with the rest of that stuff of whether or not you do a separate or every couple of days you do the scared by it now, you know, type of tactic, which is nothing wrong with that at all. Um, but then it's also about the type of summit. You know, the caliber of it. Like I told you when I did that second summit, it was going to, I had women saying, I'm going to open up for the first time about speaking about being raped, you know, or speak about my financial trauma and how many times I filed bankruptcy.

Auguste: It was so personal. That is why I charged upfront for that. Now fast forward and going ahead, Business Mastery is coming back around again. It's a low end ticket investment, but I'm started off of the ribs. Say you have to pay \$27 to be here, but this is what I do know that after doing five summits, people already like listen, when Auguste says she's doing the summit, you attend because you're going to get more value than you've gotten from everything that you invested in all year. Those are the kinds of things that people will say. The other thing is it's all about your, some of it has to do with your persona. It has to do with your swag. It has to do with you yourself worth and it has to do with your value. I put too much into my summits to give it away for free at all and I know that and my reputation proceeds me so I charge on the front end and whatever else I do on the back end with extra upgrades or no extra upgrades or whatever. That's what I do. But it is a personal preference after you've gotten the traction, which goes back to your previous question, if you're going to keep switching it up and changing it, you're not known for anything. It'll be very difficult for you to charge for something up front when so many people give that initial access for free.

Dr. Mark: That is an incredible point right there. And the, and I also believe that charging on the summits, the, the, you know, fee based summit, it's our we call premium summits are valuable because it's, you automatically, I've got a qualified and engaged audience, right? They get paid so they're, they're now paying attention. So I love that. And you talk, you mentioned there that you add value, like whatever value add the back end. Let's jump into that because in our pre-interview chat you were talking about one of the things, um, that you really focus on a highlight in your summits is the value you add

ongoing inside of it. So like talk us through some of the concepts you do inside of your summits to add that extra value inside of it.

Auguste: No, absolutely. And I want to preface it before I say what I'm about to say. I understand that this is not for everybody. Um, but I kinda got, I got some strong opinions. If you can't tell, I'm very, I'm on a strongly, highly convicted woman, but I feel like we're in an, in an era where it's so easy for anybody and everybody to become an entrepreneur and to learn marketing gimmicks. And I feel like the majority of the industry is trying to figure out how can I get the most with giving the least. And I'm from the old school, I'm from where the customer's always riding, you know, serve them well. So I'm always seeing how can I give as much without overstretching myself to resentment and still get what it is that I know that the divine wants to bless me with.

Auguste: And so for me, when I do, when I started constructing my summits in my mind, I thought about experiences that I had. How did it feel? You know? And, and, and once again, somebody that I'm connected to and I'm close to on social media, this is what they do. I'm not talking about them. Everybody can run their business the way they want to. I just have the right to feel different. And so if I sign up for your summit and you, you fill out, I got to fill out this long application. You want all this stuff from me, and then you send me an email that says you're selected, by the way, click the link. Go into this group, go into this portal, load up your stuff, load up your bio, do all of this, you know, and it's very disconnected. I want to exposure.

Auguste: And as long as I align with your messaging and what you're putting out into the world, I'm still going to participate. But I do kinda feel like I sloughed it myself. I kind of feel like I just laid down and I went inside of somewhere and I'm, I know that I spit value. Okay. That's another thing. I know that when you listen to me, I speak value with my energy and I speak value with my words. But nevertheless, it's the game I play and I put it out there. Well, I didn't want that feeling for me and my speakers, but I also didn't want the feeling for my attendees because like you said, always just see the transactional copy, transactional copy. So what I decided to do was to think about, like I said, what's the effect? What do I want to happen? And then how do I ensure that that happens and what is the overall benefit of this summit?

Auguste: So I believe in being mutually beneficial. That's what we tell people when we get speakers to sign up for our summit. So you sign up for my summit, we're all sharing our audiences. Everybody wins. Hey, I'm the summit host so I'm winning off the rip because everything goes through me. It's a luck of the draw with everybody else. But I don't want my speakers to feel like that and I don't want that to be their experience. So a good summit will cause transformation and conviction, but it will also raise questions. So I know I kinda took a long winded way to get there, but I think that is important for me to say all of this. One of the things that I do in my summits, and I've done it since day one because I do a live panel of discussion for the entire day on Saturday.

Auguste: So I usually have on average 20 no more than 30 speakers means that I have anywhere from four to five slots with about five speakers at one time. And every speaker gives up an hour of their day on that Saturday, just one hour to be available on a panel for the guest to come and ask them questions. Well, that increases know, like and trust. When

people can have immediate contact with you, if they were kind of hesitating, they don't need those seven touches, they might only need two or three. You know what I'm saying? As far as the sales process is concerned. So just imagine somebody coming to the panel discussion asking a question. You answer it on the spot and they're like, Oh my God. And then you said the thing they needed to hear if they didn't already get your opt in or if they didn't apply for your service, they will so that the attendees feel good cause they get more clarity.

Auguste: The speakers feel good because they give more connection and so the probability is higher that they're going to reap a reward. You may not even get as many opt ins as you wanted to from being a participant in my summit, but who do you want the opt in or do you want the cold heart, you relationship? That translates into a buying client who continues to buy, who also refers people and it ends up being a more powerful machine. So I do. That's one of the things that I do and I thought about it from the aspect of the attendees and the speakers that are part of the summit.

Dr. Mark: And I love that where we're, you're actually providing value to the speakers and I love this live panel, um, aspect. Uh, help me understand that. So do you have multiple speakers on at the same time and or is it about, how long do you run it and are you doing it live the whole time you set any breaks for you? Like walk us through that process?

Auguste: Yeah, so it's, it's always the same thing. Like I said, so like this summit that's coming up, there are 20 of us, so there'll be four people in addition to, I'm always on each panel discussion, but four of the women will be on each panel. So there'll be five segments. And the way that I do it, that's my, that's my grind day. On Saturday, I literally set it up first panel, 9:00 to 10:00, 30 minute breaks, second panel, 10:30 to 11:30, 30 minute break, 12:00 to 1:00, 30 minute break, 1:30 to 2:00, 30 minute break, 3:00 to 4:00, bam and then that's it. And so all of the speakers that are assigned for that time, they're here on a Zoom. Our videos are live and then all of the attendees can, I'll either allow them to audibly speak or they type in their questions and we just fire away.

Auguste: And let me just also add this is this is just added value. A lot of people, you're wondering how you're going to make money in your summits and you're wondering where the transformation will come. I have gotten more ticket sales than I could ever have thought I would get just from my speakers alone. Most of my speakers, they come back anywhere from two three four for some of my speakers have been with me through every single summit that I've done since day one. As long as it aligns with their brand and the timing with what they have going on with their life. They buy the all access passes too because they're getting immense value. And guess what? No matter how great they may be at what they do, they may also need my help. And so when they see I perform as a summit host, several of my guests have also become my clients. So you got to think about it. It's not just the immediate revenue that you gain. It is the residual revenue that you gain from the relationships that you build by doing this. So yeah.

Dr. Mark: I love that. And, and with the panels there, are you, are you pitching at the end of the panel, like the all access pass or some an offer or are you just selling them will be on the

next panel. Is there, is there a direction that you're giving them on those and is that helping increase those sales?

Auguste: Well with the so it depends, right? Cause if they've already paid to get asked at one point it was the driving force you pay to get the all access pass. So that you can get access to the panel discussion with this summit that's coming up. You pay so that you and you automatically get the panel discussion. But at that point for me it has nothing to do with me. It has everything to do with the speakers and it's like, so if somebody is asking Mark a question, I'm like, look, you keep on asking Mark these questions about doing summits if you have not opted in, if you have not got this stuff yet, you need to make sure that you go and do that. Make sure you're following him on social media and connect. It is only about you. I spent a lot of time making sure that my speakers see that I value them because I know that the event couldn't be what it is without them. And so I'm not pitching anything that I have to offer. Um, I have a workbook that they get when they come to the summits, the pit, the, the, the speakers are promoted again at the end of there. And I've got my big offer at the end of the workbook. I'm going to get what I'm going to get regardless. I need to make sure that my speakers are taken care of.

Dr. Mark: And that's probably why they love you so much and keep coming back and I, you know, all of that. Do you direct, when you, when you decide the panels, are you creating specific topics that you're going to discuss on that? How do you kind of walk through that or is it just kind of open forum?

Auguste: It is definitely open forum. That's where I let the divine do whatever is going to do. There's a natural selection process. I asked the ladies what they're going to work with a way, what times work for them and it just, it, that's the magical part. I relinquished for control on that part and if for some reason, every once in a while I'll have a panel discussion where it's really quiet, but the speakers have been impacted by the speakers, so the speaker may initiate it. If I have to, I will open up the dialogue based on the people that are there and say, okay, so here's a question because this is still recorded footage. I'm going to think about, okay, so you know you were here and you're listening to this, you're probably wondering this. So Mark, somebody is probably dealing with this dilemma. Bam. And I start your question, start a question. And then from there it starts a dialogue. And so if it has to be, if it has to be initiated by me, fine. But usually people come in and they, they have their own questions and it just, it, it is. Sometimes it ends in tears.

Dr. Mark: So good. Oh, okay. So we're, we're quickly running out of time here, but before we, but while I still have you, I kind of want to ask if you have strategies on getting that engagement, that participation throughout the summer, is there anything that you're doing with your, with the attendees outside of just the normal sessions that get them more engaged, get them more excited about the things that you're working on and talking about?

Auguste: Absolutely. But I have to start from the speakers to get to the attendees. So one of the things that I do is I put all of my speakers in a private hub when I select them and I have them do just a couple of few exercises in a Facebook group just so they can get to know each other and so that they can see and celebrate one another's brilliance. So that's the

short version of it. And while they're in there and they're realizing I'm drilling in the vision, I believe in including people in the process. So I'm like, Hey, you guys, look, you know, the graphics for your, you know, look at them, they're looking like this, or here's a video clip from one of the speakers and how their interview went. So they're, high, Oh my gosh, she's brilliant. So there are high and they have a certain level of, of, of happiness.

Auguste: And so when they go out there and they start promoting, they are more prone to, to type the names of their friends and their people in there and they, they really do get the word out. Um, but I also, even without the speakers engagement, I do simple things. Like I, I, I put a random post up the other day. Oh my God, one of the videos are finished. I'm having a hard time not showing you a sneak peek. And people like just show up sneak peak for goodness sake. So then I go ahead and put the clip out there and I kind of disappear. So even before promotion comes, it's like, y'all know, Business Mastery is coming back around again. And so I'm also doing my own organic effort to get people ready that it's coming. And then by the time we're all out there promoting and posting, now this is hardcore juice y'all, whether y'all believe it. And now we are in a world where organic engagement is starting to have the value re-added into it more than you know.

Auguste: So something simple that my speakers do, we all tag each other. We understand this is not spam. We understand that for this moment we're tagging each other. So me, Amani Kami, if you were in there Mark it would be you. It would be, you know, Lawanda and Rynette and all of these different people. Their names would be all one. When I post, I'm tagging them and when they post, they're tagging us and we know that if we don't do anything but put a heart or put a gif and say, I can't wait, that we're automatically touching it. And so there's an energy and a synergy like, Oh my God, this summit is coming up. And they see the speakers engaged. I never see speakers engaging. Other speakers have the time. You don't even know who the hell, I'm sorry, who those other people are that are, um, that are, that are actually in the speaking, you don't, you don't even know that they exist except for the, you see them on the landing page.

Auguste: And so the people are like, what are you guys involved in? My speakers get messages, people say stuff they, they put on the comment on the post like what do you guys have going on? And then my speakers also do live videos with me and we'll go on their page and we call them summit shenanigans. We just get up and we just randomly start talking about stuff. And so if I'm on their page, then it's live with their audience and vice versa with them being on my, and so all of that is just drumming up that excitement and drumming up that engagement. And then, you know, the rest of it is just me doing whatever else it is that I do. But all of that is very intentional.

Dr. Mark: So powerful right there. That is such great information Auguste. This has been so valuable. I can't thank you enough for being here, but before we go, everybody's sitting there going, Mark, Mark, Mark, how can I get more of Auguste? Where is she at? Where's she hanging out? I'm going to find out more about her summit. So let everybody know where you're hanging out at and best ways to get in touch with you.

- Auguste: Yes, absolutely. And thank you for having me here. I've had an excellent time. It's been wonderful. But find me at AugusteCrenshaw.com that's where you find me. But the social media place that I hang out in priority is Facebook. Then it's kind of a blend between LinkedIn and Instagram. I, but I'm highly approachable. Come, come check me out. I'm not sure when this is gonna air. I probably from based on where we're recording, I still have about maybe four days before the landing page is actually up. I actually do my landing pages on my website. I send all, all traffic to my website and it's always the same website. So once again, when I do a little targeted ad, it's always the people that have visited that webpage all the time. Hint, hint. You know what I'm saying? And so, but you'll be able to find out more about the summit there too, uh, within a week from when we've actually recorded this.
- Dr. Mark: Oh, absolutely. Love that. Thank you so much for being here with us. I'm gonna let you have one final parting piece of wisdom and advice from Auguste here. So why don't you close this out with something you think summit hose need to know before we go.
- Auguste: Hmm. Okay. So my last piece of advice is this. In a world where anybody and everybody can label themselves as an entrepreneur, I always say one thing, you are the number one unique identifying factor. I need you to have value in who you are and what you bring to the table because then that repositions how you engage your target audience because you are having a conversation and a dialogue and presenting something to them based on your values, based on what you believe in and so people need to hear it from you. So ideal client, ideal client identification starts with you first and then you can go back and do all of those other things that I said about how do you actually communicate with them. You niche that down and then the rest of what you do with your summit. I believe that between your, your, your good brain, your knowledge and as well as the divine downloading things to you that you will put on one stellar event.
- Dr. Mark: Auguste. Thank you so much for being here with us today. This has been absolutely phenomenal and thank you all you summit hosts for listening and tuning in to Auguste and I. I'm Dr. Mark T. Wade, your host here on the virtual summit podcast, and remember your message matters. So go out there and make an impact. Don't forget to check out all of the amazing goodies that Auguste just told us about over at the show notes at podcast.virtualsummits.com/130 and we'll see you on the next episode.
- 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.