

Episode 143: Celebrating Our One Year Anniversary: The top most downloaded episodes on the Virtual Summit Podcast!

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I cannot believe it. It's our one-year anniversary of this podcast release, and I've got something special planned for you. So get excited and get ready we are going to have some fun looking back at this one!!

Happy Birthday to the Virtual Summit Podcast. Today marks the one-year anniversary of kicking this amazing project off. So I want to do something super special to celebrate this incredible milestone.

I'm not sure if you knew this or not but more than half of all podcasts fail before they ever hit the 1-year mark. So reaching this moment is very very important.

Not just for me, but for us as a summit community, and as an industry. We've become a force to be reckoned with.

As a podcast we now officially have over 143 episodes recorded and published. We've been honored to host 86 amazing summit hosts, speakers, coaches and consultants, and marketers over the past year.

We've had some ups, we've had some downs, but we've definitely had some fun.

We've had summit newbies come on for live consulting, and we've even had a special walk through during our amazing Summit Fest Live conference in New Orleans earlier this year.

But most importantly we need to celebrate YOU!! The summit host. The entrepreneur with a message. The thought leader making an impact in the world.

We've had more than 50,000 of you stop by and spend some time with me on this podcast. 50,000 plus downloads. That is impressive. I'm so honored and so touched.

I've honestly thought about packing it in a few times. When I was just so busy, that it was so difficult to make time to squeeze in another interview. Or I looked at the information I've already recorded and thought, is there even any more important information to share?

Then I'd get messages like from Shawn D out in California who once told me he fell asleep each night while listening to the podcast.

Or my new friend Jim Ross who said summits have changed his life and it was the Podcast that got him started on it.

Or even recently Dr. Holly Tucker who reached out because she had been listening to 10 straight episodes in a row and was ready to finally take that next step of getting started with her summit.

These messages, these moments, and these people are the reason this podcast has reached the one-year anniversary. And YOU are the reason it is going to keep going.

So thank you, first and foremost for the time and the nice messages.

Especially those of you who have taken the time to leave a 5 Star review on the show. It means a lot to me. I read each and every one of them. Thank you.

If you haven't yet, please take a moment and go leave a review on the podcast. It helps us reach more people and share the message with them.

Now being this is a monumental moment in our journey as a summit tribe I want to make this a special episode.

So I was thinking why not look back at some of the top episodes based on the downloads and ratings. So that's what we are going to do.

I'm going to give you the top 10 interviews, and the top 10 strategy sessions from the past year. Then I'm going to give you my 10 recommendations that you MUST listen to.

This will show a little love for our past guests while hopefully helping you get straight to some of those episodes that can serve you the most.

Let's start off with the top 10 most downloaded guest episodes.

I just want to say these are not in any particular order other than being in the top 10, so let's get started.

Let's kick off with one of my favorite people and top Virtual Summit Podcast guests, Dr. Carrie Rose Wilson. Also a speaker at our Summit Fest Live Conference in New Orleans.

Dr. Carrie was episode 13 titled how to increase your completion rates of your summits to increase your sales. With this episode as with all the episodes you can just go to Podcast.VirtualSummits.com/ the episode number. In this case it would be 013.

Next up is my good friend and summit marketer Sam Carlson with Episode 10 with the No cost traffic solution to your summit.

Then we have Dr. Krista Burns at Episode 52 talking about from a One-Day Summit To A Multi Million Dollar Company.

Next is Dr. Eric Zielinski at episode 25 with the Dark Truth About Virtual Summits.

My good buddy John Lee Dumas from EOFire is the next mention at episode 8 with how to ignite your summit speakers.

Shanda Sumpter makes the list of most downloaded episodes featured on Episode 49 talking about how she went from broke to 8 figures with virtual summits.

Episode 17 with Ciprian Soleria gave us the rocket fuel for monetizing your summit after it ends.

My good friend and director of our viral summits division made the top 10 in episode number 7 with a Paid Marketing Strategy for your virtual summit.

Summit Technician Jamie Slutzky in episode 22 talking about the Phases of a Summit and how to prevent a summit disaster.

Also very high downloads was Ho Yin Cheung in episode 88 discussing how to get Sponsors for your summit.

And last episode to make the top 10 list was Michael Neeley with episode 28 talking about are Summits Dead?

Those were the top 10 most downloaded, and no surprise many of them were some of the first featured guests on the show.

A few special shout outs that I think you should take a listen to from our guests list are:

Scott Carson in Episode 118, Jay Fiset in Episode 108, Summer Bock in Episode 102, Jenn Zellers in Episode 80, Dan Russell in Episode 53, and of course Mark Stern in Episode 50.

Now that we've looked at the top downloads from guest speaker episodes let's look at the top most downloaded episodes from the strategy sessions.

These were solo sessions with just me teaching specific strategies to help you boost your success on your next virtual summit.

Now it's no surprise that the first episodes get many of the top downloads and those are important so quickly Episode 2, 3, 6, & 12 all had top downloads. These covered the fundamentals of a virtual summit, the different kinds of virtual summits, Introduction to the One-Day Summit, and how to come up with your summit idea.

These are structurally the basics and how to get started in the virtual summit space, so no surprise there that these were top downloads.

We also had episode 27 which covered our Summit Ascension (multi-million dollar) business model.

Episode 36 on how to create a high converting summit offer. Super important if you are looking to make some cash on your summit.

Next on the list was episode 45 which was a strategy session on the Virtual Summit Components you must know and how each one builds on the other.

Episode 51 made the list with the super important strategy of Interview With Impact – How to Not Suck when you interview.

Episode 15 was a top downloader with the strategy of how to recover after a bombed summit. And yes there are quite a few summits out there that have had that happen.

Special Episode number 100 was are “Summits Doomed Or Going To Boom in 2020”.

Ironically this episode was released on December 19th, 2019. My prediction of 2020 was that summits were going to be one of the top used marketing strategies ever.

I had no idea how right that was going to be. In midst of the recent COVID situation and the complete cancellation of all in person events we have seen a skyrocket of virtual summits and virtual events.

If you haven't jumped into the summit pool yet it's time get your waders on and get in.

So those were the top 10 most downloaded strategy sessions of the Virtual Summit Podcast and with good reason. Those were each foundational and critical information to a successful summit.

I'd also like to recommend several episodes that I believe should be on your listening schedule.

Episode 129 on the most important reasons to host a summit. Episode 117 on the most epic summit week that ever happened.

Episode 84 – titled, Hey You! List Grabber!! Stop Exploiting your speakers should be a required listening for summit hosts.

And one of my all time favorites Episode 57 – how to create a binge worthy summit.

Oh yeah And for sure Episode 111 – the most important summit strategy ever released is an absolute must listen to strategy. Be sure to mark that one down as priority.

So there you have it. The top most downloaded episodes of the last year followed by my top picks and recommendations.

I have to say again, how thankful and grateful I am for each of you. None of this is possible without you.

I absolutely love hearing from you in our Viral Summits facebook group about your summit take a ways, and thoughts.

Those of you who have left a 5 star review thank you again it really means a lot to me. I do read every one of them.

So thank you again for that.

The future is bright for the virtual summit space. There is no better time than now to jump into a virtual summit.

Get started with a One-Day Summit and then jump into a summit series or a multi day summit.

Your future audience is waiting for you to step up and speak your message.

There is no more powerful way than a collaborative marketing strategy to get that message out.

If I can help you in any way please don't hesitate to reach out and let us know.

And thank you thank you thank you for being a listener here on the podcast and a valuable person in our summit tribe.

I'm excited to see you on the next episode.

Take care and go out and make an impact!