

Episode 140: How to become a Category King With A Virtual Summit

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Speaker: Martin Boeddeker

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 woo, are we in for a treat today on the episode of the Virtual Summit Podcast, we are going to be talking about something that if you are not listening to this, you're just absolutely outside of your mind because this may absolutely save, not only your summit, but everything involved with your Facebook accounts and social reach, et cetera. So stayed tuned for this because you're going to want to hear it. And because we got legendary Martin Boeddeker with us today. Are you doing Martin?

Martin Boeddeker: Hi Mark. Doing great.

Dr. Mark: Well, I am super excited to have you on the podcast today because you've had some experiences that you're going to share with us that is, that are worth thousands and thousands if not tens of thousands of dollars for everybody listening in here. But before we jump into that, goodness, I would love for you to just take a quick second and tell everybody a little bit more about yourself.

Martin: Yeah. Hello Martin Boeddeker here from Germany. I, uh, started my online career couple of years ago after I quit my, my corporate job as an engineer here in Germany. And then I started out, um, yeah, trying to make this whole online thing work. I developed a software to help people find focus and this is also my brand called findfocus.net. But, uh, this failed because I was not able to figure out the monetization model. And after I failed, I really want, wanted to understand what, what I did wrong with everything. And that's when I came up with the idea of a, a summit because I followed all the famous people out there like Russell Brunson and Mike Filsaime and even got coached by, by some of these people. But I, I could not make it work for my, for my business. And I figured out there must be something that I'm missing. So I decided like, why not create a summit and ask the people directly, like what is it that you do not share in your webinars and why does this work for some people and some people it does not work. And so I decided to host a summit around this.

Dr. Mark: Well that is an incredible origin story right there, but it doesn't stop there. It keeps going. But before we get into, you know, the highlight reel that we're going to be talking about, let's talk just a little bit about the idea of your summit. What was the summit and kind of how did that idea come to you?

Martin: Um, basically I was looking at what ClickFunnels was doing. They were really successful with the with this 30 day summit. And I personally was using Kartra I've a software, I think you're, you're using as well. And I thought like, yeah, they, they're not doing a summit to promote their software, which I believe is better than ClickFunnels in a lot of ways. And I thought like, why not do the 30 days, uh, stuff for, for Kartra to promote also Kartra as in affiliate later on in my post summit monetization strategy. So I reached out to a lot of people, like from the Kartra space in their Facebook group. Basically. I got, uh, yeah, during that time, a few, um, famous internet marketers are successful internet

marketers. We're launching an initiative called the Kartra Affiliate Army. So I got like my first, like three, four or five, um, interview guests agreeing to do the summit. And that was how the summit started. And then I got like, um, yeah, at J. Roberts and a couple of more people to agree to this. So all of this got momentum. The got me the initial momentum to really move things forward. So I looked at ClickFunnels and then decided, yeah, to model what they're doing for different software product that I found better and that I really believe in. And that's where I hosted my summit on as well.

Dr. Mark: So you, when you do, I mean when you, did you model the kind of the ClickFunnels method in the sense of was it 30 days, how big was it? Like what all went into to, to the planning of the process?

Martin: Um, so, so the, the idea was like I, I think, um, ClickFunnels in their marketing though there was a little bit, it's a, it's a little bit misleading. So they are targeting people, uh, promising like, yeah, even right now, like they, they will be successful on built a successful funnel within 30 days with their One Funnel Away challenge and all of us knows it takes way more work to, to build a really successful like 2 Comma Club funnel. Oftentimes there's a whole team involved and they, they make it look like, yeah, if even if you're just in your home office working alone as a solopreneur working part time, you can have the same success. And this is just not true. And if you're starting out this different, there's different rules that apply to you, whether you're, you're already like an expert and you just take your, uh, your successful coaching business online, then you can just implement what ClickFunnels teaches you.

Martin: But, uh, in, in this book, Expert Secrets like Russell Brunson talks about his customer avatar, which are people who already have a successful business that makes at least five figures per year, like \$10,000 and more. And then funnels can really amplify what they are doing. But if you're starting out and if you're not an expert, then you still have to build this expertise, build your following two to make this whole online funnel, sales funnel. And information product, business work. And I really wanted to find out like what, what, what is it, what, what, what are the different stages and which strategies work at which stage for people. And that's what I asked the people who are really successful, like a lot of 2 Comma Club funnels from, from ClickFunnels, people who really had success. And some of them just had only success recently. So I really wanted to find out what distinguished them from the people who, who failed and who maybe were taught the wrong models.

Dr. Mark: And with your positioning in the, in this summit where you taking this information so that you could learn as well, or was it more like the reporter where you were just reporting it to an audience? Like was there, what, what, what additional benefits were there to hosting this summit?

Martin: Um, for first off all, I did it for me, I really liked like learning a lot. And this is, even though I think I had too many great names on my summit, which did in the end, not end up promote my summit, but I got like free consultation from like people like Perry Marshall who was one of the highest paid consultants in the world. And I wouldn't never get this if I did not host a summit. So this is like one of the benefits. It's not monetary,

but you get a lot of access to really amazing people there. And, um, so can you repeat the last part of the question?

Dr. Mark: Let's, let's get it. Let's dive into that. So you just brought up, um, there was a challenge with the, with, with the summit and the people that you had on it. So let's talk through that. What was like, talk to us about the speakers and one of the challenges that you, uh, observed when you were running your summit?

Martin: Yeah. When I started my summit, I really wanted to make it different and I wanted to organize it as a charity event. And I thought if I make it a charity event, then people are much more likely to mail out for me. But after I did the interviews and it was really easy or relatively easy to get people to agree to the interview because of the charity event. But, um, when, when it came to run my summit and asking people to mail out, it turned out like everybody who's successful is also really, really busy. And they, uh, uh, yeah, like they say like, yeah, of course interviews one hour, but, uh, sending out an email to my list, now I have this promotion lined up and I'm planning this to launch this product myself. And, uh, it's, it's just not happening. And, um, so, so the only one who I ended up mailing out for me was Mike Filsaime and this drove 90% of my revenue. And so it started really taught me the, the law of the parietal principle, the 80/20 principle, which was ultimately the name of my summit. And, um, it was pure, pure experience. And it's really like 80/20 in everything that you're doing.

Dr. Mark: So I have a couple of questions on this. Let's start off with, so what did you, what did you learn from that experience? How would you do it differently if you did it again? I,

Martin: I think I would still try to use the same method but really focus more on the um, trying, trying to nail down and get people to agree to mail out for me and especially focus on people who have access to my ideal audience, which were in this case, beginner entrepreneurs and people who are just starting out to really getting them to agree and make sure that the summit was, would be on the schedule end. Probably if I would do a rerun of the summit, I would probably try to get like one A-lister or something to get us an additional speaker, but also only interview him if he's willing to promote the summit to his audience. Because even during the, the mail out of the summit, like Mike Filsaime mailed out like five times from me and the whole, I'm basically only the first two emails mattered when he mailed out for me.

Martin: Like people got access to, to the VIP pass and like the, the, the upgrade and the um, yeah, typical like, yeah, you will get if you buy now it's cheaper than if you buy later. And this was also what drove most of the sales, like 80 to 90% of the sales. So it was like just the first two emails that mattered. And um, then it's, it's, it's really about, yeah, just um, I would definitely do that again. Um, they, and also I, it was great to interview all these amazing speakers, but I, I would focus on more people to get mail out for me. And one thing that we talked in the pre-chat was also like I had not only my, my strategy did not only rely on, yeah, getting people to mail out from me. I also had set aside a budget of \$3,000 to run Facebook ads to the summit. But.

Dr. Mark: We'll come back to the Facebook ads in just a second. So with the, with the, so what you're saying with the speakers then you wouldn't go so much, you wouldn't focus on all

the A-listers, you would find more like micro influencers, people that maybe you had relationships with and, or had more specific audiences. So would you decrease the size of your summit and go smaller or would you still go big summit with just different audience? So talk us through that.

Martin: I think if I've looked starting on right now, I would keep it much like you're, you're teaching with a One-Day summit formula because you, you learn so much in the process and once you hosted your first summit, like the second one will be so much easier. You'll learn like a lot of things that you probably learned on this podcast already, but sometimes you just have to make the experience yourself before you really internalize it. So, um, that's something like, I would highly recommend to get your first summit done as fast as possible, properly not try to make it perfect. Getting, maybe like one A-lister and like a couple, like five to 10 people on there and just host your first summit. So you get used to, you learn the technology, you learn, like they you're set up for, for your interviews and can streamline the whole process. I think this is much more feasible and this is what I always talk about, like speed of implementation and it's much better to get like one, one summit done even if it's smaller, but the, the experience that you get this so, so valuable, especially if you want to do it again afterwards and there you can really dive into, and I was really trying to get it right the first time, which is, which is great, but there's also the risk that it might not work out as you imagined it before.

Dr. Mark: So do you think, looking back on it, you could have shown you've could have shortened the process, got it out quicker, um, by not trying to perfect it essentially.

Martin: Yeah, exactly. Like I also got distracted. There were a couple of people who wanted to hop me and they wanted to implement some kind of Facebook messenger bot strategy that would promote the summit doing it. And it was really, everything was organized to be really, really big. But in the end a lot of strategies did not work out through to yeah, some mistakes and this, it's really about you. You need to just have the whole funnel working, the emails working and like everything else was just a benefit on top of which will not make or break your summit.

Dr. Mark: Oh that is such good advice or did that is such good information. Cause most summit hosts are, every single person. Even myself, when we go through our first summit, that's what we're thinking. It's gotta be perfect. It's gotta be big. We need all these extra gadgets, gadgets and doodads. But you just heard it right here from Martin. Keep it simple. Keep it effective. Focus on the core. Make that happen. Now I want to come back to the concept of the charity aspect. So like talk us through what that means. You said you wanted this to be at a charity summit. Talk us through that concept. How, what did you set up? What were you doing? What was the concept behind this?

Martin: Okay, so, um, when I did the research for someone, you already, uh, you all also know John Lee Dumas. I notice he supported Pencils of Promise and I really wanted to have John on my summit as well. And because, um, yeah, if he would mail out, like that would be huge. He did not mail out in the end, but if I would get him to mail out, like I knew that this would be like the 80/20 principle, like I would just need like one or two people like John to mail out to make the summit a success. So that was what I was shooting for. And when I did the research, I notice he already supported Pencils of Promise. And then

I, when I did, uh, even more research, I noticed like Pencils of Promise also worked, like with people like Pat Flynn is in their board of directors and, and things like that.

Martin: So, so I, I decided like if they were taught me to get access to this influencers like to John and Pat and there's like two or three of them, that mail out for me. Like they'll, uh, the whole summit would be a huge success and we like, I was, uh, donate all the money from my VIP access pass and you teach like the money from the VIP access pass is basically not what you should aim for when you host a summit. So I decided, yeah, just why not donate all of this fall for charity? Like my, my, my part of this, and even the speakers would, uh, agreed to donate this charity aspect. So I decided like that would be a really good angle. In the end, it turned out like Pencils of Promise is also a huge organization and they will not be able to, to connect me with anyone. The only thing that I really got out of them was some really nice footage that I could use in an infographic that I sent out to connect to people like John and uh, and other people. So I think this might be this really hard to get the interviews, but they, they were not able to introduce me to people like Pat Flynn or something. So this did not work out in the end.

Dr. Mark: I'm curious, this is again, this is amazing information and thank you for being so open and transparent, honest here. I mean you've learned so much from doing your first summit, but you're sharing that wisdom now with everybody who's listening. So hopefully you're all taking notes so you don't go and make some of the same mistakes. Martin's giving you the answers right here. So I have a question with that then. Martin, do you think the charity aspect, ma, let me explain this out. Maybe the charity aspect actually, um, hindered some of the success because as I know a lot of speakers, they promote things in hopes of getting some of that affiliate commission. But if they're getting no commission, do you think that may have played a role in them not promoting or not promoting as hard?

Martin: I think it definitely made a difference when I asked to promote because like they said, like of course we share on social or something, something that also does not have a really huge impact. And I, I changed the strategy later on. Like I hosted my summit like two days, like, uh, like two times, uh, in, in two different weeks. So the first week I just tried to, um, yeah, promote it with what I've got, like with the, um, with the social channels and stuff. And this, I, I only saw like, I don't know, like five access, VIP access pass and just got like 100 people to sign up or something for the summit. And then in the second week, like I, I, um, Mike Filsaime promoted. So he said like, I could not do it the first week, but I could do the second week. So I was just rerunning it again the second week. And then we saw like a 30 to 40, 45, 35 VIP access passes and I gave him 50% affiliate commission and both of us were really happy with this and he, he liked the product, he liked the idea and this was what rescued my, my summit basically.

Dr. Mark: Well that's really cool that you could pivot like that. They're on the, you learn something, you saw what was happening, you pivot it and then it made a, it made a difference. Um, I'm curious if you're open to sharing, um, you ran the summit because of your interest in Kartra and essentially to promote Kartra and as a smart with a framework, you know, is when there's lots of different frameworks, there's list builder framework, there's premium frameworks, but there's also affiliate promotion frameworks. So I believe, correct me if I'm wrong, that you ran a summit, it was going to

build an audience and then you going to be able to, you direct that audience towards Kartra and generate affiliate revenue even though the speakers didn't necessarily promote you, did generate some kind of audience. How did that work? Did you see, did that kind of match up? Did you get some of that affiliate revenue? Was that still worth it?

Martin: Um, I, I think it will be worth it in the future because now I pivoted my business like from a, as I said, like I started my software business, I got so much knowledge about how to set up a website, how to set up funnels, and I used Kartra and now I've built all the connections with a lot of experts, like half or a third of my, my, my speakers were using Kartra and now I'm really trying to position myself as one of the experts of Kartra outside of Facebook because I really do not like Facebook for various reasons. And one of them was also because they shut my ads account down. But I really believe in the software and I, I still believe it and now I'm positioning myself as a, as a Kartra expert and I am publishing blog posts, I'm creating YouTube videos and my, my whole website shifted like from the focus from my software to promoting Kartra because a lot of, yeah, a software like Kartra or ClickFunnels or other softwares, they are not really good with SEO marketing and they, they just rely on this direct response marketing principles.

Martin: And SEOs one thing that I optimized my business before, and one thing that I really took away from, from interviewing all these experts was that you really have to niche down and you want to be category king, like you want to be with Virtual Summits Software. And I think this is a really, really smart move and you have to pick your niche and then just stay in that niche and then become category king. And that's how you build a successful online business and distinguish yourself from everybody else. And right now the, the Kartra affiliate space is pretty much empty, even though it's a great, great space and compared to ClickFunnels, it's still tiny. So there's definitely this, this niche that I will be pushing in, in the near future.

Dr. Mark: That's a, that is great information here. So let's, let's talk about this, how you could use a summit to make yourself a category king as you said. I like that. So you may, you, you learned a lot from your first summit. You went super broad. Actually we can talk about that. Talk about, um, kinda how you positioned it and if you were going to go redo this still to be a category king, how you would set up your next summit.

Martin: I um, I thought about this may, maybe I will just read like, like I interviewed people on a lot of different topics, but the next time I would make it more like a, one thing that I came up also in preparing for this interview was, well like, yeah, making it on, on a benefit oriented. So probably something like a free for you about I ran free traffic and teaching people different methods to get a like wizard does through their websites and get leads for free. And then I could still run basically 90% of the time it's like I did before, but nobody has an idea what a Pareto summit is. But if I call it like free traffic summit or something like this, then I could still do the same interviews and have the benefit because I'm, yeah. Then trying to model what, for example, Navid Moazzez does with List Building School and you really want to, and this is something I, that I learned from my interviews as well, like all of the people who are successful building sales funnels and building information products, they own just one tiny slide, a piece of the funnel.

Martin: For example, Alexis [inaudible], became the category king of Facebook, um, Facebook groups. And um, Blake Nubar for example, became the category king of profile funnels. And both of them essentially teach the same methods of, uh, of filing people through your profile, uh, through a messenger bot into a Facebook group and building this connection with the audience. But everyone has their distinction. And I think if you want to, yeah, then this is something that they could run the summit on as well. So you really want to grab something where you can own this, this small part, even if it's just one piece of the whole funnel and your funnel looks exactly the same. You want to say like, yeah, but I'm category king of profile funnels or John Bon who says like, yeah, I built, I both software and I both friend connect to and like I'm the the guy who teaches you how to get organic traffic via Facebook, we are, we, uh, we are my software. Like they, they own all own one piece of the puzzle and everybody else is just taking up breadcrumbs in a comparison.

Dr. Mark: Martin, you're really dropping so much valuable information here. I really appreciate this. Um, I wanna uh, you know, as we kind of round out this interview, I want to pivot over here to one other mistake, uh, and challenge that you said that you've learned. We were talking about this in our pre-interview chat, that I think is probably one of the most valuable lessons that if everybody listening here needs to know. So why don't you talk to us about the other challenge you had and, and walk us through that process and not just what happened, but talk to us how you were feeling during it as well.

Martin: Okay. So what, what happened? Like as I told you, I was planning to make this summit really big. So I listened to your podcasts and I prepared for it and I learned that you could not rely on your speakers alone for sending your traffic. That's why I also thought about setting aside like \$3,000 for Facebook budgeting. I found someone, I also interviewed to run the Facebook ads for me, basically at a reduced rate. But what happened was that I was creating a draft of the landing page, not taking into account any of the guidelines that Facebook gives you. And what, what ended up happening was some kind of miscommunication between me and the Facebook expert. And they used the landing page for draft of the, um, of the ads and then Facebook shut down my, my ad account and then we were able to recover.

Martin: But then, um, I shared a link with my automation tool and this still contained the tracking pixel of Facebook. And afterwards things got really screwed up because, uh, Facebook completely shut down my ad account. And what was even worse was that I could not share, nobody could share the link to my summit with Facebook anymore. Like if I, uh, it did not matter if it was the original domain like ParetoSummit.com or like my Facebook, uh, my Kartra link, both of them, yeah. Officially violated the community guidelines of Facebook. So, uh, so my, my complete that parka, the complete part of the strategy completely broke down. And this was just like a couple of days before the summit, so have a, my traffic strategy was, was down the drain and then I had to figure out like how to move everything to a new domain so at least people could share it organically.

Martin: So I moved it from ParetoSummit.com over to ParetoSummit.net only to find out like, um, if I'm sharing like, like even the, the custom domain on Kartra was blocked if I, I hosted it on 8020.ParetoSummit.net, which was a Kartra domain even that was blocked

because it's still contained, like some part of the link from my original Kartra account, the, all of this costs so much time and energy and that, that I also like to connect with my speakers because I just had to get everything up and running again. So I was not as active as I should to reach out to my speaker and ask them, yeah, what you mail out for me next week as a summit. And like, all of this time was also left and, uh, or I lost all of this time and this was like, ah, and then, uh, of course, I, I tried to rebalance and posted like, just posted this, uh, this, um, talk in the group of Kartra and ClickFunnels.

Martin: And it was one of the most popular posts in, in ClickFunnels. But they, they also shut it down for some reason. I deleted the post. A couple of people reached out to harm me. I think even you reach out to me in the contract group and you know, offered your support. And it was really like, uh, the, the whole idea, like I, the summit was supposed to be so big and then have on my strategy shut down. And I did not have the time to execute the other part of the strategy properly. And this was really like, like the first week of the summit, it was like, uh, was so, so, so crickets. And then fortunately, yeah, Mike Filsaime, stepped in and said like, yeah, Hey man, we can promote next week for you. So I uh, we did the summit, uh, like a just focused on Mike's promotion. I made sure that he wouldn't mail out and this saved my whole summit experience. I'm still grateful, uh, to, to Mike what he did to me there.

Dr. Mark: Imagine like how stressful and you, I mean, you spent months and months and months preparing this amazing summit. You had incredible speakers. The content was phenomenal. So everything about it was great. But two big, big takeaways here as you've just shared with the group, which is so valuable is one, it's not always about having a bunch of the top names speak on your summit. You have to have speakers that are willing to promote. One of the best ways is to have what I like to say micro influencers who are still out there hustling hard, but you can build a relationship with them and they can buy into the, to the idea of the summit, keeping the summit more niche. It is something that's specific to them. And then of course what you just shared there is make sure you are well aware of what the Facebook community standards are.

Dr. Mark: If you're going to be doing any kind of marketing on Facebook. And I know a lot of us are probably not up to date on the community standards, so before you hit that, go make sure you've checked that. Martin, this is like such valuable information and I, I just thank you so much for being so open and transparent here with you know, both what's worked and what hasn't and how you've learned from that. I mean one of the most valuable resources we can have is the failures or challenges that we've had to overcome. And you have just been the most valuable resource we've had on this podcast in a while. So I appreciate you very much. We're going to start to wrap this up here. Before we do that, I would love, um, if there's anything else that you think summit hosts should just know or be thinking about as they're in the process of preparing their summit, what kind of parting piece of wisdom would you share with them?

Martin: Well, one thing that, uh, I did not know I do, I do not remember who shared this on my summit, but ask yourself the question, are you doing something for yourself or are you doing it for, to have the people who will be visiting your summit or viewing your summit because it's so easy to try to make everything look perfect and perfectly designed and um, things like this that you're doing to, to make yourself feel good, but that will not

make any difference to the experience of your customer who typically has some kind of problem that he wants to solve and really try to optimize your summit for, for your customer. And then really focus on speed of implementation and just get it done and get the feedback from a customer and rather spend like an hour talking to someone one on one where via Zoom as we are doing here in this interview or like just hop on a one on one call and really discover their pain problems to improve your process.

Martin: Spending it on creating the perfect promotion graphics and um, yeah, setting up your affiliate program and making all the emails work perfectly. It's all about the 80/20 principle in, in the end because you want to build personal connections with people. And this is also what I really like about the summit model is that you're talking to people directly and you get access to people directly of the people who are watching this get value out of this. So, so what, even though we have, we are working virtually and I did not meet anyone from my summit in person before, but I was able to build a connection and in the end it's really about yeah, using all this amazing technology that you provide, that others provide to, to build this human connection. And I think this is a great takeaway that I, I want to leave people with.

Dr. Mark: So good. So good Martin. Well thank you so much. I know people are going, Mark, I want to go check out Martin's summit and reach out to him, see what he's doing. Where are you hanging out with and how can they get in touch with you?

Martin: Um, yeah, my website is FindFocus.net. I also have a YouTube channel there where you could see like how I promote a Kartra. You can do your, well also I think you will post a link to the summit resources in um, uh, yeah, in the show notes. And if you sign up for the show notes, I have been able to create a, my, my summit to turn it automated. So if you wait a couple of days, you will still be able to experience my summit life. Don't tell this to anyone, but so I'm about that. Yeah. This is where you can find me. FindFocus.net and there you will find all the links.

Dr. Mark: All right, thank you Martin. Thanks so much for being here with us today.

Martin: Thank you Mark for having me.

Dr. Mark: And thank you all you summit hosts for hanging out with Martin and I. I am Dr. Mark T. Wade, your host here on the Virtual Summit Podcast and just remember your message matters, so go out there and make an impact in the world. Don't forget to check out all these amazing goodies that Martin just shared with us over in the show notes at podcast.virtualsummits.com/140, 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, 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.

