

Episode 025: The Dark Truth About Virtual Summits

Publish Date: June 24, 2019

Speaker: Dr. Eric Zielinski

Dr. Mark T. Wade: Hey, summit host Dr. Mark T. Wade here, founder of Virtual Summits Software and your host on the Virtual Summit Podcast. I am excited, a little nervous, slightly intimidated about this episode that we have coming up for you today, but it's going to be worth it for each and every one of you. We're going to be looking not just at the glory of virtual summits. We're going to be looking at the other side of the coin, some hard truths with virtual summits, how they've actually changed my guest, Dr. Eric Zielinski's original business in life and then also kind of the negative aspect of them, the things you need to know before you hit go. Dr. Eric, Dr. Z, I am super excited to have you on this uh, episode with us. Thanks for taking the time out of your schedule.

Dr. Eric Zielinski: Well thanks for being so brave to get me on and then our little pre-interview interview. Glad to hear me out. I really am and I'm excited like this is, this is going to be game changing for a lot of people listening who have been toying around with the idea should I share and I, you know, of course your software is awesome, that's a no brainer but it's like is that the right time and are you the right person? And so let's kind of flush that out.

Dr. Mark: My gosh, that I get, I got goosebumps just hearing you say that right there. So we're going to get into all of these details, how summits helped Dr. Z build his business. Why you shouldn't even consider doing a virtual summit if you don't have an exit strategy. And then we're going to look at the other side of the coin, not just the glory. We're going to look at the ugly aspects. I like to say on the podcast, we go in the good, the bad, and now we're going to talk about some of the ugly. But before we do that, Dr. Z, I want you to tell our audience just a little bit more about yourself.

Dr. Eric: Yeah, so 29 years old, I hit a revelation that I really wasn't being true to myself and you know, I'll say it in this way. Dr. Chris Zaino, who I shared, I had a privilege on Mr. America 1988 I had the privilege of sharing stage with him at Dr. Peter Osborne, Functional Medicine Success summit last month, and Dr. Zaino, he said something that really just, he put the words into something I felt, but I didn't know what I actually experienced. And you talked about people living a lie, not being in integrity to who they were. And that was me. I had a corporate and I just wasn't fulfilling my call and purpose in life, but I did what was comfortable and my wife, thank God and a good friend on Dr. David Jockers, who is another telesummit host, encouraged me, you know, follow your dream. And that led me to go become a chiropractor.

Dr. Eric: And so when I started, I quit a good cushy job in corporate America and follow my dream with my wife and a baby girl. And we moved and we ended up investing \$300,000 in our education. And then what happened was I prolonged my education because I fell in love with research and I got on what's known as the research track. So I actually started working toward my PhD at Emory University right across from the CDC in Atlanta. So here I am as a chiropractor, a student traveling, I went to Italy, I went to San Francisco and traveling all over the country, teach continuing education to chiropractors on research. And so I was like this budding up and coming researcher, but

you know what? There's no money in it. And so why am I telling you this part of the story? Because I graduated with to be quite open and transparent, not the skill sets I needed to open a practice, but I was a really good speaker.

Dr. Eric: I had my presentation down and I was a pretty darn good writer and researcher, but no funding. I could go to school for free, but how is that going to feed my mouth family of five because we had two kids in school. So I graduated in December, 2014 and I had a little small writing business. I was blogging, I was writing medical papers, ghost writing and that sort of thing. And that's all I had. And so interestingly enough, I had this opportunity with uh, a client of mine and a friend, Dr. Josh Axe to cohost a telesummit. And I had the idea because I first heard of summits when I heard of health talks online and the grow your own food summit back in 2014 and I remember listening to Sayer Ji, who is the founder of GreenMedInfo and Sayer was just talking, I don't know what it was. You used me just, it was like magic. He was talking about the medicinal dosage of eating garlic in a certain way to give you a health benefit. I'm like, who is this guy? And never heard of them. I started absorbing this information. What's my wife like? Why don't we do one of these on essential oils? It's never been done before. So I go to Josh, I'm like, Josh, what do you think about cohosting a summit? And I didn't know about that was beginning of history.

Dr. Eric: And so fast forward, the following year I lost one of my biggest clients as a medical writer. I had three maxed out credit cards the month of my summit, couldn't pay rent. I literally couldn't pay rent. I had a borrow \$2,000 from my landlord who was a friend of mine that thankfully at the time, and I put everything into that first summit, which was called the essential oils revolution and ended up getting 165,000 people from around the globe to attend that event. We end up generating \$750,000 in revenue and we split it because I had a couple of partners. So me, Josh Axe, my good friend Joe Winger from the Prairie Homestead. And within a week, within a day, within a moment, my world changed. My debts were paid off. Actually I had opportunity to buy a new car because our car was breaking down too. And I became an instant influencer in the health space. Instant.

Dr. Eric: I went from having, uh, an 800 person email list to a hundred, 6,000 person email list cause that was the portion that I ended up taking from that deal. And that changed my life. I had no idea what a funnel was. I remember going to JJ Virgin's Mindshare in 2015 and Dan Sullivan and Brad Martin always talking about funnels and nurture campaigns. I'm like, I had no idea any of it. Again, I was a chiropractic researcher and so I had to learn, I just had to learn to become internet guru on the fly and there's a lot more to it, but in the part of my story summit saved my butt and and I then did another summit. It was like, wow, this is great. So I contacted Josh. I'm like, why don't we do another one got done at Gates. We ended up hosting the Heal Your Gut Summit.

Dr. Eric: Same numbers, how many 60,000 people seminar, 50 grand, some 25 grand. And then I'm like, get my own solo summit. The year about seven months later, the essential oils revolution part two, it was another big hit, a half a million dollars, 100,000 people and it was just like one after another after another. Like wow, nail this thing down. And then I became an influencer being featured on documentaries and summits and, and podcasts all over the globe. And then here's the thing, it set the stage for at the time a low six

figure book deal with the largest publisher in the world because now I had a reach, I had an influence. And since then I'll tell you a Mark, it's been now, what is it? By the time this airs, it'll be four years since my first summit. I finally caught up and I say, it took me and I kid you not. It took me three solid years to catch up from that first summit cause I had no idea what I was doing. And then you give a young guy out of school, fresh graduate, 100,000 people on an email list and say, go for it. Whoa. But you know what? I believe by God's grace and we prayed over this, he really helped me because it could have been wasted and it wasn't. So anyway. Wow, huh.

Dr. Mark: Yeah. That is like such like a, I had goosebumps over here hearing that story. I mean, it's something, you know, most of us dream about. It could have had a movie written about it. You know, like at that of like can't pay the bills, can't pay the rent to having that. And I mean most of the audience listening in right now, summit hosts like we would be happy with five, 10, 15, 20,000 leads, you know, 165,000 leads. And you know, I say this on, on almost every episode because I think it's super important because we always talk and they, these are important as well about the leads and the money, the impact, uh, the, the networking that happens. But I truly believe summits are important because there's people out there who are suffering that get the access to the solution of their problem from some of the top minds in the world, from virtual summits whom they may not have had access to before.

Dr. Mark: And so there's a lot of those people that their lives were changed and benefited because you've done those summits. So this was the beautiful aspect. I love this. I love this story of how it's helped you and how it's changed your business and where you're at now. Now you've had a few years in the game, obviously you've extracted some stuff and we're gonna, we're gonna, we're gonna move past the beautiful aspects of summits and we're going to get into some of the harder areas. But before we get into those, why don't we talk about some fundamentals right now. So we got a lot of new summit hosts that are listening in. You've got a lot of great experience with summits. Why, what about giving one or two kind of specific strategies or pieces of information that they should know or think about before they start moving forward with their summit?

Dr. Eric: You know, if it weren't, and this is to be true, if it weren't for Josh Axe and Jill Winger, I wouldn't be here. And everyone knows Josh Axe now, DrAxe.com right? His company was valued at \$300 million ancient nutrition. And you know, when I was working with Josh, it was before that, it was all, it was, you know, five years ago, I mean, not many people knew about Josh, but he had his own couple, I think he had a 200,000 person list at the time and he had a nice network who was part of our little health group. Same thing with Jill Winger. You go to the Prairie Homestead bestselling author, I call her the million dollar blogger. Like she's been blogging forever. She's got it nailed down. But they had contacts, they knew people I didn't, but I knew them. And the thing that I'll tell you flat out is that if, if, if I would have gone into this by myself not knowing anybody, it wouldn't have happened.

Dr. Eric: It would just wind and happen at the scale that it did. That's the recommendation I would give to someone. If they're trying to do something big, you have to have what you call a ringer. You need a couple, you need a couple big names. You just, you absolutely need a draw and it's not the draw of the people. You need the draw of someone willing

to email. Because Josh emailed his 200,000 person list. Jill's list I think at the time was 50,000 they emailed, at least I knew. Okay, 250,000 people guaranteed. Well that's when I went to Sergey and that's when I went to all these other people like, Hey guy Josh, I got Jill on. Oh really? Okay, cool. And then Josh gave me a couple of referrals and Jill gave me a couple of referrals and it catapulted to the point of like who's who?

Dr. Eric: Right. And the other thing though too, I did something no one has done before, no one, and even up until today, no one has ever hosted a non-branded essential oil summit. Meaning it doesn't matter whether you are a doTERRA representative, a Young Living representative, a multilevel marketing, whatever. We put that all aside and for the first time ever, and it hasn't been done before because it's like, it's like vaccines. It's that from a rabid in the essential oil world. I mean there's a lot of conflict pro-vax and anti-vax, doTERRA, Young Living. And so for the first time ever we got everyone to smoke the proverbial piece, fight pipe. We had lavender and patchouli in the diffuser everywhere and we had people talking just oils. Don't be using your brand names, don't be using thieves are on guard. Don't say those words. Just say immunity blend.

Dr. Eric: And that changed the world in my little space is actually what helped get my book deal too. I became known as a non-branded essential oil gurus. I feel the need and I saw the need needed to be done because I realized, and I'm speaking to someone here who's in a divisive industry and a lot of industries are divisive. If you're in the divisive industry, think about playing Switzerland. Think about being neutral because the opportunity to reach people is exponential. Now, if I would have done a doTERRA only summit with doTERRA, only people, I would have only attracted doTERRA people. Same thing with Young Living. Same thing with Emile. Same thing with the Longevity, whose name all the companies, it doesn't matter. So by saying it was non-branded, which it was, getting people from other companies, which it did. It said history in my own little world and it catapulted me into a space that I didn't really know existed other than the fact that I just wanted to do something with and Mark as a researcher.

Dr. Eric: One of the reasons I did it was because I didn't want to be part of any sort of bias like this is public health one Oh one you don't get your health advice from someone selling the same product. Think twice about that on. Again, this is public health one-on-one stuff. There's financial bias. I'm like, okay, let's take the financial bias out and let's try to give truth without anyone worrying cause everyone's always warning what's the catch. So that would be the advice is you need people, it doesn't have to be a big headliner, you don't have to deal with a quote celebrity, but if you're going to host a summit, you need people guaranteed. People that have, I would suggest at least a five figure can be 10,000 plus email list. At least have a couple of them. If not, you're, you're, I think you're going to be disappointed.

Dr. Eric: I really do. Because unlike Kevin Costner in the Field of Dreams, if you build it, they won't come. They have to be introduced or you have a really deep Facebook ad budget or some sort of, you know, cost per click or YouTube budget. And if you can invest 25 30 grand and get like 75 cents a lead, great. Do that all day. But if you're gonna rely on your affiliates. The other thing was all of our speakers promoted. Everyone. And that was really cool. That's getting hard nowadays. A lot of people don't want to play the game. So only choose speakers if you're starting out that will promote. There's a balance

though. There's a balance of people that are true, I'll take that back. Doctor so and so he had no email list. He was like a legit expert. Like he was the dude in the lab doing this all day long.

Dr. Eric: He had no reach besides a couple of him, everyone had influenced, everyone promoted. So I, I've coached a lot of people in the summit world cause they say how have you done what you've done? You know. So one thing, a rule of thumb, I give people the 75 25 rule, 75% of your speakers need to have a list and have influence. 25 can be quote legitimate experts that you don't care cause you just want good content. And that's the other thing. You want to have good content that's actionable. That's the other thing we did. This wasn't just theoretical, whether you're doing a finance summit or a health summit like I specialize in or whether you're doing like a real estate summit, give people actionable tips. Forget the theory. Forget the 20 minute intro is about people's lives. I learned that in my first summit Mark.

Dr. Eric: People like get to the point, I don't care about these people. Like people are like tell us what to do in the health world. People are looking for solutions like you mentioned earlier. So I've learned over the course of three summits and all the dozens of interviews I did to really get good at like, okay, making sure the actionable items and also give people a reason to want to buy too. I mean, why are they gonna want to buy just someone talking like this? Would someone want to buy this podcast? Well, I'm going to do my job to give people really good advice. So they're going to want to buy this podcast episode because they're going to hear it 15 times. That's how you should look at each individual summit.

Dr. Mark: That's such great. That's such great information right there. And those are, I mean those are definitely two areas that I see regularly people missing the boat on, especially if they haven't clarified their objective. Like what are your goals? Like if your goal is a 5,000 person summit, no problem. You can do that relatively easy, but you're not going to get 165,000 plus or a hundred thousand plus or whatever without your speakers promoting. I agree with you 1000% and it's getting harder and harder for them to promote. So now let's move into a little bit deeper into this area. We're talking about the summit hosts and things that they should know to kind of avoid failures. What's something that they need to know before they build out their summit, potentially like an exit strategy or something like that?

Dr. Eric: Well first it's a ton of work. A ton. I can't tell you a hundred hour weeks back to back to back. I hustled it. I made it work. This is not a quick, let me interview 15, 20 people and let's just push the button. That's just the beginning. It's nurturing, it's networking, it's follow up, it's babysitting. And unless you have the ability to hire an affiliate manager, which in our space, you know how much they cost? Affiliate managers are charging 10 grand a month on a retainer plus 10 15% share. That's for an affiliate manager that does their job. I did that job because I didn't have that cash. So unless you're in the position to hiring a legit affiliate manager, you're going to have to do that. So just know that going into it, this is not the time to be doing five different projects. Don't be building your, your signature e-course as an upsell for your summit while you're doing this.

Dr. Eric: I've seen everything. It's like I just like boom. No, no. This is time. And I also suggest give, give yourself time. You know, whenever someone wanted to work with me, I, I said I, I wouldn't work with anyone unless you gave yourself at least nine months. Like from the time that you decided to sign the papers till the time that your summit sign would launch, you need nine months. Give yourself nine months to prep, plan, interview, tweak, get your nice little bonus package or marketing hostel it affiliate that's in for me, I would even suggest a year for people that really want to do this well. So when it comes to the email list, I think, you know, I've got to call it the elephant in the room here when it comes to the email list. Because what do you really want? And I'll tell you one thing, and I know we've heard it in every different aspect of life, quantity over quality or quality over quantity.

Dr. Eric: I would much rather have 10,000 buyers and 10,000 people that are devoted to me than a hundred thousand just tire kickers. So what you get, and this is the true from any free opt-in, whether it's a book, a docu-series, a summit or whatever web class, you get a lot of tire kickers. You get a lot of people just interested and I'll tell ya, and you've been around for a while, Mark people know the game, they know what they know, these free viewings, they know the replay weekends. I see the comments people like, Oh I missed it in. Someone was like, Oh don't worry, they'll just do a replay as everyone else does. There are professional summit buyers. I'm trying to mind Bobby Cardwell from Health Talks Online. They know they have like a list of people that by summits and return them within the, you know, refund time and then they just rip everything off and download it and like what do you do to that? And you're like ban these people or you let them steal. I mean that happens. Yes, we have professional summit manipulators. So I would encourage you to think about this email list as not the end all first. Cause your job is the list. Is that this still down that list of people that really want you. So part of the exit strategy is there a nurture campaign.

Dr. Eric: So what I have found, and this is my casual observation from the people I've worked with and my own summits is your keep about 50% of that. So if you have a 15,000 person summit, just no after opt-outs bounces after spam complaints, after people go through the summit, give yourself two, three months, you should have about seven thousand, eight thousand of those people that want to be part of it. And your job is to kick out the people that don't want to be part of your world because believe it or not, they will weigh you down. You don't want them, you want to give them every opportunity to get out. You really do. Because what that will do, that'll hurt your email sender reputation, which will affect deliverability, which could put you in a bad situation with your CRM if you get a lot of spam complaints.

Dr. Eric: So you're my thought not knowing this and there's a reason why actually cause my whole, um, man, there's a whole another story not knowing what I was doing. I got this list right. And the other thought is who are you in the summit to them? How do you represent yourself? That's key because I hosted this summit and, and I ended up doing like 25 interviews. Josh Axe did a couple, Jill did a couple cause they were like quote, pseudo cohost kind of thing. The lion's share was on me and I can't tell you how many thousands of people had no idea who I was after that summit. And a shocking, they listened to me ask questions, but they were more featured on the experts because I

wasn't featured as the expert. Make sure you are interviewed for your own summit. You need to be an expert.

Dr. Eric: So have a friend, a colleague, it could be your wife, your husband, I don't care. Or you could lecture. Why not? If you are trying to have an influence, if you're trying to have a following, you should be able to speak for 15, 20, 30 minutes. Given a lecture, do your own interview. You need to be featured first. They need to see you as the expert. Otherwise they're not going to value you. What's the difference between you and a reporter asking good questions? So in the summit, I learned I had to be featured as the expert. I had to take time to give expert advice in the middle of the interview to add maybe correct, like, well, really I never thought of it that way. Or Hey, here's my opinion. It's different. You can do, you could disagree with your, your, your panelist, what's wrong with that?

Dr. Eric: Give a little perspective and also realize you have to curate this information because of the danger to what you said Mark was yes, people theoretically we'll benefit from the information. What happens when I, my opinion happens virtually all the time in the summits, there's conflicting information and someone as stark as saying gluten free or die and other people say, well, gluten, okay, what do you do to that? So as a host, feel free. You can delete comments and feel free and you shouldn't curating information to give people a really good consistent message. Otherwise, the danger of these summits and docu-series are they leave the people leave confused, whether it's against stock market leadership, whether it's prayer, meditation or health, I don't care. They will get such conflicting information. If you don't do a good job curating that, they will just be like, Whoa, what just happened? That's where a nice bonus package, eBooks, workbooks, like why not have a follow along workbook that goes time code? Like yeah, spend a couple of hours, put it together, get a virtual assistant to help you, Hey, listen to this interview and then at five minutes fill in the blank. Like imagine like a fill in the blank workbook that now makes people want to watch and listen and follow along. You own the experience. Just a lot of, a lot of just tips that I've learn along the way to engage people.

Dr. Mark: This is incredible information you're providing with us and I want to make sure that we can get into some, some more of these areas with the remaining time we have left as well. So we've talked about how you know the summits have tremendously benefited your business, how you've gotten to where you're at with that. The help of those summits we've gone through essentially some of the aspects or most common mistakes we're seeing summit hosts do and then some of the aspects that they need to be considering before doing a summit and one being understanding the email list and also being prepared to actually utilize that list so they don't just lose it right afterwards. Not like to spend the last remaining few minutes here. Kind of talking about some of the negative aspects of virtual summits from your experience and perspective.

Dr. Eric: Yeah, the only negative and there's, there's primarily just a couple. One is you leaving the experience, like I alluded to not being the expert and you're basically building other people's brands. That is unless you really are cautious and unless you interject your expert opinions throughout each and individually, each and every individual interview, which by the way I've been interviewed by some of the best radio, TV, summit hosts and

they all do it cause they are the expert and so feel empowered to give your opinion. That is the drawback that people like happen to me. They get an email from you and they're like, who's this guy? I don't know who he is, I don't care what he has to say and then they click the unsubscribe button or they click the spam button. That's the danger. The other danger is not not having list hygiene and mean not knowing anything about a nurture campaign.

Dr. Eric: Got this a hundred thousand person email list and I was using [inaudible] in InfusioSoft that has a very, very low threshold for spam complaints, 0.1%, and I was a brand new account and we had 0.2% spam complaints on my first email that I sent out to that list and my first couple, they shut down my account. Frozen. Like 165,000 people frozen, gone hundred percent and if it weren't for a friend Jonathan Landsman, who's another telesummit host, he's like, well why don't you put that email, here's a tip for event. If that ever happens. He says, why don't you put that list in like AWeber and then try to engage them? So that's what I did. And thankfully AWeber allowed that. I put that 165,000 people in AWeber. I sent a, now knowing better, I did my research, I talked to people, I started sending out a better drip campaign and I'm like, Hey, we invited them back.

Dr. Eric: I was able to salvage 45,000. So out of my 165,000 people, I end up save 45,000 with that 45 I was able to make a seven figure business over the course of two years. So not knowing what to do with the email list can be detrimental and I know many people just like thrown it away like myself. So not coming out of it as a host and the danger, again, like I lose a leg, I alluded to not curating the content so that the public, your attendees are actually not served and confusion won't serve them. Offering different opinions can be empowering to a certain extent, but when you have pro-vax, anti-vax and you have, do you know whether this market share that market, share this strategy, that strategy when you have conflicting information, I would caution against that too much because it really will cause confusion and people are like, well what do I do?

Dr. Mark: Yeah, that's so, and that's obviously not the aspect we want to do with our summits. We want to bring them out, motivated, empowered, interested in taking that next action. Not feeling even more discouraged. Uh, that's such a great point. And I, you know, I do believe and I always on all of my summits, I do try and offer at least one conflicting or other side of the coin opinion because I do think it's important for people to have, uh, both sides of the information. But you're right, you should always that, that person and make sure it's not going to cause too much, uh, confusion in the process as well. So I mean this has been some incredible information, Dr. Z and we've got a few minutes left here. So I want to kind of dig even a little bit deeper into the, the, the email aspect of this because this is an area we haven't touched on yet in this, in this podcast and something that's obviously of extreme value. So how would you recommend, like if you could give like one or two strategies more in a step-by-step format as far as from the time you do the summit, how would you set it up for your nurture campaign and then the email or the list hygiene you are talking about to ensure optimal success.

Dr. Eric: Yeah, and one other thing too, not just your CRM but you need it, prepare your, the powers that be to know what's going on. Like, and the one thing I didn't mention is PayPal froze all my money because they were concerned about anti money laundering

stuff, right? Where like when someone goes from zero to a half a million dollars in a week, they're like, what is up? So before you do a summit, just think scale you, you need to have the faith. If not, don't even do it. Like even if you know, just think big. You have to, you know, have the faith in yourself and be prepared. Call PayPal. Literally call me on the phone. Call your credit card company, call your CRM, contact your, your host, your web host. Just because you will get a spike in website traffic too, right. All that all. If you do this well, whether your stomach is hosted on another server or your own, you should be getting people coming back to your world, contact all these different companies and let them know like this is what I'm doing and hosting an event and that way they should hopefully be willing to work with you.

Dr. Eric: That's one aspect. The financial aspect. I don't want your money to be frozen cause that that's not good when you're trying to pay affiliates, right? So your CRM, you want to warm your list with the CRM itself. You just don't pound the list with a daily email nurture sequence right after the summit, you want to do some little quick little email like you want to segment out. One thing I've learned too is segmenting the list, sending in smaller chunks. See, here's the problem. When it comes to complaints and spam, it's, it's a blanket number. Regardless of the amount of emails that you send. If Gmail gets three or four little people that click unsubscribe or complaint on Gmail, Gmail will flag you. And that's in, that's totally separate. And then I'm clicking unsubscribe on your email itself. So you have to be cautious of sending mass large broadcast initially because Gmail, Hotmail and specifically Gmail.

Dr. Eric: Hotmail are ones that I know and I might need to familiar with Bing and Yahoo or Verizon, but you want to be cautious because there's, there's the internal email provider system and then there is the CRM system, your Mailchimp, Infusionsoft, your ConvertKit. So you gotta be worried about them pushing on subscribing spam on both of those. So again, the concern is, and this is what Infusionsoft does and I'm sure all the other ones do, Gmail will let Infusionsoft know, like, look, you've, you've, you've reached the spam threshold. And then Infusionsoft will send what I call the death letter, the complaints death letter that says, Hey, you got to stop. You've exceeded spam complaints for this provider. And so it's, it's a number. It's not a percentage. And that's frustrating because if you have a million person list and you get 10 complaints, you just reached a threshold for example.

Dr. Eric: That's not cool. So send in small batches, that's it. It can be, it can be the same exact email, but my first suggestion would be send. It could be your first welcome email, send 5,000 people at a time if you have a larger list or a thousand people at a time if you have a smaller list, but send the same exact email, 1520 minutes apart at smaller batches. That's it. That's one suggestion. Just to minimize the initial spam issue if there are, and also let people know up front and give them a quick exit strategy like, Hey, you're getting this email because, because by the way, here's something that I want to caution all of you all and this, you know why Infusionsoft shutdown my my email list because on the summit page itself, there was no explicit permission to ever email them again. So when they sign up for the summit, it said, sign up for this free summit, name and email.

Dr. Eric: That was it. Now there has to be a little checkbox that says, I also want to get promotions and offers and other things weekly or whatever it is. For Infusionsoft. They

require that, and that is the only CYA that you have if you have spam complaints. So here's the bottom line. Don't spam people. If they are signing up for your summit only theoretically, you should never email them again. If you do this is called spam, that's straight up. And the problem is GDPR and Canada, that's illegal. So when GDPR came out last year, that's when all these people like myself included starting any checkbox to everything because like, Oh yeah, we need to get explicit permission to ever email them again. And some providers require the duration, weekly, monthly, daily, whatever. So that is the other thing. Set the expectation up front. I would suggest, and I don't know if you have this on your software Mark, but every opt in form should have that little checkbox or a way around it. If you feel, and I'll say flat out, I don't feel that's a barrier. We have not had any decrease. We've split tested this. There's no decrease in. Same thing with health talks online. And Bobby and I, we've tested, and the reason why Bobby did that was because of my summit, because we lost the list and he, we found that as a problem. So more summit hosts were doing that as well.

Dr. Eric: So if you don't want to do the checkbox on the initial opt in form, you better have multiple invitations to join your email list after the summit ends throughout the summit, right? Hey, don't forget, stay in touch. Don't forget, stay in touch. Send the summit list multiple solo emails to remind them. And if you have people in the summit that don't opt in to your list, done, delete them. I mean, that's it. And theoretically you have to, especially you're a European. If you're in the GDPR, if you're in Canada, in America, we have a little more loose. That right there will help a ton and then in your first couple emails say, Hey, you're getting this email because you were and no one ever does that. They just assume every member. Here's why that's not a good idea. You know how many summits are going on right now?

Dr. Eric: It's like a ton in the same space and for me in the health space right now currently I have a launch going on right now as we speak. Several of my friends do and other people are emailing. For other ones there are dozens and so get into their space. Getting to your neighbor's space, the person who literally just put in their name and email, they are getting hundreds of emails, especially if you're hitting your list hard with two or three emails a day, which some documentaries are doing four emails a day plus think about all the other things. How are you going to get yourself out of that noise? They're going to forget about you. They really are. They're going to forget the name of your summit. They're going to forget they even bought the summit and then they're going to see your name and that's the other thing.

Dr. Eric: You have everything. Be consistent. You don't want any chargebacks as a whole another topic too, right? You don't want any chargebacks on your credit card. Make sure the name your business name, you, your website, the name of your summit. Have it all be consistent from time they see it to the time they look at their credit card or statement. Okay? Little things I learned because I do a lot of trouble. I didn't know about any of this stuff. So anyway, make sure the first few emails say, Hey, you just remind you you're getting this email because you signed up and you let me know you wanted to stay in touch. If you don't want to stay in touch, no big deal. Unsubscribe here. Give them an opportunity to unsubscribe what we call above the fold. I also like to say, Hey, you can also update your news preference or your email preferences.

Dr. Eric: Click here. Me, I have multiple newsletters. Yeah, whatever your strategy is, but let them know first and also give them a gift. The first couple emails should be a gift, whether it's a live Q and A with one of your panelists, whether it's you have an e-book, say, Hey, I just want to thank you, and I'm a big giver. I already gave you access to my free summit while I keep on giving. Here's a free gift for you. So you give, you lead the discussion we're giving. So basically you're transitioning from someone who signed up to watch or listen to a free event and you want to basically convert them, win them over, think of it like dating and you want to essentially get into a relationship with them long term.

Dr. Mark: I cannot believe the amount of information you've just dropped there. It was like you were channeling all of this amazing information right to us. Like I know this episode's a little bit longer than normal, but there was no way I was about to cut this off as you're talking.

Dr. Eric: I mean thousands, thousands of dollars' worth of tens of thousands, millions. I just, I've learned, I've, I've lost.

Dr. Mark: And I have a big summit coming up here in a few months as well in a couple of these email aspects like we, I know for sure we hadn't actually addressed or talked about. This is extremely valuable for me. Summit hosts out there listening to this take notes, go back, I'm not going to charge you for this episode as Dr. Z.

Dr. Eric: You should. You should.

Dr. Mark: In realist to this information and make sure you have this setup because I can also completely validate and agree with Dr. Z about the information of not letting your CMRs know. I've, I had the same thing on a, on a launch. I did my money got locked up in my merchant account. Like all of these things are extremely important and if this is the first time you've heard of this, uh, like this kind of information, you need more information on that or you want to go deeper, I highly, highly suggest you reach out to Dr. Z here. He's open to take information questions. If he can help you with your summit and beyond, I highly suggest you follow up with him and you can get the information on how to contact him. All of that over at the show notes, podcast.virtualsummits.com and Dr. Z and this last minute we have a, I'm going to let you kind of give any parting pieces of wisdom or information you want to leave with the summit hosts.

Dr. Eric: Oh, I love it. Thank first of all Mark. Thank you Mark for this. This has been a pleasure. This niche isn't the niche market. I haven't been able to share this with a lot of people in this stage like this'll thank you folks. This could be a game changer in my opinion. There's nothing like a summit that could put you on the map. There is no other Avenue that you could reach the scale and the amount of people that you could reach in such a condensed amount of time and you don't need to be on TV or major media to do it. It's immediate and take advantage of it. Don't squander the opportunity, take it seriously. Hustle hard and have faith. Extend that faith that you can move mountains and a summit can help. It really can be your breakthrough.

Dr. Mark: Excellent. Thank you so much Dr. Z and thank you to the summit hosts listening in and we will 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.