

Daniel Hall Presents



Episode 121

How to Build Your Author's Platform & Sell More Books with a Virtual Summit

with Marc Guberti

Welcome to this episode of the Real Fast Results podcast! In this episode, we are going to be hearing from Marc Guberti. He is a coauthor of a book called *Write and Grow Rich*. As you probably know, the makers of this show encourage authors to collaborate with others in their niche, and this book is a good example of how different authors can work together to compile great works. It has been stated that, "Getting rich is a team sport," and that's very, very true. Right now, [Write and Grow Rich](#) is being pre-launched, and so you can get it for the special price of just \$0.99. Plus, there is a special bonus package that you will receive when you purchase it. You can check out this incredible deal at RealFastResults.com/wagr.

Aside from being an author, Marc is a digital marketing expert, entrepreneur, and currently has 80,000 online students. He is also the host of a podcast called *Breakthrough Success*. In this podcast, he and his top-level guests teach listeners how to take their businesses to the next level and achieve a breakthrough. His latest book is titled [Content Marketing Secrets](#), and it teaches people how they can create, promote, and optimize their content for growth and revenue. We are all very lucky to experience Marc sharing his advice today. Please welcome Marc to the show...

Promise: How to Host a Virtual Summit for Your Book

Well, first of all, thank you for having me on the show to share your insights. So, you have your book that you've published recently, or you plan on releasing it soon. One of the best ways to

grow your audience, and to get a lot of customers, is by hosting a virtual summit. Today, we are going to learn how to put those two together. **Basically, you are going to find out how to go from reviewing this material to having a virtual summit launched that's focused on your book, within six months.**

Virtual Summits

Virtual summits have so much power behind them. I am currently a coauthor of the book [Write and Grow Rich](#), which was compiled by a number of authors and experts, and they are all working together to promote it. **With a virtual summit, you typically have 20-50 speakers, and a bunch of them will help promote the virtual summit as affiliates.** So, you are getting in front of all of these people's audiences, and you are getting a lot of people to buy all-access passes, for access to all of the sessions that you create. It's a joint venture.

You are getting all of those people to promote you, which means you are growing your email list immensely. All of these sales will come in, and not just for the all-access passes. In the follow-up, you can make sales as well. Usually, you'll see people promoting training courses that are similar to the book being promoted within the virtual summit, but you can also promote your book.

Some people have gained thousands of new subscribers instantly because of all of the work they've done with a virtual summit. When you can add to your audience, that's not just great for the book that you are publishing now. It's great for all of the books that you publish from here forward. So, this is a vehicle that you can use, as an author, to establish yourself and grow your platform. It's also great for credibility. If you put in all of this time, create a virtual summit, and get all of these speakers, that is an instant credibility boost. When you combine that with having your own book, you very quickly become an authority within your field.

How to Host a Virtual Summit

The first step to holding a virtual summit is the same as the first step for any kind of product. It's identifying what it's going to be about. If you have a book on a particular topic already, it's a little bit easier. You just focus in on a topic of a book that you just want to have more exposure or an upcoming book that you want to drive exposure to. So, figuring out the topic, and you can promote the book during the summit. This can also be something that you're getting a lot of people on your list interested in this topic now so that when the book comes out, it will get a lot more engagement.

There are a lot of different ways that you can use virtual summits to drive book sales, but going back to creating the actual virtual summit, you figure out what the topic is going to be first.

Next, you get a website up for it. Usually, there are custom ones. Like, the one for my Content Marketing Success Summit is a custom website. It's good to get these things in place as quickly as possible. I actually saw another "content marketing success" summit recently, and they were

not able to use the URL that I was already using. With virtual summits, a lot more people are getting started and leveraging them.

You get a URL, and then you start contacting people and saying, “Hey, do you want to be a speaker for the summit?” It’s best to contact people who have the expertise and have also promoted other virtual summits, or have spoken at other virtual summits, because they understand that taking part in a virtual summit means that they’ll have to help promote the summit. That’s why it’s good to get people who already know that part of the game. You’re contacting a lot of people that have spoken at summits, can provide a lot of value, and have promoted affiliate offers within your niche.

You aren’t going to get all of them to say “yes” right away. Some of them will say “no”. I got a little over 50 people for Content Marketing Success, and in another summit that I held, I contacted at least 100 people, easily, for both of those summits. So, you’re going to contact a lot of people. Once you get someone to say yes, you immediately schedule an interview. I use Acuity to schedule all of my interviews. There’s also Calendly, and there is a bunch of other tools you can use to make the process of scheduling these interviews a lot easier.

After you schedule your interviews, you prep your introductions, your questions, and things like that so that you’re ready, and then you do the interview using Skype, Zoom, or another similar service. When you have that final video, you could put it up on YouTube and make it a private video. The only problem is that people have that link, so they can share it on social media, even after the vault is closed and there’s no more access. So, what you’ll want to do for a virtual summit is put the videos on Vimeo and make the access private. That way, it’s just embedded onto the site for your summit, and your videos can’t spread after the summit is done.

Then, after that, it’s all about creating pages and funnels for the summit. A lot of emails will go out to attendees live, and you can use those live emails for evergreen marketing later. That’s what I have done with my summits. So, you can have this set up. For the pages, I recommend using [Optimizepress](#) to create the pages, but you need to have a page for each day of the summit, and you need to have a rubric page for each session. It just makes it easier to copy and paste info, clone pages, and things like that. I do strongly recommend [Optimizepress](#) because they just have so many features that are useful for virtual summits.

That’s a basic breakdown of what it takes to organize a virtual summit. **One bonus thing that you can do is contact a bunch of affiliates.** They may not be speaking at the summit, but you could offer them incentives or things like that. You can get them all together in a Facebook group or email list so that you have communication between you, the speakers, and non-speaker affiliates that are interested in promoting the summit. So, that’s just a basic summary.

How Should I Ask Speakers to Join?

My recommendation is that the first people you reach out to should be people that you know very well and will definitely be good speakers. I reached out to a bunch of people who I

have had past experiences with, promoting their products as an affiliate. In some cases, I was one of their top affiliates. There were other people that I reached out to because I have had them on as a guest on my [Breakthrough Success podcast](#). So, I had a network that I reached out to.

Once you get three or four “yeses,” then in all of your future pitches you can say, “Are you interested in being a speaker? These people will also be speaking at the summit.” So, it gives you some social proof, and you can essentially say, “We have speakers in place for the summit, and you’d be joining this crowd.” As you do that, and you start to get some really big names in your summit, it just becomes easier and easier to get the “yeses”. With both podcasting and summits, it’s about authority by association.

Speakers understand this. Like, if you could speak at a place where, say, Tony Robbins has spoken at, that’s a lot of credibility. To be able to say, “I spoke on the same stage as Tony Robbins,” is valuable, and a lot of speakers will leverage that. So, you’ll want to use this “authority by association” concept. Reach out to a few people in your network and get the initial “yeses,” and then you can work from there.

In some cases, your pitch is the intro to a person who may not have heard of you before. So, I created some Keynote slides, which outlined some things about my summit, and then I changed it to a PDF. This contained info like, “We will have 50+ speakers,” and, “We will have over 1,000 attendees.” Then, I added a few things that we expected. Everything was outlined to be pretty crystal clear. This was a 4-page document with a lot of bullet points. You don’t need it to be 12-point font with the paragraphs single-spaced. You want to put together something that would be very easy for people to look over and take in what your summit is all about.

So, they got the value proposition very quickly. Again, it just comes down to sending a lot of emails. I would say something like, “I’m organizing this summit. The goal is to get [X many] speakers. If you’re interested, we’d really love to have you as a speaker. Here is some info about the summit.” If you have speakers already, let them know who you’ve booked to speak, or at least some of them. It also helps to show the website if you have it up already. That was something I was able to do as we got towards the end.

I ask for referrals also, but this works differently. Let’s say that you are organizing virtual summit. It’s different to contact someone with that being your first point of contact than it is for someone to say, “Hey, I know someone, do you want me to reach out?” They might reach out and say, “Hey, my friend, Daniel, is organizing a virtual summit. I’ll be speaking at it. Would you be interested in speaking at it as well?” There are a few ways to do it. A lot of it is you getting out there early, and the bigger your network is, the easier it is because of credibility and being able to ask for referrals.

How Long Should I Allow These Pages to Be Viewed?

It varies according to the scenario, but it’s typically from 24 to 72 hours, depending on how much content you have. If you are just doing like 20 sessions, and you have like 5 sessions for each portion or module, I’d only give 24 hours for that. If you are doing 50 or more, I’d explore

having something like 48-72 hours. If it's evergreen, you might just want to make that 24 hours, just to get people to view the ones they feel are best. The idea is that you want to make it free so that people are able to view some of them, but you don't want people to view all of them. You want to have... Because if someone views all of your sessions, then there's no reason to really buy.

There are very few people who would go through 20-50 sessions in one sitting, in the whole time allotment of the show. Obviously, it's different for each person... Again, I want to bring up the 20-50 because I try to get 50 for each one of my summits, but there are a lot of other summits that have done very well with just 20 speakers. All of them are speakers and affiliates, and you can get a bunch of other affiliates involved as well.

How Much Does Organization Matter?

There are people that are scouring the Web for as much information as they can possibly find, and a lot of it is disorganized. So, when they do come across a summit where... Like, mine is broken up into four parts:

1. Content Creation
2. Content Marketing
3. Social Media Marketing
4. Content Monetization

If you want a lot of your content to be more focused on advice about content marketing from the experts, that would be your section, and you have three other ones as well. This just goes back to the whole idea that the summit contains a lot of content, and it should be organized content. That's one of the things that will give you a big advantage. This is true in terms of presentation, obviously, but a summit is a very organized way to produce content.

The four sections that I included in my Content Marketing Success Summit were also the same four sessions that I used for my book, [*Content Marketing Secrets*](#), and they were in the same order. So, you can use the summit to write the book, and you can turn all of the insights you have learned into a book. Also, you can try to transcribe some of the sessions, and you can grab the best insights from each of them in order to turn that into a book. So, even if you don't have a book, the summit can be your book.

You can also have it set up to where you have your book showing behind you as social proof as you speak on video. So, you can prop it up where everyone can see it, and because everyone can see the book, it becomes an unconscious promotion. It's not like you are saying, "Buy my book!" You just have the book right behind you, and that will bring more awareness for the book you have.

How Many Subscribers Should I Shoot For?

There's no guaranteed number because it is different for various people. A lot of virtual summits bring in over 1,000 new subscribers. There are some virtual summits that I've heard of getting over 10,000 subscribers. It all depends on how many affiliates you have promoting it, and also, who the affiliates promoting it are. Pareto's principle applies a lot to creating an affiliate program. Twenty percent of your affiliates are going to drive 80% of the sales or sign-ups. A lot of that depends on the affiliates who you are attracting.

When it comes to a virtual summit, if the promise is to get it out within six months, you ought to be spending the last 1-2 months contacting a bunch of affiliates and inviting them to promote the summit. In fact, the earlier the better, and you can even reach out to some in the beginning. There's a lot of strength in numbers, and this is true for anything, but this is especially true for summits because you invest so many days into this. If you add all of the hours together, it comes out to a lot. So, you might as well invest a little more time, get more affiliates, and get better results.

Final Tips

There are just two last things I want to point out. **The first thing is that we've been talking a lot about a book that you've already published or a book that you are thinking of.** Some authors see the book they wrote and how much time they put into it, and for some reason things didn't click for that first book. They know a lot more now than they did when they first created that book. You can also use a virtual summit to launch a second edition or a revised edition of that book.

Just diving a little deeper into these virtual summits... The thing with virtual summits that dissuades people is that, yes, you put in all of this work, you make connections, and things like that. One problem that I had with my summit was that it went wild on June 17th, when it went live, but what do you do in August? What do you do in September? You spent so much time creating pages that converted very well and got really good earnings per subscriber. I got really good numbers for the Content Marketing Success Summit.

It's something that you want to continue doing, but it's passed June. What you do for that is make your summit evergreen. This is something that doesn't cost extra money from what you are already doing. I'm assuming that you have Optimizely and use the whole set up. This is something that I was able to do for the Content Marketing Success Summit. The Productivity virtual summit will soon follow.

I can't think of them off of the top of my head, but there's a plug-in that automates the dates. If you go to look at [Content Marketing Success](#) right now, you'll see that the summit starts tomorrow and lasts until four days from now, and you'd get the whole email sequence as if it was a live event. **So, I would look into making your summit evergreen.**

Connecting with Marc

We've talked a lot about summits, and I have two evergreen ones. You'll find one at ContentMarketingSuccessSummit.com and ProductivityVirtualSummit.com. If you listened to this episode, and you heard how to get your virtual summit up and running, get inside of the summit. Even if you just enroll to be an attendee, just to see how that email structure would work. I strongly recommend that you do that. You should also go check out my podcast, [Breakthrough Success](#), which can be found on iTunes and a bunch of other places.

Finally, we talked about my book, *Content Marketing Secrets*. You can grab that. I'm actually making a "free + shipping" offer, so you can get a big discount. That's MarcGuberti.com/book, for anyone interested. Don't forget that [Write and Grow Rich](#) is being pre-launched as well, so it's available for just \$0.99. This is a really great book that contains excellent paths, and guides, and blueprints that will help you turn your writing talent into vast amounts of income. You'll also get extremely valuable bonuses with your purchase if you act now. Again, you can access that by visiting RealFastResults.com/wagr.

Resources

[Write and Grow Rich](#)

[Breakthrough Success-Podcast](#)

[MarcGuberti.com/book - Content Marketing Secrets](http://MarcGuberti.com/book)

ContentMarketingSuccessSummit.com

ProductivityVirtualSummit.com

[Optimizepress](#)

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