

Richard T: [00:00](#) Welcome to the Soul of Business Show for conscious creators, authors and entrepreneurs, where we talk mindset, meaning, money and mastery. I'm your host Richard Taubinger. Find out more at consciousmarketer.com.

Richard T: [00:18](#) Hi everybody, thanks for tuning in. I'm Richard Taubinger the CEO of Conscious Marketer, and the host of the Soul of Business Show, and thanks for being here today. Today I have my director of marketing, Ryan Peterson with us today, and today we're going to talk about online events. In the last few years we've done dozens of these, including the Servant Leadership Online Training Summit, Mindful Leadership Online Conference. We recently did a Crypto Summit, we recently did a list building summit: Masters of List Building. I think we started with a Natural Medicine Healing and Wellness summit, that had over 80 000 opt ins.

Richard T: [00:57](#) So today we're going to talk about how online events and summits can be a powerful breakout strategy in your business, and if I could be so bold, the most important type of offering you can create in your business. So today we're going to cover how online events are the secret way to breakout online, how online events are the best kept secret in marketing, and how to use them to build authority, build your audience and generate cash all at the same time, even if you don't have a product. So hey Ryan, thanks for being here today on the call.

Ryan Peterson: [01:27](#) Hi Richard, I'm really happy to be here. Thank you.

Richard T: [01:31](#) And I just want to say, when we talk about online events, Ryan and I, I think we get excited. We get fired up about this topic, because we've seen how transformative online events have been for our clients businesses especially. And now more and more we're doing more of these ourself, and we're like, "Wow, we should be doing this every week, because there are so many benefits to it."

Ryan Peterson: [01:58](#) Well, there are so many benefits, and there's an energy behind online events that's super fun, and engaging, and it helps to build community and bring people in. But I love the energy, even whether it's live or recorded, online events can be really fun.

Richard T: [02:13](#) Yeah, I totally agree. And I would say that I am a little more introverted, and Ryan and I have talked about this, and Ryan's a little more extroverted. But I like online events a lot, not because I can hide behind the camera, but I don't have to be on stage in front of a group, but it's a little bit ... it feels a little safer

to me. So I actually don't mind being on a podcast or speaking on a call with somebody, it seems it's a lot easier for me.

Ryan Peterson: [02:42](#) And that makes sense. I mean standing in front of a camera by yourself can be kind of intimidating, and sometimes it's hard to have that engagement. But when you're going back and forth with someone, it's almost like the energy builds--

Richard T: [02:57](#) Right.

Ryan Peterson: [02:57](#) -- and you're able to feed off each other. That's why a lot of people say, when they speak in front of an audience they can feed off the energy of the audience.

Richard T: [03:05](#) Right.

Ryan Peterson: [03:05](#) And it's a similar thing in a conversation.

Richard T: [03:09](#) And I would say that I think some of the fear comes if either you're on stage and you're not prepared, or on an online event, if you're talking about maybe something that you're not passionate about. So I think if you're doing online events, and we'll talk about, in just a second, what they are. We should define it for everybody first, but if you ... We love Conscious Marketing, we love serving people, we love helping conscious entrepreneurs get their work out in the world with online methods. And so if you put me and Ryan in front of a camera, and we're coaching somebody, or helping somebody, or teaching, we just light up. We're like, "This is ... We get paid to do this, and this is what our job is." I'm like, "Oh my God, this is the greatest job in the world."

Ryan Peterson: [03:57](#) It's incredible, and we're going to talk about what online events here are in a moment, but this just seems like the perfect time. So one kind of online event is called a summit, and so I looked up the definition of a summit. And it says, "A summit can be used to describe any gathering of people who care deeply about the same topic." And what you were just talking about totally resonates. I mean we care about Conscious Marketing, we care about--

Richard T: [04:25](#) Right.

Ryan Peterson: [04:25](#) -- we'll get their message out, and if we can just get together and talk about that, how is that not fun and engaging? We care deeply about it.

Richard T: [04:34](#) Well, we have a set of values in Conscious Marketing, and one of them is care deeply. And it just keeps coming back up over and over again, because if we're working with somebody that we don't ... we're not interested in the product, or if we're ... then there's a different energy. But if we're working with somebody we love and is doing great stuff, and pretty much that's all of our clients now, because we have a limited amount of spaces, that care deeply when you bring that into any venue. But online especially the energy comes through.

Ryan Peterson: [05:05](#) Absolutely.

Richard T: [05:06](#) Well, when I think of summits, I think of the old G20 Summits, and these big things where presidents would meet and there'd be some secret meeting at some ski resort in Switzerland. And then I would say in the '80's and '90's summits were mainly offline, and it was basically an online conference. And so I think what happened was, when internet speeds got faster, and this is a little history, in the late 2000's, maybe early 2000's, people started to figure out that the same events that they could hold offline they could do online. And this is where all kinds of different types of events happened, and summits was one form of those events. But maybe we should list all the different types of online events people can do to show the breadth and the depth of this form of media.

Ryan Peterson: [05:57](#) So an online summit is one type where you bring people together. I always think of old James Bond movies, they always seem to have some summit, that the bad guy is going to go plant a bomb at the summit, because all the world leaders are together in the same spot.

Richard T: [06:15](#) Right.

Ryan Peterson: [06:16](#) But there's also ... It's really people coming together around one message. And so there's online summits, but I think one of the keys is just people coming together. So it can be even two people. So a webinar with two people on it can be a summit, this podcast is even a type of online event.

Richard T: [06:35](#) Right.

Ryan Peterson: [06:37](#) What else? There's docu-series.

Richard T: [06:41](#) Well, I think there's all kinds ... I think the summit term tends to be, people think of 30 people getting online over a certain number of days and talking around a topic, but if you look at the

genesis of an online event, a webinar is basically an online event. And if you think about a 30 person summit, is just 30 webinars back to back, or 30 interviews. If you think of a podcast, some podcasts are just audio, but a lot more now are becoming online shows. And so you can think of an online show as an online event too. I think the big shift in the market has been with Zoom ... It used to be goo ... We used to pay GO-TO Webinar a lot of money, and then we started to use, there's a platform called Zoom, and we use that a lot more and it's a lot more cost effective. And there used to be WebEx, and it used to be a lot more expensive and complicated, and then people couldn't ... it was harder to access things.

Richard T: [07:36](#) So what happened was, I'd say in the last five years, more and more people have caught on to doing these online events. The nice thing about it is, you can pick a topic, you can pick a type of event that you want to do online, and without a lot of resources you can get online. Maybe we should shift the topic a little bit, and talk about some of the benefits and how summits can be used to build authority, influence and status. And there's something embedded in these online events, that's if you're not looking it's kind of hidden, and you can kind of miss how it's been a secret key for the breakout strategy of a lot of different people. Do you want to talk a little bit about that Ryan, and then I can jump in?

Ryan Peterson: [08:18](#) Sure, yeah. With our coaching clients and in a lot of our training programs, one of the biggest obstacles for people is starting a publish online. And at some level you do have to get out there, and video has kind of taken over the online space. So when you're publishing on social media and getting your voice out there, it's kind of an essential ingredient for an online business at this point. And I think a lot of people have fear of getting in front of a camera, and especially when people don't who they are yet.

Richard T: [08:53](#) Right.

Ryan Peterson: [08:53](#) And so an online event is this cool way where you can start publishing online, and like you said, in sort of a safer atmosphere, because in conversation with people rather than trying to be in front of the camera and say, "Look at me, I'm awesome." You're more just in conversation. And then, the people who you surround yourself with, the people that you're in conversation with, they help build your authority just by being there next to you online. And so, it's a lot like Oprah, or Sydney O'Hall, or whatever these talk shows were. Tim Ferris is classic for that, and they bring other authority figures on. And

just by being in conversation with them, you start seeing them as an expert in their fields.

- Richard T: [09:44](#) Yeah. And you can ... Part of it is you can interview people that are above you, maybe somebody that's a little higher lever of whatever you do, or adjacent field. You can interview people that are at the same level, so they're more like peers. And you can also play the other role of being a mentor, and bringing on people. Sometimes we'll bring on clients that we have that we've helped out, and so it's kind of like bringing on people that you've helped and just be in conversation with them. And that helps people see the results you get people, but it also helps the people you work with come up too, and you bring their authority up too. So it works kind of all the way around.
- Richard T: [10:23](#) I think one of the big questions is, do you have to be an expert? What would you say to that?
- Ryan Peterson: [10:29](#) I think online events are actually a gateway into becoming an expert and authority in your field.
- Richard T: [10:36](#) It's the gateway drug to becoming an expert. You heard it first straight from Ryan Peterson.
- Ryan Peterson: [10:40](#) Exactly. So I mean, just to put it in perspective. We recently did an online event, which was a list-building summit. So in the internet marketing field if you're interested in building your list, how do you do that? And we reached out to some of the biggest experts in the field, and the cool thing is that they already have a following of people who trust them. So there's a big trust factor. And then they reach out to their community and say, "Hey, listen I'm going to be speaking on this online event. It's a list building summit with Richard Taubinger and Conscious Marketer. It's going to be awesome." And so a handful of their audience signs up for the online event, and what happens is the trust transfers from them over to you, because it's almost like they're vouching for you.
- Ryan Peterson: [11:32](#) And so they come into your community, and now we're in conversation with them, and there's a level of trust and authority, and they see us as experts because of the way they got introduced to us. So we're in conversation with them, some of them are coming into our training programs. It really works. It's a really powerful way to become an expert, but also to be perceived as an expert in your field.

- Richard T: [11:59](#) And with our list building summit, we do a lot of online launches and a lot of online events and summits. And that's kind of our wheelhouse, and that's a great case. But we brought on people who were experts with Facebook group building, using list building for that and list building through Instagram, and list building through You Tube. And we play in those fields and we have ... we outsource to firms that do that for us, but that isn't our main lane. So I wasn't an expert in those, but I brought in people who were experts and interviewed them. And then, our firm is an expert in online events, so we shared how to do that piece, and so it was a good combination of ... It was like a potpourri of how to build your list with all these different platforms. But I didn't want to pretend that I knew You Tube, because our YouTube channel isn't very ... it's abysmal really.
- Ryan Peterson: [12:55](#) And you know that's a great point too. It's kind of like, "Oh, shoot, we don't ... we're not experts in Instagram. So we bring someone on, but how much did we learn?"
- Richard T: [13:04](#) We learned a ton. I was like "Oh my God, this is the best summit I've ever been on hosted." Because every talk I was asking the question that I needed answered for our own business, and for our clients businesses. I was like, "Okay, what do we need to learn about You Tube here to take our business to the next level?" Because I don't want to pretend that I know something that I don't.
- Ryan Peterson: [13:27](#) Exactly. And so if you're listening, this is an awesome way where you can get out there, and actually learn and build you skill set, and become and expert while at the same time building your own brand. I think a trap a lot of people fall into is, they go and they're perpetually in learning and they're perpetually in school, rather than getting out there. And this can be a way to kind kill two birds with one stone.
- Richard T: [13:54](#) And I think that there's a myth ... I want to dispel one of the myths. And one is that, with these online events or summits that they have to be really large and huge, and I would suggest anybody listening to this, we do have an online event creation program. You can sign up for an E-mail on our homepage, consciousmarketer.com to get more information about that. But, I would encourage people to really start to look at this as a breakout strategy in essence if you're wanting to publish something initially, or you're a little bit stuck on a plateau with wherever you're at on business, you don't need to get caught in the myth that you need to have 30 or 40 people on these calls to do this huge mega event. In fact, if you don't start small, it's a bad failure strategy and you kind of burn yourself out really fast.

- Richard T: [14:45](#) And I've seen people do these large events, and it takes them like six months, eight months to recover, because they take so much bandwidth. And the other thing that happens often is, if you spend all your time creating a large event, then you kind of take ... sometimes it can take the eye off your own product creation, because events build a big list but they don't necessarily ... They're not ... They can make you money, but the main point of it is to build your community. And so what I recommend is that you have an event with three people, or five people. The list building summit we did 10 people, and we produced that start to finish in 30 days, in the future I'll probably give it maybe 60 days. But, if you're doing an event with three people, you can schedule that three weeks out and have them all on one day, or you can do them over three days. And so they are definitely what I would call micro event strategies that can just get you in the game.
- Richard T: [15:46](#) And that's what you want to be. You don't want to be on the sidelines, or trying to scout tickets outside the stadium. You want to be not just in the stadium, you want to be not on the sidelines, you want to be on the playing field. There's nothing worse to be calling yourself a marketer online, whatever, and if you're not ... You know you're in the game if you're making offers and selling something, and if you're on conversations, you're on calls. If you're not doing that on a regular basis, you're basically on the sidelines. You might even be in the stadium, but you're on the sidelines, and that just sucks.
- Ryan Peterson: [16:17](#) Absolutely. Can I dispel one more myth too?
- Richard T: [16:20](#) Do it yeah. What's the myth?
- Ryan Peterson: [16:22](#) I talk to a lot of people who are like, "Well, that's great but I'm in the internet marketing space, or this probably won't work for what I'm into."
- Richard T: [16:30](#) Right.
- Ryan Peterson: [16:31](#) And I just want to say, this works for pretty much ... I've seen it work for pretty much every market or niche. And just to give you some examples, we built an astrology company from scratch pretty much on the back of summits, where they bring all the best astrologers together, and people sign up for those kind of online events. I had a friend who was ... she wanted to do a beach body breakthrough thing, and she got some of the best experts, not only in fitness, but also in body image type psychologists or coaches. And she was able to put together a

summit, or an online event, like eight people, and she built her list up from pretty much 300 people to 1500 or 2000 people--

Richard T: [17:26](#)

That's great.

Ryan Peterson: [17:26](#)

-- in one shot. And she did it--

Richard T: [17:28](#)

That's like five or six X her list. And so you go, "Oh, it's only a thousand people", but 1000 people is a lot of people. And on Facebook today you're paying \$10 a name or something, that's like a \$10 000 list.

Ryan Peterson: [17:42](#)

Exactly. And she was ... it was her first time. She didn't do it perfectly by any means.

Richard T: [17:49](#)

Right.

Ryan Peterson: [17:50](#)

But even if you do this imperfectly--

Richard T: [17:52](#)

You have to do it imperfectly.

Ryan Peterson: [17:53](#)

-- you find success.

Richard T: [17:55](#)

Because there is no perfect.

Ryan Peterson: [17:57](#)

And we've seen it in the mindful space, and we've seen it in servant leadership, and we've seen it ... we did a Natural Medicine summit and we've seen it ... So we've seen it in all these different niches, and I feel like a lot of people have kind of a message inside of them. They intuitively know that deep down they have something to share, and an online event, again, we've talked about how it's people that come together that care about a topic deeply. And so if you have a topic that you care deeply about, it doesn't matter what the topic is, you bring people together and you start creating community around that. It's a really beautiful thing.

Richard T: [18:38](#)

Yeah. And I think that if you can recognize that, if you can learn how to get on calls with people and interview people, and be in a relationship, collaboration is the way of the future with internet marketing and with a lot of brand building. And I think it's like one of those muscles that you really want to be flexing on a regular basis. You want to be in conversation with people in your field, and you have to start somewhere. You have to get your message out. Let's talk a little bit about how an online event can fit into your business model, because I think that ... I think it would be easy to think, "Oh, this is just another tactic

that somebody wants me to do." But I think that there's actually a little bit of a bigger piece.

Richard T: [19:25](#) And when you think of an online business model, normally you're either selling a program of some kind, or you're providing some kind of a service, like a coaching service, or a consultation, or it could even be online to offline. But a summit basically what it does is, you have the people who are going to be on the summit, or on the online event, they send to their list and then they sign up for the call or the series of calls, this online event, and then those people become your subscribers. So what ends up happening is, you basically build a list off it, like you just talked about with the person that did in your field, and all these other things that we've done. And so you end up with a list of people.

Richard T: [20:14](#) And so in terms of the online business model, it's kind of the first step where you get some new leads in. So that's the first step, the second step is how to figure out what to sell them. Now, the cool thing about an online event is, you can actually sell them the recordings. We sold the list building recordings, and we did a large scale when it was leadership summit this last quarter that had a significant amount, like tens of thousands of opt ins. And so how they paid for that summit and all the marketing that went into it, was they sold the recordings. And a lot of times the base level is that, you sell the recordings to whatever the online event is and you just break even, and then if you do it really right then you can make ... you can double or triple your money, or maybe even do better.

Richard T: [21:00](#) So the essence in your business model is that it's both a list builder, and then at the minimum what you want to shoot for is that it breaks even on the contacts. Now, that's important because if I give you a dollar for a name, but then you give me that dollar back, but then I end up with an E-mail address that's a member of my community, then all of a sudden I have a list. I'm starting to build a tribe, I'm starting to build a community around me. And so in terms of your online business model, it's an important legion of function that self-liquidates, is what the term is online. They call it an SLO, Self Liquidating Offer that you create the event, and then it pays for itself, and then you end up with this list of people who know who you are and see you as an authority.

Richard T: [21:46](#) And so this is kind of like the front of your funnel, and then you have to click that into whatever the other things you do. Do you want to make any comment on that Ryan? I kind of want to give everybody the down low of how it fits into their business model.

Ryan Peterson: [21:59](#) No, that's awesome. And just to put it into perspective, if you can get a contact for free, that's a gold mine. Because to put it into perspective, usually an online business you have offers ... what we call offers on the back end, which means later on you're going to offer those same contacts your program, or your services, or your coaching, and you're going to be able to make money off them. And so lots of times a contact will be worth 5, 10 up to \$20. So the lifetime value of a contact could be ten bucks, let's say. And so if you get that contact for free, that's a huge ROI.

Richard T: [22:40](#) Right.

Ryan Peterson: [22:40](#) So a lot of people say, "Oh, you put in all this work and you do an online event, and then you just break even on the back end, that doesn't seem like a good business model." But what they're not seeing is that, you're actually having this self liquidating offer which plants the seed and helps you build a foundation for a thriving business on the backend. And so the other thing to mention there is, the other ways to build leads online is to essentially have ads on Facebook, or Instagram, or on social media that leads to some kind of opt in. And people are starting to pay, \$10 is the baseline for a lead. And so in comparison you could be paying \$10 per contact and trying to make money on that, or you can do something like an online event, break even, and you're off to the races.

Ryan Peterson: [23:34](#) But there's also ... It's a breakout for someone getting started online, but also for someone who has an established online business. They've been in the online world, they're offering their coaching services, but they want to grow five X, ten X their business. It can be a powerful way to do that. Do you want to talk about that a little bit?

Richard T: [23:54](#) Sure. Well, I'll just mention, I know four leading publishers who have used this strategy over the past 10 years, and it's been probably the core method they've used actually to build their business, which is really interesting, and to build their following. And I think that as you get bigger, what happens is the summit really allows you to hold your position in the market, and it allows you to really move your movement forward. So there are different summits out there that are like these mega summits. There was one actually, I'm trying to think whether I should say names or not, but I've seen summits do five, 600 000 opt ins.

Ryan Peterson: [24:40](#) Wow.

Richard T: [24:40](#) Yeah.

- Ryan Peterson: [24:42](#) That's just a lot.
- Richard T: [24:43](#) Free opt ins too. So they're barely paying for the opt ins, and then ... I'll just mention this too, there's a lot of different ways you can use these online events. Like in the political field, this is a little more sensitive, but I got contacted to do a republican summit and then a summit for democrats, two weeks apart. This was about two months ago. So it's super funny, because I was like, "I don't really play in the political field" so it wasn't in our wheel house. But even areas that are non-traditional you can see this method being used. But I think the main thing is, if you're already an established authority in your field ... Like we did the Natural Medicine summit with Dr. Murray, that was one of the first larger scale summits we did, but he knew all the main people in the field, and they all ... he had been on all of their events, and so they wanted to be on ... they wanted to help him and promote him.
- Richard T: [25:41](#) He's a best selling author already, so he was able to reach out pretty much in the who's who in the health space. JJ Virgin, Mercola, all these huge names, Mike Adams. So he was able to just do that from scratch, and it was much easier for him to go big. Now, it still took a tremendous amount of resources to create these large scale ones, but it really was a breakout strategy for him because he was struggling at the time, as many people do these days, like, "How do I build my list, how do I reach more people?" So you can use a summit as a breakout idea.
- Ryan Peterson: [26:16](#) Yeah, that's awesome. And I do want to mention too, it can be expensive and take a lot of resources to build these online summits, especially the large scale ones, but if you already have a business it can be an incredible investment. And at the same time, it wasn't that long ago that summits were really delegated to live summits. So you'd have to get a venue, and you'd have to invite the people, and charge people, and actually people would have to fly in and have seats, and you'd have the speakers. And those still happen, but it's pretty incredible at this stage in the game that you can bring in literally the top experts in the world, or at least the top experts that you know in your field, and people can join from all over the world. And with the online event model that we use, you can ... those people can join for free and get the benefit of being able to be in the presence, and get the training, or get the message that you're trying to put out there with the option of buying recordings.
- Ryan Peterson: [27:19](#) But we're able to ... You're able to reach people in a way that was never before possible.

- Richard T: [27:27](#) Yeah. And I kind of want to ... I think we should ... I think the last thing maybe we can talk about today is, do these things still work? And I think it's an important thing to consider, and a lot of people are doing them. What I would say to that, and I don't like to sell with fear very often, but I'm going to go there a little bit here. If you're in a market, say, I don't know. What's a market we could pick? It doesn't even matter, but think of your market right now, okay, whatever it is. If you're not publishing online and in a relationship with people in your market, the other people in your market, there will be people who do that, and there will be other people who understand how to use online events and they're going to do the summit, or they're going to do they're going to start to use this as an ongoing strategy in their business.
- Richard T: [28:20](#) And basically what's going to happen is, you're going to be ... you're not going to be the host of your own events, and you'll get invited to these other things, and you'll go, "Wow, this is actually happening in my market. I didn't think it could happen in this niche, or it's already happening and I'm not invited." So if it's not happening in your niche, there's a huge opportunity for you to go and fill the vacuum, and there are niches like that, that still exist. If there are already things in your market and you're not getting invited to the party, then start your own party. And it doesn't have to be a big party, it can be a little café gathering with three people. And so if you're not invited to the party, and you're not being part of the party, then you've got to find people who'll come to your party, and that's how it works in the world.
- Richard T: [29:09](#) And then if you're ... The other thing is, if you're being invited to the party, so you're on the list of the party, but you're not hosting your own party, that's not good either, okay. So if you're going to the Hollywood House and you're getting invited to attend the movie parties, but you don't have your own premier and you're not in a movie, then you're missing out. You're regulated under somebody else's system and status. And the other thing is, you're not going to get invited to those parties as much if you don't have your own platform, your own online event platform. And so you need to develop that, and I suggest you start small and then build up.
- Richard T: [29:54](#) If you already have a following, then you have a serious advantage, but you don't have to. That's the cool thing about this, you can have nothing or everything, and you can modulate this online event model to make it a significant piece of your business.

Ryan Peterson: [30:12](#) Absolutely. And just to piggyback on that. It's easy to publish on social media these days. Anyone can jump on Facebook, and create a video or whatever, and I just want to make the distinction between social media platforms and your E-mail list. Because a solid online event model will collect E-mail contacts for you. Which means you own that data, that's your list, you can communicate with those people any time that you want to. Whereas on social media, essentially the platform is owned by someone else, and so the rules can change at any minute. For whatever reason the people that were watching your videos yesterday, may not see your videos the next day. Or, Facebook could change the game and all of a sudden ... Who knows?

Richard T: [31:07](#) It's kind of like you hosted your ... you're hosting a party at a hotel that could kick you out.

Ryan Peterson: [31:12](#) Right.

Richard T: [31:13](#) And they also control the guest list.

Ryan Peterson: [31:15](#) Exactly.

Richard T: [31:15](#) And they can take your guest lists away and the venue away. So you need to start to host your parties at your own house and have your own guest list. That's what your E-mail list is okay.

Ryan Peterson: [31:25](#) That's such a good analogy. And we're not joking. It wasn't that long ago that you could publish on your business page and people would see it organically. And these days the algorithm just doesn't show that stuff to people unless you pay for it. And so now you're paying to play, whereas if you have your own contact you can communicate with them at any time. You're hosting at your own house, I love that.

Richard T: [31:52](#) Alright. Well, let's bring this home for people, and let's get the ... let's summarize with some five key take aways. And this has just kind of been us riffing off the power of online events, and we're doing more of them. We're helping people, we're training a lot of people. For the people in our private client group, this is a key strategy for everybody. So let's do five take aways, do you want to rotate these? I'll do the first one here.

Richard T: [32:14](#) I think it's a must have strategy really if you're online, and even if you're offline. I think an online event is a key strategy. The first take away is that, I hope if we haven't convinced ... I hope we've convinced you here that this is a key thing you need to really look at seriously, and put it in your business for the health

of your business, and longevity of your business. If you want your business to have sustainability, this is something you've got to figure out how to integrate it in, and at whatever level you need to get in. It's just something that if you're just starting out, it's something you should build in. And if you're already big, it's the same thing, it should be a part of your business strategy.

Ryan Peterson:

[32:55](#)

Awesome. And so the next take away is online events are the DNA for all types of online programs and services. And we've seen it over, and over, and over, and over again that, it's like online events are the foundation for the building of your business. It's the corner stone. It's literally the DNA that forms all the rest of your business, because you're able to leverage the expertise and authority of other people, you're able to get your message out to the world and build your community around that message, and be able to communicate with them directly. It's really the foundation.

Richard T:

[33:36](#)

Yeah. And I just have a quick thought on that one. An interview like this, is the building block for any online event, it's also the building block for a webinar, it's the building block for a sales presentation. And so it's literally ... This little component when you master just being in conversation with somebody on a call about a topic in an interview, or training, it's ... once you master that then there's so many different things you can do with that piece.

Richard T:

[34:06](#)

So the third thing is that, it's really a proven way to build your list authority, product and status, and you can look all the way back to Tella, people used to do these on the phone. They get joint phone calls with people. You can look to Network TV, Oprah, Tony Robbins. Tony Robbins used to have a thing, I think one of his best selling series' was called Power Talk. It was him interviewing other people, and I listened to those darn things in the '80' on cassettes, okay. That was the old school version of an online event, but it was on cassette. But the new version is, that talk is online in a series of calls with people. You can look to newer things like Oprah, you can look to blogging like Tim Ferris talking to other people. And then you can start to sit ... Like in the health field there's all kinds of online summits and events.

Richard T:

[34:54](#)

And the people who are running these, the people who are running the small ones, the mediums, the large ones, they're the players in the industry. They have the authority, they have the status, they're building product, they're in the attention, they psyche of the market. And so this is proven. It's not like this is a thought form that's going to go away, or a tactic that's going away. This is a perennial strategy, a perennial prov ... powerful

proven and perineal. There we go, we've got three P's, thing to build your business. So it's definitely ... It's been proven, so you just have to implement it. So yeah.

- Ryan Peterson: [35:31](#) There is television, there's live and then there's the phone, and tele summits, and then there's online. And you know what the platforms are going to keep changing.
- Richard T: [35:40](#) Right.
- Ryan Peterson: [35:40](#) But if you have the base theory and idea, and strategy down, then you can't go wrong. The fourth one is, this really is a secret way of creating community. And so a lot of the corner stone of online business is to create an audience, and a community around your specific message. And this is a way to literally create energy around that message, to gather people together. I think of the biggest and most fun concerts I've ever been to, like Coachella, and there was one in San Francisco, and those are the concerts where they bring in 20 different bands, and you get to choose what band you see. And you're running around the whole [crosstalk 00:36:31]--
- Richard T: [36:31](#) All the Palusa's too. When I was growing up it was all the Palusa's.
- Ryan Peterson: [36:37](#) Absolutely. And the cool thing is it's a win, win, win thing. And so I come in as a community member and I get to experience all these different bands. All the bands, they get a whole bunch of exposure, and so everyone gets lifted up. And then the event coordinators themselves get lifted up, like it's a totally cool way to build community. And if you think about it there's always like, "Hey man, have you been to Coachella, have you been to Lala Palusa?" Like little communities form around those events that aren't specific each whole band.
- Richard T: [37:12](#) In the past you'd have to go to these things live, but you and I two days ago Ryan, we hosted a webinar and we had ... I don't know, how many people did we have on that webinar? It was a lot of people for our [crosstalk 00:37:24].
- Ryan Peterson: [37:25](#) 800 to 900 people.
- Richard T: [37:25](#) Eight, 900 people, and we typed in like, "Where are you calling in from?" And it was like, Belgian, Australia, Croatia, Tennessee, England. It was all around the world, and it was interesting because we typed it in and there were so many people on the call, if you've ever seen these chat windows. And it went like

[sound 00:37:45], and we had 50 comments right away, and I was like, "Oh my God, this is amazing." And so in the past you'd have to do ... you'd have to ... people would have to fly in, and here is this community that was united around this cause and this movement, and they were all online, and they were all getting around. This was a webinar, a type of online event actually. So that's super exciting that you can unite your community no matter where they are around the globe. You can serve, you can teach, you can get your message out there to everybody online, and build this community globally.

Richard T: [38:23](#) The last take away is, I think my favorite take away is, these are fun. Like Ryan and I talking like this, we love talking about online events and marketing. And I think if you come at it from a perspective like, "Oh this is something I have to do, and I want to get some opt ins." But if you really start to move into the energy of an online event, nobody wants to go to a boring online event right. Nobody wants to go to a boring offline event, nobody wants to go to a boring concert. So I think you have to create a structure that is exciting for you. And you can look at the end goal of, "Look, I want a list, or I want to build my status and authority." But I think if you look at it from the perspective of, "How do I make this super valuable so that I enjoy doing it, and super valuable so that I'm of service to my community and I'm giving?"

Richard T: [39:19](#) And those things come together, and you're doing that with another person that you like, that's not your arch rival or enemy, or maybe it even is right. Maybe that might be fun too, and you're coming together to talk about stuff that you care about in the world and you want to see change, then what better thing to do ... There's no better way to spend time in your business, and people actually get to know who you are and they're like, "Well, I like that person or I don't." And if they like you, then it's like, "Well, maybe I'll work with that person some day." And that's good, it's a good thing. So it just happens naturally, it's not a push, but it's something that you're giving value.

Richard T: [39:55](#) And I think it's definitely like a, I like the word over-unity, and over-unity to me means ... I don't know if there's an official definition of over-unity, but it's like you put in two and you get four back. Or, you put in one and you get three back. So over-unity, I think that online events are over-unity programs where if you do them right and you come at it with the right energy, whatever you put in you get more than you put in back. And that's the whole idea of these online events, and that's why

they're so powerful. Do you want to say anything about that Ryan?

- Ryan Peterson: [40:26](#) Yeah, just super fun. And the engaging part, I'm just going to say it. It's really hard to be really engaging especially when you want to create a community, like a big audience, it's hard to be engaging by yourself.
- Richard T: [40:42](#) Right.
- Ryan Peterson: [40:43](#) That's an awesome skill, and it's a lot easier to do it with the energy of someone else. When you're going back and forth ... That's why podcasts are so popular, and they've blown up in the last few years, because you can sit in your car and you can get in conversation with people. And those talk show style back and forth, are super engaging. And then the last thing I just wanted to say is, you talked about being on the court, or being on the stands, and the truth is, if you have some kind of unique gift, or voice, or you have something to say that you know is going to be valuable to people, I haven't seen anything as powerful as online events to be the engine to get your message out there.
- Ryan Peterson: [41:31](#) And in a lot of ways that's your sacred responsibility. Only you know if you have that within you, but if you do, why not get in the Ferrari, or the Ford 350 that's going to give you the power to get that out into the market place. And online events is one of the best ways to do that, so get to it.
- Richard T: [41:54](#) Yeah. And I just piggyback on that too, is that there's a lot of on prepare, and prepare, and prepare, and preparing and you're waiting to get that product done, and this just gets you the ability to get there. I remember being in high school, and I was on the team but I didn't get playing time, and it really ... it's painful to go all the practices and not to get a lot of playing time. And the truth is, I was ... my age was younger so I was a smaller person, and so I wasn't as good as some of the other people. And so it totally makes sense, they're out there to win. But when you're creating your own online business, you create your own game. If there's ten courts out there, half the courts are open, and so you can just create your own game. But you want to be on the field, you don't want to be on the sidelines.
- Richard T: [42:53](#) If there's courts open, even if you have to get two or three people to play with you, like a pickup game, and you can't make the game with the superstars, that's fine, but create your own game. Get on the court, because that's the only way you're going to get better. If you're sitting on the sidelines waiting to get into the main game when you're good enough, you're never

going to be good enough because you're not in the game, right. So you've got to create your own game. And the online events allows you to do that. So I just love that analogy. I can feel the pain that I had way back then where I was trying to get good enough to get in the game, and I wasn't getting in the game.

Richard T: [43:24](#) And then unfortunately, what happens a lot is people give up, because they ... and then you don't get the practice and you end up dropping out, and you're like, "This stuff doesn't ... This online stuff doesn't work." And it's not that it doesn't work, it's just you've got to get the practice, you've got to get in the game. And then when you start to do that and you get better, and then you get the break here, and the break here, and then all of a sudden ... then you're on the main court all of a sudden and you're like, "How did I even get here?" It's because you started your won game over here, and then people said, "Wow, that dude over there he's really good. Let's invite him over to our game." That's what happens right?

Ryan Peterson: [44:00](#) Yeah. And it can accelerate your progress. All of a sudden you've become a star player. But I love that analogy, it's incredible. And in the online space, just to summarize you guys, every online business it needs lead, it's needs a product, and you need people to buy that product. And so the online event model, it kills all those three birds with one stone.

Ryan Peterson: [44:33](#) You leverage the audience of all your guests, they come in, they transfer the trust over to you so you get authority, and now you have an audience. The recordings of the online events could be your product, and all of a sudden you have all these pieces in one shot, and you don't have to do it by yourself. You can start becoming an expert in the process. And so it's really an awesome model. You can tell that Richard and I are super fired up about it, and I hope that transfers over to you too.

Richard T: [45:05](#) Alright. Well, thanks so much everybody for joining us here today. This has been an awesome show. Thanks Ryan for joining us, it's been great. And you can get this show, you can ... there's a ... if you go to consciousmarketer.com, if you're listening to this on our podcast you can download it there. And if you go to consciousmarketer.com, on the front page there's a free report called Summit Success Secrets, type in your E-mail there, you can get that. I think it's like an eight page report, it talks about how to create some of these online events, and once you're on our list we occasionally make offers to work with people. We have an event accelerator that we've been working on, and so once you get on our list you can learn about that.

Richard T: [45:47](#) So thanks everybody. Thanks Ryan.

Ryan Peterson: [45:49](#) Thank you so much.

Richard T: [45:51](#) Yeah. I'll see you next time. Head on over to iTunes, give us a five star review and this is Richard of Conscious Marketer, this is Ryan Peterson there, the Chief Marketing guru. It's been great having everybody, thank you.

Richard T: [46:04](#) Thanks for listening to the Soul of Business Show. Find out more and subscribe at www.consciousmarketer.com.