

Episode 123: Fireside Chat With Summit King & Dr. Mark T Wade Fireside chat with Navid

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Dr. Mark T. Wade: So now that you, we, we've gone through the podcasts, you used the podcast, it helps you build relationships. How did you first come up to summit? Like take us back to the first moment you heard of learned of thought of a summit.

Navid Moazzez: Pretty sure I saw some in the health space, like Sean Crux then was pretty big. I saw some of his stuff. He's not really doing that too much anymore. Probably got a little bored. I mean there's been so many, but like he did some massive once. I saw a lot of in the health space, especially not so much in the entrepreneurial space. I did see some old school like telesummits, but I was not really appealing to me. I wanted to innovate a little bit. I always say at the time I didn't really have, I didn't know how to do it, so I kind of reverse engineer a little bit what I saw as working, bringing in some of what I was doing and that's kind of seemed to be working and have literally more speakers that I wanted. For my first one, I had like 88 speakers, like people started reaching out to me.

Navid: That's kind of what happened. Like I honestly like I, I was not known by any means, but still people started reaching out to me and say, Hey, I want to be on this summit. I want to, okay. I would like, and I felt it's hard to say no at that time. Like they were still good. Yeah, it was, let's not, let's not so easy to be honest, because I will and yes, a handful of them also share. Then, you know, we built relationships that way. Some, I had also had featured in a, in a blog post before, so that had some relationship, uh, relationships lined up, eh, ahead up time for the summit. So.

Dr. Mark: Yeah. And so with that summit, like how, how did that help you, your business, your brand at that moment? Like what were some of the results?

Navid: Yeah, as I've said I've been working 18 months before. That was like October almost gave up actually because it was so much work and all this October, 2014 and uh, you know, you know, I was in my apartment in Sweden, like hard to wake up. I was having to go through that job and I was really wanting to quit that job and I was like in a bank, you know, doing collections or whatever. Super boring for me. Like I was like working on my business a little bit when the boss wasn't looking. That's kind of how it was to be honest. Yeah. But I had like so many windows and then like taking calls and like, okay, trying to get off the phone to start working on this. And that's kinda how it was. But then, you know, everything kicked off. I, you know, communicated with affiliates and all this.

Navid: It was kind of a little bit, you know, some parts were rushed because I, as I said, I was doing everything on my own. I had some help with a website that designer and developer is on my team today. So I like invested even though I didn't have that much money by investing in that because there was no templates or anything around, but I did it. So that helped a lot. I think the branding was pretty good at the time for what we did and then just launched it. People started promoting it and I saw like the first sale, I think one of the first sales was someone in rural Russia. I still remember that I something if you bought VSM, you might've seen in one of my screenshot this because that's a pivotal moment for me when I got that first sale and then they just started to

snowball. I was like at the gym getting sales and I was like pretty fun cause I'd never experienced that. It's like when you create your first product, I think it's like I have had some affiliate sales before that, but like that deal with my first product on my own and that really was life changing to me. And I think.

Dr. Mark: So take us, take us to the, to the gym. You are, you checking it on your phone or having it there and you're seeing it? Like what was going through your mind?

Navid: I was like, I didn't, there was not that I made it moment by any means. Like maybe like this, but I was like, this is pretty cool. I'm like 10 sales like this day, you know? And then I had someone reaching out to me and she wanted to buy 50 all access passes like for our company or something cause it was like corporate, you know, and uh, that was \$5,000, five grand. Like just, and that was the day I actually, I turned in my notice for my, for my job. I didn't do it exact that time, but I like this same day, that's when the transfer came or the PayPal payment or whatever that same day. And I just basically walked in and usually it's like a month you have to like it. But she was, the boss has already seen kind of like really not feeling it anymore. So she's like, okay, you can leave in like one week or two weeks. So it was fun because that's like when the summit really took off. I grew my list with about 3000 people and \$20,000 in profit. That sounds maybe too, what I'm doing today is nothing, but that was life changing money that time for me. Yeah.

Dr. Mark: Absolutely. Did, did you pay your dad rent for the next three years? Right there. Cause I just kicked down.

Navid: I just actually first I went to Thailand for a little bit, but then I went to Cabo San Lucas. That was my first thing. So I just kind of, you know, I left, I left Sweden. I have actually, I've lived there since.

Dr. Mark: Oh my gosh. That's so that really was a pivotal moment that changed everything.

Navid: I became a digital nomad. I lived there.

Dr. Mark: So let's walk through that journey then. So now you're, you're, you're in, you're in Cabo and like, what's next? Like are you thinking, are you starting to think about what's next or are you now like thinking summits or like what, what were you, where are you, where are you at at them

Navid: now? I'm like very, um, when I'm booked trips and stuff, I, I booked some things last minute and stuff, but they, there, I had booked, I like, I booked Cabo. Then I booked Cancun. Then I knew I was going to do the San Diego for some events and stuff like this. So I was like living in a few different places. And so that was pretty fun. And then I went back to Cancun actually. And that's, yeah, that was pretty life changing. I'm living in different places they're. It's really fun actually to live right there on the beach and have that lifestyle for a little bit. And you know, then, yeah, I lived in London, lived in Barcelona, lived in, now I'm in Panama, so even lived in Malta for a short bit, but I didn't like it. So I'm always like this. I, before I moved to Panama, actually I never even had, I

had never been to Panama actually. I just researched it like researched for different purposes that would suit my business.

Dr. Mark: Well, let's kinda, let's jump forward a little bit. Like where did Virtual Summit Mastery come from? Where was the inception of that?

Navid: That was actually like so many people from my first summit, the branding summit, which went really well. People started asking about it and I thought, okay, I didn't really want to do it because I, okay, it's my success might be a one, you know, one hit wonder or whatever. Uh, but I, I got some people into pilot. I sold extremely cheap at a time. Like it was really, I mean now it's a premium product. Like we have a lot of templates and stuff like this, but at the time I was like, I didn't have any content creators. I pre-sold it and I got to maybe a dozen people, something like this. Then I think I've got a few dozen before I had the first public launch, but something I did after we said they didn't really have anything planned out for my first polo after that summit.

Navid: So I actually promoted an affiliate product the month after. And I would say that was one of the, that was even more life changing money than the summit because I promoted from somebody you might have heard or safety. I was one of many have this affiliate program. I was one of his top affiliates for that launch, like John Lee Dumas. Like many, even his brother Laura road, there are many top people that have massive lists that promoted that had a list of about 3,500 people. I finished number one for that launch and got like \$32,000 in sales or something like this and I also wanted to catch prices, came out to over \$40,000 a month for just afterwards. Landed me publicity and stuff like that. And business insider grew my list even further. That story went viral. How someone living in LaSalle, Racine and living on the beach.

Navid: I mean they kind of liked that stuff. I mean it was a little bit exaggerated, but the, they made it sound pretty good and that went viral and yeah, I'm sure it, it was, it felt good to be living on the beach making 40 grand. So if we look at like what, I'm curious, what does Virtual Summit Mastery mean to you? Like what does the program mean to you? Why do you do it? Yeah, I mean I said it was born after that summit because people start asking. So, I mean it's kind of what I've been working for so long and I've been, I mean the word for this, this, this event here is evolution. Right? And I think I've evolved what I'm doing a lot. I think the people in my program, especially the people who came in early, they have seen what I'm done over the years.

Navid: Like we have, you know, the pilot, which was like really I don't want to talk about that too much. And then we have the 1.0, 2.0. Like the 1.0 was in September, 2015 that actually was a great way a lot of people came in with a lot of buzz for it and stuff like this. Then 2.0 and then after it 3.0. So I've been doing this for quite some time reiterated, you know, make sure people like every struggle I was having a, I wanted to make sure my students get like templates for everything. So, I mean I'm not just for one platform, like some people teaching, you know, I'm not, I'm trying to like, you know, your software or like you know, different WordPress platforms, Clickfunnels, Kartra. I don't care what people use, it's the strategy that matters to be honest. And that's what some people kind of get wrong sometimes I feel and I'm just trying to give more solutions because I, I do believe that, you know, great branding design is very important

because you're going to put your speakers on there and you want to make sure they look good. That was always very important for me since the very beginning I did this, uh, to make sure that Brandy's branding is on point, that I'm on my students get that they get fill in the blank, copy all of that and time to create.

Dr. Mark: Well, so with this, how many, how many students have you gone through from that beta group all the way up to now?

Navid: I think we got like 600, 700 students.

Dr. Mark: 700 students. You have a thriving community in there. I've seen the engagement and activity that goes on. So you've seen a lot of summits, most of your students have run, you know, several summits and you have amazing kind of testimonials or case studies on those students. So what, what's something you've, because you've seen this, you've been in it for so long, what's something that you've seen that has already evolved from when you first started summits to now?

Navid: I think it's more, yeah, it's kind of how people structure there. I mean we have, everyone is involved. Like the funnels itself, like will some more, I think with Chan LeBoldus one of my first kind of big clients I would say. I mean that transformed his business at the time now is doing big things and stuff like this. But like he did two summits and we decided to actually sell his course in the backend. So we started already dabbling with this at a time. Most people just use summits as a list build. That's kind of what these telesummits was for. But I, I knew that maybe you can make great money from an all access pass. You can. But you know, in most cases it's going to come from what you're doing afterwards. What are you actually doing with this list? What are you, how are you nurturing this? How do you, you know, getting all these relationships with the speakers and stuff like that to maybe continue to promote the promote for them.

Navid: That's kind of what the added a layer. So we had his summit, you know, did really well, like 30,000 off dens and then we had a course in the backend. So let's say the summit, the lax is possibly, they're about \$120,000 then the course, you know, combined sales for like 350 \$370,000 and then you can leverage that even further because not everyone buys right away. But now we are seeing like you're adding like a bump offer to the side, like to the checkout to increase the order value and then maybe a one click upsell and stuff like this that's like small tweaks that can have massive difference. I'm not saying you need to do all this right away. If it's your first summit, you're already overwhelmed, don't worry, like focus on the offer for the all access pass. I think that's, that's great. And if you make sales there you can like reiterate but I could bump off, it could be like session notes could be like a swipe vault of some kind or even you know, a past summit potentially or like a one click up.

Navid: We even launch a new product like this. Like a, you know, we had a, for my reasons, somebody that did have like a funnel we had like a funnel of with a lot of templates because I knew what people are struggling with when they, when they went through list building school, which is one of my summits. Right. So.

Dr. Mark: So let's dive into that. You just recently launched this and again, um, what's, what's one of the key things that you would say you did with the list builder like that that gave, that was attributed most of its success.

Navid: One of the things that you have started doing and that was actually before the second iteration of that one, but we started adding like a one time offer with deadline funnel on our uh, offer page where people opt in. Then you have like a limited time offer for like 15 minutes or something like this.

Navid: I was scared because I had like a \$97 offer usually, but then we lowered it to \$67 and I thought okay, I'm going to lose out on sales and all this. Actually it was not true because if you're getting so many more sales for it and that was, that was a game changer. You actually live in being implemented that and then just going up to \$97 afterwards and it really, we've tested this in so many markets. I think everyone, even if you think that might not really work, whatever, try it out like you might want. I increased that time a little bit depending on niche but still like around 15, 30 minutes max an hour and that works really well. Actually. That was one thing we did. And also the other thing I wanted to get into is the be the second iteration of list building school.

Navid: We actually did evergreen from the beginning. So that kind of comes back to the last session here was great by the way. And uh, the basically did it with partners right away. Like so we wanted to get the buzz like a live launch, but it was evergreen so people could come in whenever. So let's say partner one couldn't promote like a big influencer. Well I told him, okay, promote next month when you have less stuff going on. And I did that and that's something you can keep running. You can have have people add it to the nurture sequence and stuff like this. So that's something we have seen working pretty well to keep summits going. Obviously you still need that buzz. You need to drive traffic to be able to get that. I see that someplace even in my community like, okay, be turned at summit evergreen.

Navid: But now what I mean, yes, you need to drive traffic in some way and it's, it becomes easier if you have that full customer journey mapped out. If you have let's say a bump offer, one click up sell potentially, and then you have something in the back end because you can't, I mean somebody is pretty low prices entry, low entry point in your customer journey. How are you going to, you know, run paid traffic to justice, cheap offer like that. It's very difficult to, you know, be profitable. So you need something in the back end that way. And obviously with partners it can become, you know, an extra driver of traffic.

Dr. Mark: Um, and we're gonna, we're gonna switch over to some Q and A here in a few minutes just so you go ahead and start thinking of your questions, write them down. We're going to open that up in a, in a couple more minutes. Um, moving forward with the list builder summit, the, you know, looking at how you've watched some, it's essentially evolve up to this point. As you said, the theme here is evolution. You've created some differences, some changes, some evolution in your summits and how you're running those. What do you see coming, like, what's, what, what's that going to happen? Like maybe two years out and maybe even 10 years out. Like, are summits dead in 10 years? What's going to happen?

Navid: I mean, summits has been around for a long time. I don't think they're going anywhere. Just like webinars and stuff. It's just evolving. Right? And I think, I think with a technology like we are going to see higher quality summits, like, I mean that's something I've started doing. I mean I haven't seen too many, but like also, I mean you can do it in person, right? That's just very expensive. Like these docuseries. I had a student do that. That's, that's, that's great. But you said, I'm never doing it again because it's so expensive like to put together. So I think you will see that going if you have a bigger production budget. But I think also like just upping your studio. If you have a home or whatever you can like take one room or a part of your house or whatever to make a little better, better production, not just assuming session.

Navid: Like that's great, you can do it at certain point, but you can add like a capture card, maybe a, you know a camera like this, like so you know, just a point and shoot or even like a Sony A6400 or whatever and just connect it. And then you're going to have so much better quality for your videos. And then obviously it's about educating your speakers a little bit to have up their game. But at least you can look pretty crisp and you can also do that with the speakers. But you know, going onto more strategy plan, I think what you are doing with the One-Day summits, something, something we started also talking to our students that you can do that to promote affiliate offers. Right? I think that's really powerful. I mean, I'm a big affiliate marketer. That's not something I talk a lot about, but I do, I mean I could just quit everything I'm doing and just do just affiliate marketing basically.

Navid: That's how good at this foot, you know, promoting different tools. Right. I'm using and, and promoting some courses occasionally that I'm affiliate for and that's, that's great. You know, I do the organic side but also do it, you know, to my list and I do it, uh, from summits. Actually I have some sponsors on board sometimes than I, I bring them on board. He dress usually brand partners for me. They come on board as kind of affiliate partners, but be able to have more students bringing on paid sponsors depending on the niche. Right? So I think all that, just thinking about how you can make it like a, you know, bridge the gap between a live in person events, right? When you have all this but ever anniversary and a virtual event because you can actually give sponsors [00:18:00] and everyone involved a lot more like then because an event like this that ends after a few days, right? And then some it can live on forever pretty much if you do it correctly. So that's something I'm excited about. Something I'm thinking of and how I'm, can I educating my students?

Dr. Mark: I mean if you guys are down to stay longer, I'll stay longer too. So we don't have to leave New Orleans. Right. It doesn't have to. It has that tell me. It doesn't have to. Yeah. So kind of one last topic I want you to talk about because I feel like you, you do this very well and we saw it on your most recent summit is, uh, is the relationships you bring with the speakers and getting those speakers to actually promote, I mean, we commonly hear summit hosts complaining about, you know, speakers not promoting. Yeah. How do you get such quality people to promote you on your summit?

Navid: Yeah, so a lot of the, some people might know me when I reach out at this point, but like honestly a lot of them have never promoted me before. So that's still a big ask, right? How do you do that? So usually not in, you have to have a little bit, you have to

know a little bit who they are. Like if it's like super big influencers, like let's say Dean Grasiozi or like Gary Vaynerchuk, someone like that, you're not going to just say, Hey, let's get on a call, discuss this. Cause you know you're not exactly on, you don't have maybe a million, you don't have as many people on your list. But if it's someone, someone at your level or maybe a few steps ahead, get on a quick call with them to be honest and be like, try to build some kind of friendship. Focus on them.

Navid: Like that's what I do. I'm trying to see how I can support them, how I can make them look like a total rock star on this summit but also beyond, because I'm thinking with a, you know, how you can actually promote this ongoing like the evergreen basically starting with the end in mind a little bit how it can actually, you know, repurpose this cons. I do bring that up so I don't just say, okay this is a summit then he's going to collect dust in a membership site. That's basically what most summits are there, you know, speak and they are just lying for like 24 hours to 48 hours. Then it's gone and I kind of don't want that to happen. So I kind of mentioned that upfront because they might not be aware how we do things. So trying to like put that upfront to them and we do these calls usually like 90 and pretty much everyone they say yes.

Navid: I mean I don't know, to me at least. I obviously we have students who don't get everyone to promote and stuff like that. It happens. But I think if you are consistent, persistent and you're like push forward, like I think you will see success with this. Like one of my most successful students, he got 700 opt ins and thousand dollars or whatever on his first summit still arrived because he bought the pilots. So I still, but then he built well over six figure business in the health niche because he wasn't a very competitive industry, the health niche. And he picked the wrong topic a little bit the first time and then he kind of pivoted, they pivoted to something else, did a little bit better for the second one. And then for the third one he went through the fast thing. Like that was like not, not health talks, whether they weren't doing this and actually helped bought. They bought this company and that went really well for him. So you know, just kind of stay consistent with, if you give up after your first summit, you don't see your results and with anything you do, I think he will, you know that that's kind of fades away. So I think that's, that's what I see with my students and anyone else has seen success. You just kind of push forward.

Dr. Mark: Okay, we're going to open up to some Q and A, in order for the podcast to have it. I will repeat the question. Um, uh, just go ahead. You can kind of raise your hand. Let me see who we got coming for it. Okay. So I'm going to kick off the first question and then we're going to go over here. Um, but go ahead. Let's get some questions out. We'll have about 15 minutes for some Q and A and you're going to be an open book, right? They can ask you anything?

Navid: They can ask me anything.

Dr. Mark: Somebody asks him about how this list building school did. I want to hear those, those results, right. Um, first question I'm going to ask about is, and I'm going to paint the picture here, there's an, there is a famous kind of photo floating around from a summit that you've run where you were a, the host and you were doing an interview and you were interviewing a quite famous person a then and now named Neil Patel. And he's

laying in his bed while you're doing the interview. Tell me what was going on with that and what you were thinking. So like again, so everybody knows Navid shows up to do an interview with like, imagine whoever the rock star is in your industry. The person is laying in bed on his pillow on his shit computer. So talk us through that moment.

Navid: Yeah, that was for, but yeah, that was one of my summits. Not for the recent one who was a little bit better, but yeah. But obviously I, I love what Neil is do. I'm not gonna say anything bad about that, but I think still, if you're an influencer, you should shop a little bit better than that. Like Neil. Yeah, I think so. Honestly, I was, he, he does, but that's kind of his style a little bit. So anyway, uh, I was like.

Dr. Mark: So it wasn't planned.

Navid: Absolutely not. It was like, I was like, okay, well we do it. I mean, I, that's one of the, sometimes you will have that, right? They have a guest. It's hard to, he's a smart, I mean he, you know, if, you know, Neil is a very smart guy. I mean, he's doing everything as a whole platform's crushing it.

Navid: Right. But he's hard when you interview him because he said everything repeating on his blog and everywhere a million times. Right. So you have to like pull things out of him. That gets a little tricky. So yeah, it's just kind of plow forward like don't really care if he gives a one sentence answer or something or not say anything good sometimes. So you'd have to have to go, go with it. And that usually goes, well, maybe not my favorite one I've done, but you know, it's a, it's still.

Dr. Mark: Well it's still getting attention now. Right? Yeah. That's good. All right, Rodney, we'll go here.

Audience: So huge fan of VSM. Be his work. How do you decide when you should go to the 2.0 or when you should take the same conference, the next iterate.

Dr. Mark: Yeah. So to restate the question, how do you know when to create the next version of your product and materials?

Navid: What's more that I wasn't kind of happy with where it was apps, like personally I saw it kind of I can improve on it and someone, I mean the 3.0 for example took us hundreds of hours to put together like so much of this be created, fill in the blank copy for everything we took. We reiterated what I've done, but we also looked at like all my students summit and saw what was working and let me create a fill in the blank copy that can work. Pretty much for everyone, like universal, they just kind of fill in line for your summit. And so I saw certain things that I wanted to have in myself that I couldn't, you know, I couldn't do it for the two point those I wanted to bring certain things to 3.0 and for list building school. I had a one point though for that one and that went really well as well, but I wanted to, I wanted to make the quality better because I upped my studio, my production, all this. I've been become better at what I do, so I wanted to just up the quality and also it was like, you know, things have changed a little bit I guess, and I wanted to just kind of have an updated version of it that I could use and also think with

evergreen in mind because I wasn't really doing that as much when the first, first one happened and I just brought the full scale of what I, everything I've learned, everything I teach in VSM and done for clients and students have done.

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.