

Episode 150: Special Episode: Here is exactly what you can accomplish

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Dr. Mark T. Wade: More than a hundred thousand leads generated and over million dollars accumulated by our summit tribe today is all about how awesome you are and I'm excited to celebrate you. Hey there, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host here on the Virtual Summits Podcast. Before we jump into your awesomeness, I want to just remind you that we have some pretty awesome resources over at <https://virtuallsummits.com>. If you go to the resource area, we've got all kinds of amazing goodies from articles to blogs, to programs, to courses, anything you need to get started on your virtual summit journey and don't forget to come hang out with us and Viral Summits community over on Facebook today is our 150th episode. Woo hoo. We did it 150 episodes and still going strong, so I wanted to jump in and do a special episode just to celebrate.

Dr. Mark: This won't be super long and I'll keep it light. I actually wanted to make this episode all about you. Our amazing community of summit hosts. I'm so proud of you, the things you've accomplished, the impact you're making in the world. In the past 12 months alone, we've seen some incredible successes, things that literally make me so proud to see come to light. Just like many of you, these incredible people happened across the Virtual Summit Podcast and then in one way or another, went through one of our trainings and then ultimately created a masterpiece of a virtual summit. Now, I know many of you right now listening to have concerns. We're even doubts on what you may or may not be able to accomplish with a virtual summit work for you or not. Is it a good time or not? Can you do it on your own or not?

Dr. Mark: So I thought, what better way to celebrate this special moment than highlighting some amazing summit hosts who just like you started here listening to the podcast and then ultimately created an incredible virtual summit. To clarify, this success is different for each of them. Some of them had a thousand leads, other had 15,000 some made \$7,000 others made \$50,000 some generated thousand dollars from sponsorships, others generated 18,000 some were able to leave their jobs, others were able to go completely virtual and some even created a completely new type of business for themselves. Some ran one day summits, others ran multi-day summits, a few ran summit series. Success is different for everyone. The single connecting factor is that they were able to host a successful virtual summit after getting the guidance they needed. So let's take a look back at a few of these great stories.

Dr. Mark: One of my favorite and great to start out with is Jim Ross who owned a set of self-storage units. After listening to the podcast and going through one of our programs, he was able to host the first ever self-storage virtual summit. He took a brick and mortar industry and provided a virtual summit around it. Before the summit he had he, he had even ended, before the summit had even ended, he had people literally reaching out to him, asking him when he was going to host the next one as they were wanting to speak on it. After the summit was over, he was immediately an industry celebrity creating influence amongst his peers, but his success didn't stop there, he kept going with a one day summit a few months later that was able to generate around \$18,000 in

sponsorships and that was just the tip of the iceberg. Jim's generated tens of thousands of dollars on sponsorships alone.

Dr. Mark: Then there's Brad Gorski. Brad's a doctor of chiropractic who is trying to create a stream of virtual revenue. He didn't have any online programs yet, just his practice and was really just getting started. So his first step was to go through our One-Day summit formula where he got all the insights, steps, templates, and information he needed to host this summit. His success surprised all of us. I mean he literally had never done anything online up to this point, and then using the Virtual Summits Software, Brad was able to generate just under 10,000 new leads and over \$20,000. He went from no virtual revenue to now it has a list of 10,000 people, has generated over six figures in his business. Again, a completely separate stream of income was created.

Dr. Mark: Dan Russell runs a marketing agency called Vivid Labs and decided he wanted to help one of his clients by running a one day summit. After hearing about it on the podcast, then going through our online training program, he put together a poker summit called the chip leader summit, referring to the attendees as bracelet hunters, which is a common term in Texas Hold'em, and I thought it was absolutely awesome. He was able to provide his client who was a professional poker player, yet had almost a nonexistent list. This incredible one day summit. At the end, they had generated over 2000 leads and made over \$32,000 just from the one day summit. As a poker player myself. I love the concept and Dan's client was very happy with him as well.

Dr. Mark: Now, some of the true summit rock stars have been through one of our personal programs like our Summit Accelerator Program, which is a group coaching program for successful summit hosts. Brandy Kinnear was one of our very first members. She came into, uh, she came into running a summit. She came in to run summit of her own. She ended up doing a three day multi-day summit called The Marketing Growth Success Summit for Women Health Practitioners. She was able to generate a list of just over 2000 healthcare professionals and a great revenue, but before someone had even launched, she had been asked to be a speaker at two in person conferences and a mastermind. She had literally become an influencer in this industry. Brandy went on to create her own marketing agency specializing in helping chiropractors run one day summits to their local communities. Now from the accelerator, she created a successful summit and generated a whole new business, which has been crushing it. Mia Moran, she went through the program and was originally going to create a multi-day summit. However, she was pressed for time and needed to generate some revenue ASAP, so she ran a holiday special one day summit called the Extraordinary Life After 40 Summit. Although tight on time and honestly a little skeptical of how it would turn out. Mia was able to create one of the most successful venture she's ever done. She actually left us a great video saying it was the single best day she's ever had in business. Now it just gives me chills thinking about it. I love our Summit Accelerator members. I get to personally work with them each month watching them create these summits impacting thousands of people.

Dr. Mark: So special shout out to Moshe Amsel, Pancham Gupta, and Steve Stein and all the other members there. They have each had some incredible summits in the works. Um, and I'm excited to see the map and it's one of the things I love most about the accelerator group

is most of our members stay with us for months ongoing as they start to build out their first, second and then even third summit watching their businesses boom because of it. Next spotlight is on a few of our Summit Genesis Workshop attendees. This is a three day virtual intensive where we go from none to done with the virtual summit. They come in with an idea and they leave with their summit built sponsored X created offers, strategized email copy together and everything else in between. We have some incredible summits that are about to go live from this last workshop we just hosted.

Dr. Mark: Aimee Carlson has the Toxin Terminator Multi-day Summit created. Raquel Yarroch has the Stress, Sex and Autoimmune Summit created. Mandy Barbee is about to launch her summit Reignite the Spark Summit. Go Mandy! And 15 year old, yes, 15 year old Carson Wade who went through the Summit Genesis Workshop, has already brought on seven speakers and is about to launch his The Future of Robotics One-Day Summit. Never too young, never too old to run a virtual summit. Go Carson. You got this. The last few examples and spotlights I want to reflect on some of our viral summit concierge hoes. This is our done for you summit services. We are where we build it and you reap the rewards. We create summits that matter and in this service it all starts with an incredible summit hosts who have a message that the world needs to hear. Then we create binge worthy summits through our edutainment style formula.

Dr. Mark: No boring interview based summits. We want special live sessions. We want to add in a summit story arc. We create engagement throughout to create an epic summit experience. A few summits I'm very excited for are the 3rd Act Summit with Joseph Umidi where we will be helping senior citizens rediscover their purpose in their third act of life are integrating the gap summit with Suki Mwendwa on the journey of the creative. Helping young artists in Kenya discover how to successfully incorporate businesses structured into their passion as artists. And Ecofriendly Ski Expo Virtual Summit, which is taking on the traditional in-person ski expos by providing it in a virtual format with host Anya Bolbjerg. We just wrapped up the Ticketing Summit for Eric Rosenberg who decided to run a charitable summit for his industry in the ticketing software niche. This is professionals who handle the ticketing services for major events, concerts, sporting events such as like Taylor Swift concerts, the Kansas City Chiefs football games. With about 7,000 professionals in the entire industry. We were able to get right around 2000 of them on this summit. We also generated just under \$7,000 in donations to go to a special COVID relief fund for ticketing professionals and that in the middle of what everybody was looking at as an economic disaster or crisis, we're still able to pull this amazing event off. Eric has been, has been seen as a major influencer now in this niche and has created incredible relationships with some of the other top movers and shakers in their industry.

Dr. Mark: It was a very niche summit which helps to bring in, helps to bring in a very qualified and engaged summit. It was an incredible success. Now these are just a few of the amazing entrepreneurs and thought leaders that we've been able to serve in the past year. We've had over 2000 summits hosted on the Virtual Summits Software. We've had more than 250 people go through our One-Day Summit Formula online training program with more than 300 summits run. Our Summit Accelerator has been capped at 15 persons for the past six months, months with only a few opportunities a year. Join in our Summit Genesis Workshop has quickly become one of our most requested resources for summit

hosts who want to get a successful seminar out as quickly as possible. It's like doing 90 days of work in three and our Viral Summit Concierge has over 20 done for you summits on the books.

Dr. Mark: There's easily been over a hundred thousand leads generated and well over a million dollars accumulated through the summit hosts who've gone through our programs. So many of these amazing accolades can all be stemmed back right here to the Virtual Summit Podcast. More than 90% of the people we help start off by listening to this podcast just as you are right now. They start off in the exact same place as you with a vision and a message to get out to the world. Virtual summits are the most powerful way to get that. Get that to the next level of success. Whether you are looking to run a multi-day summit, a One-Day summit or summit series or anything in between, you're in the right place and I am so very proud of all of you. I regularly see you posting inside the viral summit Facebook group asking each other for assistance.

Dr. Mark: We're celebrating your summit that just went live. I hear about the messages you send to our team and the thanks you give to the software and the programs. It truly does warm my heart to be able to work with so many incredible people, people that are making an impact in the world. It's honestly what gets me out of bed in the morning. Excited to jump on one of our live streaming weekly trainings to talk back and forth with my summit tribe. Hearing about how you've shifted from perfect to proud. Getting the first summit out there, not letting fear hold you back and watching the magic happen as you host your first. Then second, then third summit. I want you to know we're in your corner. We're rooting for you. We know you have a message that matters and we want you to succeed. If I can help you in any way be more successful, please do not hesitate to reach out and let us know if you're interested in getting some of the results like those mentioned in today's episode, if you want help getting your summit out there, whether it is with our at Home Study Program, our Accelerator Coaching Group, or if you just need it done quickly with the Summit Genesis Workshop, that may be a good fit or maybe you just want us to do the whole thing top to bottom through our Viral Summits Concierge Service.

Dr. Mark: Just reach out to info@virtualsummits.com and ask for some more information. We'll be more than happy to help you get it. Just remember this. Just remember you have a message that you need to get out to the world. Don't let anything where anyone holds you back from making that happen. Thanks for hanging out with me today and I'll see you on the next episode.

Dr. Mark: Now I want to end this episode by saying to all the summit hosts listening right now, I believe in you and you can do this. Summits are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money, and most importantly, make an impact in the world. Even if you're just getting started, don't get caught up in analysis paralysis because the world needs to hear your message. There are people who are waiting for you to help them just get started because imperfect action is always better than no action. Thank you and see you on the next episode.