

EP000: Every Business Needs A Virtual Summit

Hello and welcome to the Virtual Summit Podcast. I'm your host - Dr. Mark T. Wade and I am super excited to have you here on Episode 000 where we're going to be talking about why every business needs Virtual Summits and we're going to be laying out what to expect with this podcast - The Virtual Summit Podcast.

Now, I'm super excited you're here. And if you're here, you're probably well connected with summits, You're either a Summit host, or maybe you're a speaker, sponsor, coach or consultant. Either way, we're glad to have you and I think this is going to be very valuable for you. So here in episode 000, we're going to keep this relatively short. I would kind of give you the lay of the land on what to expect and why you should be listening to this podcast.

Just overall, my goal for you (the Summit host) is to get insights, gems and success strategies from these episodes. We're going to be hearing teaching strategies from me personally. You're going to be hearing me interview experts in the Summit world - those could be Summit Hosts, Summit Speakers, Coaches, Consultants, Marketers, etc. You're going to hear me pick their brains and pull out kind of success strategies for you so you can avoid the failures that most of us who runs summits experience and hopefully gain those rewards.

I firmly believe that every business should have a Summit - whether you're a brick and mortar business, you're an info business, your (online courses) a course creator, you're a content creator - every business should have a summit. That's because that's one of the best ways to establish authority, kind of create yourself as an industry niche influencer or expert. It's also a really great way to have a platform and generate ongoing leads. And there's a lot of other reasons why summits are extremely powerful and beneficial. We're going to get in to all those - on these podcasts.

I just believe that every business should have at least one. Now, many businesses after they run one, they're going to see how powerful and beneficial these are. So they're gonna want to make sure that they are going to run others as well. But - start from one, go from there.

We're going to talk about the different types of summits - what to expect when creating summits, what to avoid, what to know is coming (both the good and the bad summits) - all that is going to be covered here on this podcast.

Now, you might be thinking "why should I listen to you and who are you?" Great question. I'm Dr. Mark T. Wade, I'm a health care professional by trade of postural neurologist. I started off with a brick and mortar practice and wanted to help more people. I had one of the most successful posture correction clinics in the country and I didn't want to create more clinics and have more staff and more overhead but I still wanted to have a larger reach and help more people. So, I started an online business.

Like most of us who go into the online business world, it was difficult; it was not easy; it was definitely a journey and I was trying a little bit of everything and not much was working for me until I heard my good friend (Pat Flynn from Smart Passive Income) talk about a virtual summit on a podcast. So, I thought, "you know this sounds amazing; like this is what I'm looking to do, what I would like to do. And I'm trying to be a little bit of everything else and nothing else is working -- So, let's give it a go!"

I ended up creating a summit. At the time, I didn't have any authority or influence. I was just getting started in the online world, not many people knew about me. I didn't really know what I was doing. So, I could only actually get nine speakers available. Two of those were me and my partners. There were only seven speakers. I ended up running what we now call, "One-day summit" and it was extremely successful. Now, some people would say, "Oh that's really cool, Mark. You created this One Day Summit and One Day Summit Formula" which I did but it was not because I set out to create something, I was being like most of us entrepreneurs which is resourceful. We do what we have to do to survive and thrive and to help our tribes.

I ran that and it was very successful. That summit ended up leading us to create our first certification which became a multi-million dollar certification which then allowed us to create other certifications. And before you know it, we have a multi-million dollar online business in the health space, one of the most established and well-respected in our niche and it's the world's largest provider post-gradual online posture education that's still running today. And that was kind of built on summit.

I've spent a lot of time doing summits. Now, back in the day I used to hand build those summits. I've spent hundreds of hours, I'd use seven different softwares, twenty-six plug-ins, frankensteined it all together and still look like a third-grader built it -- it would always have problems but still was extremely valuable and beneficial. Each summit for us is equivalent to about core of a million dollars. It was extremely valuable.

As we progressed forward, I eventually had a team of four or five people working on these non-stop until I finally said, "why not just have a software for this? You can quickly and easily put together webinar with no text skill and with very minimal resources. Why can't we do that with the summit?"

I ended up finding, well, what I did was search. I hired somebody to go out and find me the top development companies in the US. We narrowed it down to three. I found one; I picked one out of those three and we begin building the Virtual Summit Software

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For the past two to three years, I've been fully in the Virtual Summit world - both hosting our summits. We still in all of my businesses; hosts two to three multi-day summits (anywhere from four to eight one-day summits every year because of the benefit and the power in them.) I've had the ability to learn and experience a lot of the success, a lot of the failures, the strategies, the changes. Because of that, I've been able to work with a lot of amazing people, both in kind of the online entrepreneur space, I've been able to work with and for and help tribes of some of the top online influencers and entrepreneurs in the world.

From there, I have been able to establish this brand in summits, helping also other entrepreneurs scale their businesses with strategies like the one-day summit formula and multi-day summits.

So, that's a little bit about me and my background. Now, I spend most of my time here in Virtual Summit Software as well as in Hustle and Scale which is the educational component of what we do: helping people scale their businesses through summits.

Now, you might be saying like, "Mark, why do you care so much about summits?" like, "Cool! They're okay! They're great for getting a business going and generating leads and influence and authority and even making money but why do you love them?"

Well, I love them for all of those reasons. But, honestly, the most important reason; the thing that matters the most to me is that I see summits as more than just a tool for leads and profit and authority.

I actually because I started in the health care space, it probably became more visible to me quicker and then in this space but I see it now across all industries niches, yours included - as you're listening to this podcast; yours included - it doesn't matter if you're in the marketing space, or you're an ads agency or you do music lessons. Whatever space you're in, what I found is that there's people in the world who are suffering. They have problems and they need to overcome those problems. They very, very often and frequently find the solution to those problems and challenges by some of the world's top thought leaders in most respected knowledge sources through Virtual Summits - where they would never otherwise have the opportunity to meet or even find or know about these people.

I see summits more than just a lead and profit generator. I see them as helping people who are suffering get the solution to their problems from the top minds in the world. And they wouldn't have

otherwise had that opportunity. So, we look at summits a little bit differently. In addition to summits being a lead and profit source, we also look at it as an impact; a world-changer. What impacts are we making in people's lives? I would also like to say that one of the KPIs that you should set that we set is how many lives changed; how many people reach out to you after your summit or during your summit and say, "you know, this information was so amazing... thank you, it has really changed my business; it's changed my life; it's changed my relationships; it's changed whatever the topic your summit is for, you should be looking at how many people's lives you've impacted.

If you do that, if you put that at the foremost of your summit, you're going to make all the rest of these KPIs even more successful. You're going to generate more leads, you're going to generate more profits, more authority, more impact and more influence because you're going to be focusing on the most important aspect which is helping people.

I'll also talk about summits as the really powerful because of two reasons. And these two reasons that we should all focus on businesses in general and not all of us do unfortunately and I think it's just a lack of clarity but I think that if we know this information I'm about to give you, we focus on; it's going to help not only our summits but our businesses and ultimately, our lives which is we need to focus on solving a problem and building a relationship.

It doesn't matter what business you're in. If you focus on those two points, you're going to establish a successful business, everything is just going to fall into place

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Look at summits as helping people impact their lives and solve a problem, build relationships. That's why summits matter to me, that's why they're so important to me, that's why I want to help you - the summit host - improve your success of your summit. Not just because I want you to generate more leads. In common authority, I do. But I also want you to make more impact in the world and ultimately help change more lives. That's what gets me going, that's what I love. One of my core values is to leave a legacy and I see one of the ways I can leave this legacy is by helping you be able to impact more people and then ultimately together, we're going to change the world as a group, as a collective.

You've heard me mention Virtual Summits Software. What is Virtual Summits software? And we're going to go more into that in future episodes but just overall - Virtual Summits software, it makes hosting a summit easier than ever before. It's the only software designed one hundred percent specifically for hosting summits. It doesn't matter what types of summit, whether you want a one day summit, a multi day summit or any other kind of summit it's exactly what you're looking for.

I look at summits from a higher stand point. The way we view it from Virtual Summits Software's viewpoint is summits are the engine for conversation, collaboration and empowerment. Conversation. It gets the conversation going. We've seen summits on controversial topics, we've seen summits on very basic information that solves a problem. But either way, it gets the conversation going. Conversations with attendees and you the host; conversations between you the host and your speakers, and then the speakers and the attendees. So, it's really great for conversations, it gets the attendees talking; they start talking to their families, their friends. This is actually how we can start a movement, if you look into it deeper.

And then, of course, collaboration. Collaboration between you and the speakers; the speakers and the other speakers; and then, of course, you and sponsors. It really opens up opportunities for collaboration

And then, empowerment. Back to what we're just talking about. It empowers these attendees to change their lives, to improve their lives, to solve the problems. It empowers you as the host - seeing the lives you can change and improve. So, it helps you go even further and faster and stronger in your business which is ultimately going to make everybody successful.

Virtual Summits Software is the tool, it's the machinery that drives that engine. Virtual Summits are the engine for conversation, collaboration, empowerment. Virtual Summit Software is the tool that drives that engine.

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With that, I'm always here throughout this podcast. Please feel free to reach out to me, contact me. I'm here for feedback, looking for feedback. If you're interested in being interviewed on as a guest on our show, reach out to me. If you know somebody I should interview or somebody I should be in touch with, please let me know. You can contact me through our email podcast@virtualsummits.com. Again, that's podcast@virtualsummits.com

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We're really looking forward to you being here with me. I'm really excited about this; I've been super excited to release this podcast out to the world. I know we have some amazing information coming; the guests I've already been able to interview and talk with have such incredible insights. I'm telling you, you are in for a treat, you're not going to want to miss this. Stay tuned. Make sure you subscribe so that you know when all the episodes come out so you can get access to it.

Also, feel free to share this with your friends, family or anybody else that's running summits or has ran summits. And please, please, please do me a huge favor: leave me a five-star review. This helps me reach more hosts and ultimately helps us all benefit and become successful.

If you're looking, you know, feel free to get in touch with me if you're looking to do an interview with me, if you want to do a Facebook live, a webinar or do you want me to speak live, I'm very open to collaboration. Anything that pops in your mind, just reach out; let's have a quick chat and I'm here to help you.

Again, guys, I'm really, really excited to have you here with us on the Virtual Summits Podcast. Again, I'm your host - Dr. Mark T. Wade and I look forward to seeing you on the next episodes.

So, I want to end this episode by saying I BELIEVE IN YOU. As summit host, you can do this! Summits are, by far, one of the most powerful ways to quickly grow your list, launch your platform, and make more money even if you're just getting started, and more importantly, make an impact to the world and help those who are suffering. Don't get caught up in analysis-paralysis because the world needs to hear your message and there are people who are waiting for you to help them. So, just get started. Imperfect action is always better than doing nothing. Thank you and I'll see you on the next episode.