

Episode 122: The Largest ROI from your summit is this one thing & here's how to get it!

Publish Date: February 24, 2020

Speaker: Ivy Slater

Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host on the Virtual Summit Podcast. I am so excited for today's episode because we're going to be talking about something so important, so powerful, so magnificent. I hope you are ready for this episode because it is going to be a game changer not only in your summit but in your business as well and we are extremely fortunate to have legendary Ivy Slater here with us today. Hey Ivy, how you doing?

Ivy Slater: Hey Mark, good to be here.

Dr. Mark: Well, I am so excited that you're here because I cannot wait to talk about this topic that we're going to dive into about relationships and I'm not even going to give away like the area or how or what we're going to be getting into. Just know some of hosts listening to this right now. It is going to change the game of your business and it's going to start with your summit. Now before we jump into those summit gyms and goodness Ivy, I'd love for you to just take a quick second and tell our audience a little bit more about yourself.

Ivy: Sure. So I'm Ivy Slater. I'm a speaker, author, a podcast host myself. Um, I come into companies, I help them grow and scale through trainings, coachings and consulting. We look at from leadership down and um, you know, one of my things with business owners is looking at the, the marketing, sales money and the mindset of success is the four pillars of how you strategize.

Dr. Mark: Excellent. And I cannot wait to dig into some of the expertise and experience you've got there. Not only in building businesses but obviously as being a summit speaker. I'm on a variety of different summits. And, um, what I'd like to actually do is kind of talk about, first off your experience as speaking on summits. Like what's some, like one of the positives, maybe like you're like heck yes for summit and what's one of those things that you're like, ah, if this happens, no-go?

Ivy: Um, positives is I've had clients, I've had clients stay with me for years that I actually met on a summit. So, um, you, you can't get more positive than that. It's everybody thinks about some of these lists, list building and, and it's a great list building tool and that's fabulous. But guess what, getting client is even better. Um, so that's, that's check and check. Negatives. Um, I call it those greedy people, people who are in it for themselves, the people, the people who don't realize that as you give and the more generous you are, the more you receive out there. And, um, you, there's a lot of words for them. We're probably can skip that. I'm from New York so I could probably trust that pretty bad. Um, but it, it's, it's the takers and not the givers. If I see anybody with affiliated with a song in a summit who's that taker attitude and it's though that me-centered attitude me-centric attitude, I won't, I just will not do anything with them. Again, I will not take a recommendation from them because I don't trust their referrals. Um, and I will completely shut that down.

Dr. Mark: I absolutely love that. And you know, our, our audience here knows that those people, we call those the list grabbers. We don't have any of those listening here. Fortunately we kind of weed those all out. But I love it when we hear it direct from the mouth of some of our most valuable people, which is our speakers or summit speakers. So everybody listening in here that if you are focused on trying to just grab your speakers list or you're all about you, you're going to be not just losing out on your summit, but in the long run here. And what does that come down to? It comes down to relationships, right, Ivy? So let's jump into that aspect because I know you are a relationship person. You put relationships first. What does that mean to you and how does that relate to the summit? Like how do you, how do you take relationships out of a summit?

Ivy: So here's the thing, everybody thinks you know, summitism is an online experience. Okay? Bottom line, no surprise there. Business doesn't come solely from online. Business comes in developing relationships. So taking it online, starting it online, and developing that offline relationship. So how do you do that? What do you do? What are your actions going to be like? What is going to separate you from the masses? Find something a little unique. Um, where are your, where's your audience? Every business is a little different. Okay? Some businesses, especially let's say beauty businesses, food businesses, very Instagram centric, right? Very visual. Instagram, okay. A lot of coaching consulting in leadership is very much on LinkedIn. Where is your audience and how are you playing to it? So we have, you know, your drip campaigns that are going to come out afterwards. The summit host is going to give it to the summit speaker and then they just, okay, so just plug in the name and send, no, no, no, no, no. Plug it in, read it. Make sure it's your voice. Make sure you're driving it to where you are. What do you want to gain out of it? You know all the other summit speakers and all the potential to list build. You don't want everybody's massive lists. You want your people from those list.

Dr. Mark: Oh, that's so important there. I always say the empower of a list is not about the size of the list. It's about the quality and engagement of that list. So let's, let's like break this down into some, some pieces here so we can consume it. Because I mean, when we say like build a relationship, like that sounds great, but like how do we actually do that? So let's take it from the aspect of a summit host. I'm going to be building out my summit. Like I'm getting started. We're going to break this down into before, during, and after because I truly believe the power of relationships does not stop when the summit ends. So let's start off with that Ivy. Like what are some things we should be thinking about as we're like getting started with our summit before it goes live? Like what? And of course we know there's all these other aspects of how you build out your summit. We're not even going to touch those. We're going to focus on the aspects of relationships. What should we be thinking about as we're getting started with our summit?

Ivy: Um, people start jumping into the summit, as you said, to list build. But what's your true goal and your true purpose behind the summit? Okay. To pick up a few thousand strangers, okay, that you're, that you're will never know on the street, you'll never see again is not even your tribe. So identify your goal, your purpose and your intentions before you start running through all, all the systems and procedures that are in the handbooks et cetera, et cetera. Stop and create what's in it for you? Why? Why are you doing this? It's energy. It's time. It's money, okay. You know, and sometimes the energy and the time is more valuable than the money. That's what I can do with my time. It's

make more money then spent than what I spent. So I don't worry about that. What's your intention of walking away with, what's your goal? It's not just about list building. Is it truly about touching people in what way to communicate what? What's the purpose? Don't fluff over that. Too many people do.

Dr. Mark: And I'd say like too many people, they then are not even considering this. They're not even thinking about it at this point because they're, you know, they're busy going, Oh my gosh, I've got to build out a summit. Right? I mean, luckily now we have things like the virtual summit software, which makes the aspect of doing a summit easier. So people will spend more time doing this. But I love how you just identified at the beginning. You've got to first think about it. You've got to identify your goals. Now let's say we've identified, you know, who we want, like our, our, our ideal audience and these are the people we are going to be trying to attract to our summit. What are some things we could be doing or even thinking about doing to build a relationship with this audience? Um, let's, let's kind of switch over to the, during, let's say the summit is going, we're going to just focus on the audience of the summit. Um, what are some things we could be doing to build that relationship? Like, I mean a lot of times we kind of separate, I mean, what should, could, should or could be common sense because it's online and we kind of forget this. So help bring us back to the basics here.

Ivy: So at know once that's, some of it is going on you, you have drip campaigns going on. Okay. And I said don't just do them blatantly and plug them in. Really read them and say, where are my people? So although you were thinking about we want to drive everybody to on a mailing list. Okay. If people eventually either don't open it because they don't hang out on in their emails, their assistants open it. Okay. Um, they basically give, put in a different email that they don't check often so they're not reading it anyway. So if you think about where are your people, a lot of my people are on, are, are, are on LinkedIn. Okay. A lot of my people are on Instagram. So in my first, even in my interview I would really push and mention LinkedIn. Hey, you might want it. You know, I put my articles and some videos and some trainings out on LinkedIn because my people would generally just go there and then I'd say, Hey, feel free to friend me and remember to use virtual summit, blah blah, or whatever it is. Right? So we know now, now we're building a relationship. You know, I get to actually just know who you are as opposed to just be a person who friends me and we can actually now create a relationship. We can create a real conversation, which is not me just throwing data in your inbox.

Dr. Mark: And let's look at this as like a business Sue, like we've got the summit. But there's other aspects as you've just mentioned, to reach out to our audience. So of course we're going to have them in our email list. We're going to be sending them emails through our auto-responders drip campaigns. We can invite them over to social. What are, are there any other strategies or any other tactics that you can think of that either you've used or you've seen people use to just reach out to people in a different way? Because we're all getting slammed in our email box. What about another way to reach them?

Ivy: So, um, another really we were looking at the main audience of the people who are summit listeners and we forget who the other summit guests and they're valuable resources. So reaching out to them directly and say, Hey, I see we're going to be on this summit together. Do your research. Go do that stalking so to speak. Look at the other

summit speakers. They might be some really valuable connections in there for you. Maybe you want to be speaking on certain platforms and you take a look at their, their portfolio, their bio, their website, um, their LinkedIn, their Instagrams, their Facebooks, whatever you're on, right? You kind of look at them and say, wow, they're, they, they know this person. I know this person and that's a really great resource. Or I might be able to help them out. Reach out to those other speakers. There's huge value there.

Dr. Mark: Completely agree. The speakers are an untapped resource. Now specifically, I mean this goes for summit hosts. You're going to be reaching out to all of the speakers of course, but when you are speaking as a summit speaker on these other platforms or on these other summits, Oh my gosh, such an untapped, you know, opportunities sitting right there. What a, and so if we're reaching out to them, we're going to be letting them know where, you know, what are some ways that maybe we can reach out to them because maybe we don't have their email yet. So like what are some non, like you were saying, non-stalker-ish, but yet still stalker-ish ways of reaching out to some of these summit speakers?

Ivy: Perfect. Go, go on. Go on LinkedIn, go on Facebook. But I, I mean I'm a LinkedIn girl, so I would go on LinkedIn, I would send a personal, a friend request with a personal note saying, Hey, I see we're both going to be on blank summit, you know, and so clearly we both are whatever this, if the summits around health and wellness, if the summits around money or business building or whatever it is. So we clearly have blank like and comment, love to have an opportunity to get to know you. Go be really personal with that and the value there, that's those relationships that come back and pay you in the thousands and not just you know, looking for, for numbers as far as list building. Um, the, the, there was another way when I see others and I can actually connect before the interview, I will it during the interview share with, Oh, I'm so honored. See you, you know, blank person and blank person who is also on this and this whole group has such value. And I, and I will reference other speakers if I know them or I have relationships with them. I will give in that way because it's a win win for everyone.

Dr. Mark: I love this and it, and also it goes back to kind of like what you were saying to look for an opportunity not to ask or to take, but to give first. So when you're reaching out to these other speakers and you're introducing yourselves, look for a way to potentially offer them something. Let them come on your podcast or do a Facebook live to your group or, or make a connection for them with somebody else. I love this. Uh, my, a good friend Jay Fossette, who we had on here recently talked about, you know, he's an affiliate manager expert and he talks about too many times we're trying to ask for something first, start with giving. So this goes right aligned with what we're talking about at the beginning. Ivy, I love that. So just to kind of recap here and then we're going to shift a little bit into the after.

Dr. Mark: So before, think about the audience, think about who they are and what's the goals. Then look at other opportunities to reach out to them in other ways that they're not already being reached out to. Ivy talked about LinkedIn, which is an amazing opportunity. Maybe even other like outside the box ways. It's like she's like direct mail or you know, something that's not just in their inbox, something they're not getting every day. Look for the opportunities to connect. And then I've, you mentioned an

incredible thing that I believe is really, really being overlooked by summit speakers. So when you speak on a summit, don't just do your part and piece, stay in there one, reach out to the other speakers, build relationships from being honest. Some of you have an opportunity to reach out to them. That's not spammy. It's not weird. It's normal and it's good. Use that. And then it also say, you know what? I'd like to get your thoughts on this Ivy as a summit speaker, when you're on a summit, you've ran, I'm being asked to speak on a summit, let's say this is your target clients. This is the right audience for you. What are some ways that you as a summit speaker can build relationships with that audience during the summit?

Ivy: So, host Facebook live, which I love, you know, try to gather the community as a give. You know, Oh, it's, it's great to be on with you, you know, Mark today or whoever that is, you know, Mary Jo doesn't matter. Right? Um, and since you're really putting some time on to listen to these things this week, it might really be interesting to know that every Monday at, you know, 12 noon, I do a Facebook live, um, a Facebook live lunch and you could hear him making up as I'm going along. But just think it through. You know, every Monday, you know, I kicked off the week, we set our intentions for the week, we set our goals for the week, we set our action plans for the week. You probably want to check that out this week. And then in every autoresponder I will have that Facebook live link, right? Hey, by the way, you join him and I will make sure that my mailings might be hitting on a Monday morning, right?

Ivy: Say, Hey, just on this, you definitely want to check out. And if you want to set your goals or intentions for the week, join me for lunch today. We all have, you know, grab a salad, a sandwich or, or a happy juice and join me at noon and let's hear your intention. So do something that fosters engagement because then the numbers of the list don't help the engagement of the people you're connecting to. I did a huge list scale down this, uh, beginning of last year. We did a list cleaning campaign over two months and we cut our lists drastically. And the engagement soared.

Dr. Mark: it's so, so powerful. That is like right there any, as you just mentioned, it's the quality and engagement of that audience. Now going on with what you're actually saying here. I think an area that speakers miss out on too and you know as you're saying is engage, like give Facebook lives, do other things. And another area that I really truly believes that that speakers could benefit while also building the relationship is giving more, I mean it as summit as a summit host and working with lots of summit hosts, you know, they would love for you to be involved in engaging with that audience. So here's, here's something to think about for all you summit speakers out there is one, it's not just about speaking on a summit and being in front of the audience. Your goal is ultimately probably to build some engaged, some tribe of your own from that summit and ultimately hopefully get some clients from there. Well, what's the best way to do it is to be more involved in the summit. Especially if you can't necessarily hammer your own email list, go into the speaker or the, excuse me into that host Facebook group. Do a Facebook live for them. Give the host something extra of yours that they can give away to the audience that just puts you in front of the audience more. Think of ways that you can give to that host that will ultimately get you in front of that audience more. But it builds a relationship, right Ivy?

- Ivy: It's, it's the relationships. My saying is relationships are the golden ticket to success, it's a matter of are you working the relationships and then the bottom line Mark here. Here's the deal. Most people fall off on follow up.
- Ivy: Most people fall off on follow up. You know, we have the best of intentions going in. We start, you know, full steam ahead. We're going, we, we do, we write the drip campaigns, we fixed the drip campaigns, we do this, that and the other thing. And then 10 days later, 20 days later, two months later, all that effort is done and we, you know, old expression money's in the follow up. Are you willing to leave the money on the table? That's an enormous amount of money on the table is off of more often enormous amount of money is often left on the table. Bottom line.
- Dr. Mark: So true. And it is in that follow up as you were just saying. So let's, let's move over into this. Let's talk about the after. So we're going to come at this as it's like for you summit hosts here, let's, let's discuss ways that we can build relationships with the speaker. We're not even going to talk about the audience right now. We all know we're going to follow up with the audience and that's where most summit hosts focus. But most of us, you know, hand raised over here, I know I've done this too. I don't have a follow up process and then, I mean we do now, but in the past we didn't have a follow up process and so like three or four months are going by and I haven't even talked to my speakers. So as a summit speaker Ivy, what would be like some ideal ways that would really help build relationships with you? Let's say I'm the summit host and we've just rocked an amazing summit. Now what should I be doing after this? And for how long? Let's talk through some brainstorm.
- Ivy: So, A, number one. I'll always say just because we're in business, we don't, we cannot forget our manners. Okay? Because you're a business owner because you're a business leader. Because of that, we must lead with manners. We must set the example. So in that way, a personalized thank you note. Okay. You referenced direct mail before Mark, you're talking to a woman who owned a printing company. I was in the industry for over 20 years before I opened Slater Success. I'm a huge fan of direct mail. And one of the things is why direct mail is back is because everything's in our inbox and it's very little in our mailbox bus except a few bills. So if you're not getting them online, so here's the deal. If there's nothing coming to you, that's a beautiful window, a beautiful box to stand out in, right, right. A personal, I'm going to be so kind to you guys and even show you write a personal thank you note. Keep them handy. Be ready with them. Write a thank you now, um, 30 days later, follow up.
- Ivy: Okay. Again with, you know, with an email, you know and be personal in it. You only had what, 12 to 20 people. It's not that many. Don't mass email them. Be personal and reference a tip they gave. Okay. Be personal. 60 days later, touch base with them again. Hey, how did the summit, you know we're doing it just wants you to see you know your your best, how the summit worked for you, what didn't work for you. You know it's virtual summits are still part of the business building and the only way that we can do these things well is to touch base. You know, what have you seen in your list, what has worked for you, what has not. Jump on the phone with them when I'm talking about this in 60 days, gets back on the phone and do a debrief. Build that relationship. You can

actually then get some strategies, tips or feedback that could be worth more money to you than, again, the hopeful thousands of people you're trying to pick up

Dr. Mark: So true. And I mean I'll even share just briefly our follow up process one cause one of the biggest things I think that happens is we don't plan it, right Ivy? Like we're not thinking about it. We get caught up. I mean when you run a summit there's a lot going on, especially after the summit. You're focused on helping those audience. So as Ivy mentioned at the beginning, you should be thinking about it before your summit ever goes live. It should be a part of the planning process, which I just want to asterisk that highlight underline right there. That is so true. Ivy. Um, one of the things I also recommend is every time you do an interview, you, you set a part of your interview time, um, for post-production. And what we'll do there is we'll go through it and I will highlight a note or a thing like you just said, Ivy, what is a tip that they gave away?

Dr. Mark: I make a note of it right then and there as well as this needs to be edited out or that needs to happen or here's a great clip that we can use for promotions. I do it all right there. So it's done. And then we actually write that in. It is a follow up campaign. It is automated but it's now personalized because it's something specific from them and my team knows to put that in. And then, uh, uh, again, another thing that you said, Ivy is the debrief. We have that 30 day. We'll actually, we do that usually about two weeks after the summit. We do a debrief and we bring everybody on. We try and invite all of the speakers on because what are the speakers one as well, like you already said, I mean they want to be able to meet each other. So we try and make it like a fun party.

Dr. Mark: Um, and here's a key, if you really want to connect with them, transparent, don't just talk about what was good. Talk about what may be something you didn't do great that you want to improve on because that goes a long way for trust-building, right? Which is a part of the relationship. And then of course, I like to have my follow up sequence go up to six months and several of the emails go out are specifically about them. It's what are you working on right now? Is there anything I can do to help you? It has nothing to do with me. And you'd be so surprised. I mean, that's exactly how we get them on the phone. Like you were just saying, get on the phone with them. Well, one of the great ways to get on the phone with them is ask them what they need help with, right? Like these, so I love all of this that you're saying, Ivy, let's go throw, throw me another one or two great strategies that you got.

Ivy: So, um, let's pick up on what you just said. I had, I had, uh, a dear, dear colleague friend. Um, who passed away a couple within the last couple of years. And I had the honor of sharing the stage with him a bunch of times and he would just get out there and say, and I was like, you know, in honor of Tony, and I will say this always in honor of Tony, the one of the greatest things I learned from him is, what do you need and how can I help you?

Ivy: He'd just stick out his hand. Hi, what do you need? How can I help you? And it didn't, it transcended from the one-on-one. The first time I met him to sharing stages to standing in front of an audience of a few hundred and say, guys, I'm here and this is how to reach me. What do you need and how can I help you? And that was one of my greatest learning lessons. And I'm like, Tony, would it be bad if I like stole that line? He goes, it's,

what's the line? What's the line? It's, it's truth. And that's, that's how we show up. And that fosters, you know, truly building people do business with people. Don't forget it. Don't think we do business with brands. Don't say, well, I don't really do business with people because you know my business, I sell to big brands and this, that and the other thing. No, the company is the brand. You still doing business with people. So never ever forget that a business is a conglomerate of people and there's one person that gets to say yes and are you actually building the relationships with the decision makers?

Dr. Mark: So good. I mean this whole episode right here, I mean it's been phenomenal and in in in my opinion is so important. Please, please, please, some hosts. I hope you're writing this down. You're going to be speaking on summits as well. I mean, you're getting all kinds of great goodies here, some O, some it's fingertips, all of it. Now as we start to wrap this up, Ivy, I'd love everybody's thinking. He's sitting there going, Mark, I need more of IBM. I live. Where can I get ahold of her? How can I reach out to her? Why don't you let them know where you're hanging out in the best way to get in touch with you.

Ivy: Sure. I'm going to give you guys a couple of resources. Definitely check out the website, Slatersuccess.com. You could from there I did a video on Seven Traits of Great Leaders. Definitely want to give that a download and a listen. There's some really good tips there. Um, invitation. Did I mention just a few times? I tend to hang out on LinkedIn.

Ivy: So instead of just friending me on LinkedIn, say Hey, I saw your interview on Mark's Virtual Summit Podcast. Hello. Tell me what stuck with you. What did you take away? If it's something Mark said, it's something I said, create that personal connection immediately cause then we're going to chat. And of course in honor of my great friend Tony, what can I do? What do you need? How can I help you? I'm here to support great people, great businesses and all of us then have a great life.

Dr. Mark: So good and we'll make sure we get all of that access to Ivy and the ways to reach out to her over in the show notes at podcast.virtualsummits.com/122. Ivy, I'm going gonna let you kind of wrap us up here. What's one parting piece of wisdom that you want that you feel like you know summit hosts, they did. The audience listening here just needs to remember, needs to know as we wrap this episode up.

Ivy: So I shared with Mark, and I'm not going to get it up to you guys. The whole story that I'm going to tell you how you can find it. So I go back about 18 years with the client. I was in the printing industry. She was in a whole different industry. Through those 18 years and a very, very valuable golden ticket relationship. I can directly track seven figures of sales to one human being. In my book, *From the Bar to the Boardroom*. I expand on it. That came out in the last year. You want to really put your time, your energy to people that are valuable. We don't focus on the money, focus on the people and the money will come.

Dr. Mark: Oh my gosh, I love that. That was so good. Thank you again, Ivy. This has been absolutely phenomenal. I'm so happy we've been able to sit here and pick your brain for the last half hour. Thank you so much.

Ivy: Thanks for having me.

Dr. Mark: And thank you all you summit hosts for spending this time with Ivy and I. I am Dr. Mark T. Wade, founder of virtual summit software. Just remember your message matters, so go out there and make an impact in the world. Don't forget to head over to the show notes to get all of these amazing goodies that Ivy just shared with us at podcast.virtualsummits.com/122 and we'll see you on the next episode.

Dr. Mark: 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.