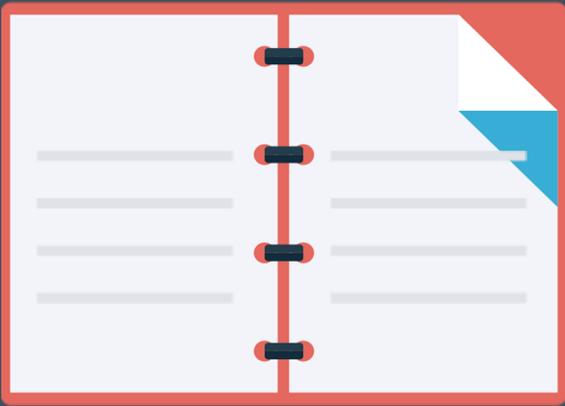




LIVE EVENT



TIPS





My Unfair Advantage
Created & Published By
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Hey, what's up? Omar Martin here with another MUA episode. One of our members, Terrence, brought up a really good question. This is something that we've covered a few times in the past, and I'm gonna talk a little bit about it here and then I want to reference a good resource for you to learn more about it. His question was about live events. He said, "Hey Omar. There's a live event coming up. I'm going to be at that event, and obviously I'm going there to network. I'm going there to build my business. I want to know some dos and don'ts."

Terrence, you came to the right place to ask this question because even though it's something I've covered a lot of times, the topic is so important. It's not the kind of thing that ever gets old, and it's something that - I have to say, congrats. I commend you on recognizing the importance of getting out and meeting potential affiliates and business partners and people in the industry face to face.

A lot of people totally miss how important the human aspect is of building an online business. As a matter of fact, a lot of people get into internet marketing as a way to avoid having to deal with people. But look, in business there's always people to deal with. Whether you're dealing with them digitally or in person - I get it, there's a convenience factor of dealing with people digitally, but here's the thing, human communication - there's something that happens when you deal with people digitally. It's called the digital divide. There's a disconnect. You lose the biggest part of communication. Don't quote me on the number, but it's like 80% or 75%. It's a big number, and that is the percentage of communication that is non-verbal.

The communication that happens through body language, through the expression on my face, through the direction that I'm looking at, through the position that I'm sitting in - am I leaning in? Am I leaning back? Am I hiding? Am I frowning? Am I looking up? Am I looking to the right? Do I have good eye contact with you? There's so much of communication that's nonverbal, and there is such a difference between introducing yourself to someone and just coming up to them at a networking event, extending your hand and saying, "Hi, my name is Omar, and I'm an internet marketer. I'm interested to know what you do."

The opposite which would be spraying and praying. We call it spraying and praying because you just litter people's inboxes and hope something happens on social media. You copy and paste the same message. Inevitably, eventually two people will realize you sent them both the same message because it's a small industry, man, and you're hitting up the same people. We're all friends on Facebook, in Twitter, and what have you. Word spreads around.

The thing is - those things happen. You may be a little skeptical about attending live events, and I get that. I get that 100%, but here's the thing. When I started my online journey, I recognized right away that I needed affiliates. Affiliates were going to be a very, very big, big part of my success. I needed to borrow their credibility. I needed to get





support from them for my product launches. I need to borrow their authority in the process of building my tribe, and it's tough. Now it is.

I sound like my parents when I say this, but you kids got it easy. Facebook wasn't around. I couldn't just go and punch somebody's name into Facebook and see who they are and send them a message and like their posts and communicate. It was like - tracking somebody down and becoming friends with them was actual work. Now, there's all these social networks. I'm not saying that Facebook - Facebook did exist back then, but it was nothing like what it is today. Facebook didn't even have a search bar. I remember when Facebook introduced Graph Search.

Early on in my career - what I was getting at - I believe it was 2009. Circa '08-'09. I went to 16 events in one year. Every little bit of money that I made with my business, I was putting it into airfare and hotel accommodations to go to a different event. I shook so many hands. I met so many people, and I collected so many business cards. I started putting together a spreadsheet of every marketer, their name, all the information in their business card. I ended up with a couple thousand names and email addresses and mailing addresses, and that became my first post card list that I started mailing postcards to.

I got in front of so many marketers - established marketers, newbie marketers. I've gone on to make hundreds of thousands, if not millions of dollars, with the people that I met at my first online event. I met Mike Filsaime. I met Kris Mainieri. I met [Basac 0:05:41], Devon Brown, Gary Ambrose, Keith Wellman. I met so many successful people - not just the attendees, but the speakers that were there.

Me and Kris Mainieri just happened to be sitting next to each other. He was a newbie; I was a newbie. It was the first time I'd ever gone to an event. We're sitting right next to each other, and we struck up a conversation. We ended up building a website together. We ended up promoting products together. We became good friends.

The relationships that you make at live events - you just can't compare that to anything that you could do online or in a forum. It's totally different. especially when you're in a social setting, when you're at - because it's not while you're sitting at the event listening to a presenter, but it's the conversations in the hallway. It's the conversations over by the JVZoo booth. It's a conversation over at the bar. It's a conversation at lunch with the person that was sitting next to you at the table. It's in the parking lot, when you're - back in the day, I used to smoke cigarettes. I don't smoke cigarettes. I haven't smoked cigarettes for seven years now, but back then I did. Believe it or not, I met people out when I was smoking cigarettes because you have conversation with other attendees, with other speakers. It was invaluable to my business. There's no way to even quantify or come up with an exact dollar amount that has come as a result of me going to live events.

I can give you a few pointers, a few tips, and a few things that you should have in mind - some dos and some don'ts from my own experiences of all the events that I'd go to. Now, Melinda and I try to make it out to at least three or four events a year. Obviously those





days of going to 16 events a year are long gone for me. Now the events that I go to, I'm there because I've been invited to speak at the event or I've been hired to go and consult or do something like that. So we're very blessed in that regard.

I usually make the best of it. Melinda travels with me everywhere, and we usually have some sort of a meeting or a session for our own students and followers. We tend to have our own little group of people that follow us to whatever events we're going. That's awesome, but in the beginning, it wasn't like that. I was just one of the faces in the crowd, and I had to go.

If you're really going to be successful at networking, you can't just go to the event and then sit in your chair and take notes from every presenter and then run up to your room and hide and rent a movie and get room service. That's not what it's for. The event is for introducing yourself to everybody that's wearing a name tag. Wear your own nametag. I wear my nametag - well, not anymore, but I would wear my nametag even on the airplane on the way back.

I was at the airplane flying out from Atlanta, from an event, and I got the idea to wear my nametag all the way back home. It just so happened that I was on the same flight with someone from Atlanta coming back to Orlando, and that person was an internet marketer that lived right near me. We happened to strike up a conversation not even knowing that we were just coming from the same event. I realized. Oh my goodness. I'm going to wear my nametag from now on, even when I'm going home because if there's somebody that's an internet marketer and that happens to be on the same flight as me, as I'm walking down the aisle going to my seat, I want them to see my tag. "Oh man! You were at the event?" "Yeah, I was at the event, too!"

Think about the relationship that you will build. Think about that story that you're going to tell 10 years later, when you've gone on to make thousand of dollars with that person just because you sat next to them on the plane, because you were able to find that, "Oh, you're from the event. Hey, you mind if we switch seats?" "Okay, no problem." Now I'm sitting - now that three-hour flight was you guys exchanging notes, talking about stuff that you're working on, building relationships. That's awesome!

When you go to the event, you're working 100% of the time. Every event that we went to, Melinda and I, we went with an agenda. We literally went with the intention of - we had a list of things that we wanted to accomplish at this event. We didn't just go there aimlessly to hang out and react to the things that happen to us. No. We went there, man. It was recon. We were looking through the lobby. It was great when Melinda started coming with me to the events. In the beginning, she didn't. But it was great because then we would divide and conquer, and we'd work the crowd. We each have five people on our list that we're determined to meet, shake hands with, and set up some sort of a call or conversation or something before we leave this event.



We would divide, like, “Okay, these five are yours. These five are mine. Okay.” We’re going to set - then we’ll meet back up in an hour. “Who did you talk to?” “Oh, man. This guy got away from me. I was going to be talking, but then he walked and he started talking with this guy, and I couldn’t...” We would go with a plan. Obviously we weren’t going in like soldiers, but we went with goals to every one of these events. Maybe your goal is to walk out with one deal, with one partnership, with one arrangement, with one new JV. Go there and set out to make friends. If you set out to make 10 new friends in the business, you’re going to come away with quite a bit.

Think about this in advance, before you go. Think about what your conversation starters are going to be. Do you have an elevator pitch? If somebody says to you, “Hey! What do you do?” do you have a good, clear, concise response? Yeah.

“Hey, my name is Omar, and you know what? I am an internet marketer. I empower other entrepreneurs to make money on the internet. I love helping people make money online.” That would be my response, and I would leave it at that and see - when they say, “Well, how do you do that?”

“Oh man, I’m glad you asked. We produce software. We produce training courses. We do all kinds of stuff. I create membership sites. I’m a top seller on JVZoo. What do you do?”

Do you have those answers formulated? Maybe you don’t have those accolades. Maybe use, “Hey, I’m glad you asked. I’m an internet marketer. I used to be a paramedic, and right now, I’m just looking to grow a list and start a business. I’m looking at possibly going into the ecommerce niche. Not sure if I want to do affiliate marketing. I’m here to meet people and learn about which direction I want to take with my business. I’m just getting started. How about you?”

It doesn’t matter where you are in the business, whether you’re just at the beginning, deciding what niche you want to get into or if you’re already an established expert and you’re just going into this place to generate leads and try to find some clients or if you’re doing your first product launch and you’re going there because you want to meet some people that could be potential affiliates.

Have you thought about the reply to that question: “What do you do?”? Because if not, then, “Oh, well. Here’s the thing... Not really...” I’m just saying, if this topic is how to be better prepared for the event, I would say, “Know what you’re going to say when people ask you what you do.” You’ll get a 50-50 response from different marketers about handing out promotional material. I’m not opposing handing out promotional material, as long as you’re smart about it. I’ve had some war stories. I had somebody at an event - he tried to shake my hand, while I was at a urinal. I was using the bathroom. Bad timing. Think about what you’re doing.

Mike Filsaime tells a hilarious story about being at our event, when we were hosting the event in Orlando, the coolest marketing event ever a few years ago. He had to go to the





bathroom, and he didn't want to go to the bathroom downstairs. He had to go to his room. It was obviously number 2, and he had to go fast. He went and got the key from his wife, and he starts darting - we were at the party. It was the 80s costume party.

He's like, "Man, I have to get upstairs as soon as possible," and some guy keeps stopping him, trying to give him a CD-ROM or something. The guy was being really persistent, and Mike was like, "Look. I have to go. I will be back. I will be back." The guy just wasn't letting him. Mike eventually said, "Listen, man, if you don't get out of my way, I'm going to shit my pants." Then the guy's totally embarrassed. We're telling a funny story about it. Mike tells it hilariously, but not a good situation. Be mindful of when you're trying to hand somebody your marketing material or your demo or whatever it is.

I had someone on the Marketers Cruise. Melinda and I were in the pool at one of the stops. I think it was Aruba or something, and we were in the pool. There was like this lagoon pool. We are waist deep in the pool. This is a giant pool. There has got to be a hundred people in this pool, and Melinda and I are waist deep. There are a couple of friends. This guy walks from all the way across the pool with a book in his hand. We are in the water. This guy is handing me his business proposal, and he wants me to read it.

I was like, "Dude!"

He's like, "Yeah, you don't have to read it now."

I'm like, "I'm in the pool! What? Do you want me to carry it?" I'm [inaudible 0:15:28], Come on. Come on, Omar. Because I had two drinks in me. I'm like, "Dude! What are you thinking? This is what you're doing - this is how you're marketing your business? Do you think this is going to leave a good impression?"

He was like, "Oh man. I'm sorry."

I wouldn't accept it, and he kept on trying to hand it to me. But again, bad impression. Remember that you never get a second chance to make a first impression.

However, handing somebody something is a great way to be memorable, if you do it right. I just happen to have next to me here something that we hand out. Melinda and I do this at events. This is Melinda's idea, 100%. I do not want to take credit for this. It has our logo on it. It has our website on it, and it has our names on it. Hand sanitizer. A little, tiny bottle. Because at an event, everybody's shaking hands, and Melinda and I are kind of germaphobes. What better way? "Hey, if you want some higher levels, that's my company. Here's my business card. You want some sanitizer?" They're like, "Oh my god!" right way. Every time we ever give this to someone, "Oh my god! How cool!"

This is what I recommend. You don't have to create personalized - you don't have to spend money doing it. Mints, little individually wrapped mints, stapled to a business card. I've seen people do that all the time. They start a conversation, "Hey, here's a piece of candy.





Just wanted to..." People are right away like, "Oh! Thank you so much. So thoughtful of you." That little thing, a mint, because you're talking, everybody gets - I try to be self-conscious about my dragon breath that I get when I'm talking, especially in a group. If you hand me a mint, I'm probably going to take it at an event, and the next thing I'm going to say is "Thank you. What do you do? What's your name?" There you go. We're talking. You're talking to an internet millionaire now. What's the next step that you want to take? This conversation can go wherever you want it to go.

Handing people the right thing - if you approach me, while I'm in the swimming pool, with a business proposal, a prospectus that's an inch thick, that's not going to go over well. If you try to introduce yourself and shake my hand, while I'm literally at the urinal, that's not going to go over well. A lot of it is just common sense.

You got to keep in mind that everybody that goes to these events - you're not disturbing anyone by introducing yourself. There's going to be groups that form just from where people are seated, and people are going to have lunch together and stuff. You want to seek out groups of people, and you want to mingle. There's a blog post that I did about this, where we covered - I think it was like 20... Let me open up my browser real quick. It's on my site omar-martin.com. Here it is: Making the Most Out Of a Live Event.

If you go to omar-martin.com/making-the-most-out-of-a-live-event. Not the best WordPress blog in the world, but a very good blog post. These are 20 points that you can keep in mind. I've talked about these many times, and I've got two videos on here - some proper networking techniques as well as some tips and tricks. Carry a breath freshener, wear your nametag, be yourself and provide unconditional value, be respectful, take lots of pictures with people you meet - that's a big one. Take pictures with people you meet, get people's contact details, become Facebook friends right there, tag them in the pictures you meet, practice your elevator pitch, give them something. Another one is looking good - look sharp. Again, you never get a second chance to make a first impression. I'm not saying go in a three-piece suit, but be tidy, be neat. Don't be the guy that gets remembered because he smelled badly.

The one thing I'll leave you with here is number 20, which is a great one in this blog post. I definitely recommend that you go read this blog post and that you also watch the videos - The 20 Points to Keep In Mind, as well as the Proper Networking video. But what I would like you to remember is that the event isn't over until a few days after you get back home, because the networking part of an event is really only beneficial if you follow through.

There could be someone from the event that's sitting back to you on the plane. Talk to them, wear your nametag, even when you're at the airport. When you get back home, you should dedicate the first couple of days to writing thank you messages and shooting friendly videos for people that you just met. Keep it casual. You don't want to be creepy. You don't want to come off like a stalker or anything like that, but just a little message to say hi. Say, "Hello. Hey, it was great meeting you. Here's my contact information. blah-





blah-blah.” The key is to follow through on all your conversations so that you stay memorable.

Then once you add these people to your Facebook friends, make it a habit to go back and like their posts. Once you go to their posts and like a few things, Facebook is automatically going to recognize, “Oh, Omar likes this person. Let’s show Omar more of this person’s posts.” That person’s posts are going to come up more and more on your feed, and the more you like their posts. It’s important to like other people’s posts, if you want to see more of their stuff.

I hope you’ve gotten some pointers out of this presentation about live events and networking. I think the main takeaway is live events and networking face-to-face with people is a very, very big part of building any kind of a business. Communication is a big part of life, regardless of the industry that you’re in. The better communicator you are, the better you’re going to be at everything. You’re going to be better at your marriage. You’re going to be better with your kids. You’re going to be better with your business partners. You’re going to be better with your customers. Communication is the key to a better life. You don’t have to be perfect at it, but you have to be willing to do it. A couple of communication tips that’ll serve you well are the ones on this blog post.

I hope you’ve enjoyed this presentation, and I look forward to seeing you at the next offline event. Talk to you soon. Take care.





To Your Success,





Omar & Melinda Martin

