

These are notes taken from a talk given at 10X Growth Conference 4 in 2020. Pete Vargas is the Founder and CEO of Advance Your Reach. He and his company are responsible for booking over 25,000 stages worldwide in the last 15 years. He has been educating speakers about how to book stages for over 10 years. He helps speakers, entrepreneurs, nonprofits and small business owners land speaking stages in order to leverage the stage to grow their businesses."

An Introduction by Jarrod Glandt

"How many of you had to pivot in 2020? How many of you had to do something a little different in your business that you may have not expected to do or never thought you'd have to do? Well, if you're in the event business, you're in the hospitality business. If your business requires people coming into a physical location, then you had to try something new, or you just had to hold on and hope that it ended well for you."

"We wanted to figure out how to grow through COVID rather than just be a victim to it...we adapted online, and we had some really, really smart people that we got guidance from. And that's one of the people that I'm going to bring up, and we were able to put together an online event that generated eight figures in revenue for us. And it was the most profitable event that we've ever ran because of the way that it was set up and structured. I believe it was one of the events that we've done that people got the most out of because of the interaction and the engagement that we were able to provide using the online medium, that we were leveraging and you know it was, it was just really wild.

...So, this guy's the best he's been over \$100 million in the last 12 months, helping people run online events whether they're 6000 people, or 200 people. This is the guy to go to when you need to do this. [He]...put together a program that people have never seen before that they'll be able to go home, they'll be able to take action on and they'll be able to start adding this new source of income to their business. Welcome to Mr Pete!"

From Pete Vargas:

"And Jared said we generated \$100 million in the last 12 months. Actually that was in the last three months of 2020!"

There's three strategies:

In the post COVID world that I believe all of you need number one: **The way that you communicate is how you're going to know if you're going to sell a lot or sell a little.** That's the first piece that we have to talk about and what looks different...now you have sound bites. Now you don't have as much as you did in pre-COVID world.

The second thing we're going to take a look at is **OPS versus OPM**. What's OPM mean? You guys know anybody that leverages **other people's money**? A lot of you get Grant Cardone's one of the best in the world that is. I'm here to tell you that **other people's stages are like having other people's money**, that will make sense in a minute.

And then the third thing is how do you **build your own virtual experience from your basement, a local studio, or a national studio**. How do you build your own type of virtual experience which all of you I believe in the room should be doing? All of you, all of you. Those are the three components that I want to talk about that have common throughline of the events that we've worked with, and...those events that we've worked with took our 2020 to like a place that I didn't even think was possible.

Communication

The first thing is, I believe that you have to be a world class communicator. And some of you believe I've got it. And I would just say **your sales should equal it...** You see there's this founder's dilemma where the founder can close all the deals but they can't get anybody else to close the deals....It starts with you...

The signature talk is the greatest marketing tool that you have. Your story is the most powerful thing that you will use. Your company's story is the most powerful thing that you have. And it's something that you use every day, and I don't care if you're an investor, a sales person, a network marketer, a brick and mortar business, an online marketer, in the e-commerce space.

How you communicate dictates how many sales, and people come into your world. It is something that you use every day in every setting and so does your team...Sales, it's a contact sport. Whoever makes the most contacts, ends up winning those contracts, period. So if I can go online and talk to 23,000 people. I got a better chance than if I talk to 23. **But you have to be a solid communicator in order to make the sales.** You got to be a communicator. And the only way to get to become a great communicator is to communicate.

By the way, and it's not just how I communicate it's when do I communicate, do I follow up on the communication.

Make sure that every single person in your organization becomes a great communicator.

So my encouragement to you guys today is to step up, one to many. One to a few online/offline using this framework. It starts with the heart got to grab a person's heart...People have a guard up. They have this imaginary wall, and they're not going to listen to a thing you say until you get their heart, and how you get their heart needs to be in your voice...we all communicate differently, but we all get your heart. I have friends that are extremely direct I have other friends that will dance

on stage I have other friends that will tell the joke and keeps you laughing. Be you. **Don't try to be somebody else be you.**

...Now, once you grab their heart, their mind, here's the biggest thing that you want to do in the heart section and this is what I'm going to tell you, they need to know what it's like to walk. That you know what it's like to walk in their shoes. If you ever lose track of that you better get a wake up call or some awakening. If you forget where you were that one day. I don't forget when I could barely afford the ticket in the back of the very first room that I got because I had 97 bucks to scrape. I don't forget that. I don't forget growing up in the inner city of Dallas, Texas. I'll never forget that. I won't. **Because people want to know that you understand what it's like to be in their shoes today, but they also want to know that you're gone somewhere that they desire to go. And when you can do that in the opening part, game on, because their minds are open and the imaginary wall goes down and they want to hear all of your genius.** You speak to their minds. **Once you grab their heart, and you tell them what they're supposed to do, how do they move from ordinary to extraordinary? That is the whole goal of the second part of this framework.** The third part, this is where so many people miss it, but **you should always have a call to action.** Always. Now sometimes, that's making an offer. Other times it's giving away something for free that's valuable to them. When I give away something for free, 80% of the folks will take that, give me their name and information. 80%.

When I came into this industry, everybody told me I was crazy. They said no, you end with the call to action, no I end with the heart. I end with how I started. Because I want human connection. I don't have to have a lead, I don't have to have a sale, **I have to make sure that when you leave this room, you actually take action, regardless of whether you work with me or not. That is why I end with the heart.**

And so this is the framework that I want to ask you guys to use. I love what Amy Yamada, said she, and listen you could be speaking to 14 people, Amy said I did my talk in front of 14 people made an offer and 10 said yes, it was my biggest week, a small, but yet powerful stage. Warren Buffett said you can improve the value of your company by 50%, just by learning communication skills.

If you can help more people. It's your duty, obligation to do so...The great thing about scaling this business model is just like you can use your superpower and get on and educate, and inspire thousands of people to transform their...lives. But I want to get there faster.

OPS vs OPM

The second thing I want to talk about is, OPS versus OPM...Not everybody knows what OPM is it's other people's money. Grant [Cardone] has also been on a lot, a lot of other people's stages. It's like other people's money. And never before in our history in a post COVID world, has there been as great of an opportunity. How much did it cost Grant [to hold this event]? 6 million. How much did the event cost you? 10,000...50,000...nobody in this room has paid less than \$1,000 to be in this room. It's amazing. How much did this event cost me? Nothing.

When I can go get on one person stage and get 5000 leads...1000 leads or 1000 new customers. **Every industry, every niche, should be doing more of being on other people's stages.** When we lost the money, I made a decision to say I'm going to go when 31 stages...digital virtual stages. I don't have to leave my home I'm gonna do it from my basement, and I'm going to go get 31 stages in 31 days. That was the mark I set out, and I told my team, you can't help me at all. I want a solopreneur to see that they can do this. And yes, I love that all of these physical stages are coming back into play. And guys, you want to be out in front of these because you're going to see them come back into play, but the hybrid event is going nowhere for the next decade. Yeah, you heard me right, the **hybrid event is going nowhere for the next decade.** And so what I chose to do is, I chose to focus on these 13. And you might say, Pete when you've talked about this in the past there were 11. Yeah, well, the world has changed. Actually I think I talked about 10 of them. The world has changed. You have the opportunity...to go be on their social media live channels and talk about whatever it is that you do...challenges, webinars, associations, podcast, summits, YouTube channels, media, other people's courses and membership sites, their virtual masterminds. You want to raise investment dollars to go beyond somebody who's having a virtual mastermind...Pay attention to how many stages, Grant is on. Grant is on other people's stages. How do I know? I'm putting them on a lot. And he's getting 1000s of leads. In some cases, \$50,000 to be on a virtual stage or he's getting 1000s of leads. What do you think's more valuable? 1000s of leads to Grant or \$50,000. Leads.

I'm not advocating for any of you to be professional speakers. I'm advocating for you that this is the fastest way for customer acquisition, especially right now because of all of the virtual and digital. 31 in 31 days, that's what I did.

I'm going to tell you what I did to win Grant Cardone's stage three years ago, but I'm also going to tell you what I did to win all of the stages that we won after COVID. This is the script right here. I'm only going to point out one of the pieces of the campaign because of the sake of time, but I want you to see this campaign. I'm telling you 2000 people and 20,000 People at home. If you will go do this, you will be on other people's stages tomorrow.

I was with a guy the other night. His name's Alex Morton. Some of you've heard him on Grant stage and he said, "Dude, you're everywhere, you're omnipresent. I'm omnipresent cuz I'm on other people stages."...But it's very easy to be on four or five stages a day, at one time because everything's virtual and digital. It's so much more powerful than it was a year ago.

I didn't reach out to Grant, I reached out to Jared. "Hey, Jared it's Pete Vargas. Thank you for what you're doing to make such an impact with so many in so many people's lives with Cardone University, all of the real estate and all of the education that you've done. So many of my good friends, and I named my good friends, have told me incredible things about you, but I believe your people are missing a core component. I believe that they don't know how to get their messages out on more stages and they don't know how to communicate powerfully. And I believe that

we could help your community 10x the amount of customers they're bringing in, if they will just understand the concept of other people's stages. One to many. I'd love the opportunity to have a conversation about speaking at Growth Con, but I'd also love the opportunity about what I can do to help sell tickets. Lots of tickets, the Growth Con as well. Let's set some time up to chat." Jared watch that video. He was in Denver and three weeks later, we got together for dinner. You hear the part that got his attention—sell tickets. Jared goes back and reports to Grant the real deal. Grant gives me 30 minutes. I get to the office. I'm in the middle of my launch, a big launch we do, but the only day he could meet, for 30 minutes, I met him. When I got there, they said you've got 15 minutes. At the end of that talk. At the end of that communication. Grant looked over to Jared and said "Why are we not partnered with this guy? Why is he not on our stage?"

And guys, all I did, in this post-COVID world. I didn't have to fly. I went on 31 stages. I went on hybrid events. I went on webinars, summits, podcast, challenges, YouTube channels, online media live events, associations, live streams, masterminds coaching. I went on 31 stages, not in 31 days, in 14 days. **In 14 days that replaced seven figures of income, seven figures of income in this post COVID world.**

And what we really won, were all of these stages in 2020. Like we're the best in the world at helping people get on other folks' stages. The difference between Growth Con this year and last year. This year, I haven't had to leave my home.

And I love what Grant said here, he said I've raised \$200 million from speaking sometimes one to one, most of the times one to many. I had no idea that when I was speaking on one of my first stages of eight people, that speaking would be so big for my career. COVID has opened up the doors for us to do incredible things, and pay attention to what everybody is doing out there, it doesn't matter if you're in the sales industry, real estate, nonprofit network marketing, health and wellness, it doesn't matter. Like, there is so much power in this.

Build Your Own Stage

And the third thing that I want to talk about...is building your own stage. Building your own stage...In March, I had to make a decision to not do my event, which was going to cost me a lot of money. I said, how do I go redefine how events are done?...People are going to get sick and tired of just regular zoom rooms, anybody tired of zoom yet in the room...I said **what if we could go help people build their own stage where folks felt like they were in the room with you, where they actually experienced you in the room with you.** And I told my team, they said how do we do this? I said well first we got to get clear on what type of stage we want to build... now there's Clubhouse, but I said, we are going to build an all virtual event...what if we could build a paid virtual event where people pay for those of you that are needing more sales, maybe you do it for free. Right now we're doing a free event with one of our clients helping her build a free event...it's a women's empowerment event. There will be 100,000 people there that are

free. So what if we could build this event, this virtual event. I believe everybody in the room, and when I say everybody, I believe everybody in the room can do the same thing that Grant did with bootcamp, maybe not at the level that Grant did it, but **I want every single one of you in 2021 to commit to building your own hybrid virtual event.** Now, you can choose, do you want people in the room or do you just want them watching in? Which one do you want. I told my team we're going to create this thing called the 360, interactive experience 360. Yes, what you saw at virtual bootcamp was that 360 interactive experience. It's bringing a real life, interactive experience to virtual attendees, unlike anything they've ever seen. I wanted every sense, I wanted every feeling, I wanted every emotion, I wanted them feeling like they were in the room with me. So my team said, what does that look like? Here's what it looks like:

- **we're gonna send them a physical packet in the mail**
- **we're going to check every single one of them** in on zoom as though they're checking in for a conference
- **we're going to put them in breakout rooms**, and my introverts are going to meet 30 people where they would have met zero people at the conference in person
- **we're going to have them build the game plan in a workbook** that they're going to have by workshop time to get work done after every session
- **we're going to take the teaching times down from 75 minutes to 35 minutes** so that they can actually get some stuff done
- **we're going to put all of these monitors up, and I'm going to see them, and they're going to see me, and I'm going to bring them on the big screen, and I'm going to have an interaction with them**

And what I want you to know is we created that at a national studio in North Carolina. You've seen Grant, you've seen Tony [Robbins]...

And for some of you in the room you feel called to a big event, a national studio would be the place to do it. Now, I didn't. I don't want to do a national studio all the time because it costs a lot of money and it takes a lot of time. So there's local studios, and you can see the setup like there's the TVs, there's TVs in front of me. I can see somebody, the TV monitor behind me, cost me about \$750 **to set this up on a local studio level, a day, but yet it's become the number one customer acquisition strategy for me in 2020.** Number one.

But this is the reality for everybody in the room when Jared said everybody can do this...that is the most intimate setting that I've seen like where are you at...that was the 10x challenge. How many were in 10x challenge? Yeah, that was the 10x challenge, and that is literally from my home. And all we did is put side cameras so everybody could see that I saw them. And I would call out

60 names...they know they're going into a breakout session...they know they're about to have this amazing experience. And we created that from our home. I have done 30+ 360 interactive experiences from my home. I have people who are doing it with 10 people, 20 people, 80 people, hundreds of people, 1000s of people. **But it's so crazy because this virtual hybrid is not going anywhere. You have got to pivot and adapt to it.** And the model that we've created around the 360 virtual experience is the way to adapt to it. It's absolutely the way to adapt to it. Like I said, physical mail ahead of time. I'm going to give you the things that you want to have with your 360: something physical in the mail that they can feel or touch, some pre-training. Check them in with somebody, there's companies that will do all of the check in process. We had a dashboard where they came into where we could put any uploads or any VIP lunches or anything within this dashboard. You want to get a little bit complicated, get some dashboard technology. Put them in breakout rooms, multiple times and gamify the whole thing for people who show up and attend. You can do this in half a day. You can do this, a whole day. You can do this two days. You can do this three days. You can do this in two hours. We did one in four hours. And the amount of customers that came as a result of that was game changing.

But we didn't just do this for ourselves, and generate eight figures in 30 days. We did it for these people as well. That's where we did it. It will be your most profitable event because no longer do I have to pay \$87 for a cup of coffee, or \$48 for that time bar that everybody. Anybody who's run events gets that joke. It will be the most profitable endeavor that you do. And so as I wind down these last three last few minutes here, the three core components in a post COVID world that I'm encouraging you to tap into his communication, become a powerhouse communicator. If you want to leverage other people's money, you can leverage other people's money from other people's stages, digital virtual stages. And if you really want to 10x your business this year. Take building your own stage to another level to a whole other level, like we've done in this post COVID world.