

## **Episode 201: What's The Difference Between A Summit & A Course/Webinar/Podcast/etc?**

Publish Date: January 21, 2021

Speakers: Dr. Mark T. Wade

Dr. Mark T. Wade:

Is a summit essentially just like a course or a webinar. Well, what's the difference? Well, you're going to find out all about it and today's episode. Hey there, Dr. Mark T. Wade here, founder of Virtual Summits Software, and your host here on the Virtual Summit Podcast. Super excited to have you here with us today. We're going to be talking about a fun topic. One that I get asked all the time. So we're going to just address it here today on the podcast. But before we do that, I want to remind you right now. Summit Fest Live, Summit Fest Live is right around the corner. If you have not grabbed your ticket yet, go to <https://summitfestlive.com>, <https://summitfestlive.com>, and grab your ticket. We have virtual passes. This year we're doing a hybrid event. Me and the speakers are going to be hanging out in new Orleans with our super VIP's.

Dr. Mark T. Wade:

We've got about 10 super VIP's will be hanging out with us there in person, and we will be operating one of the most incredible conferences ever done for virtual events. We're going to be covering virtual summits, live stream conferences, virtual workshops, uh, challenges and everything in between sponsorships breakout sessions, hybrid events, legally 101. What you don't know, what you don't know about virtual events and everything in between. It is an incredible lineup of phenomenal pieces of information, whether you're running your first or your next virtual event, this is one you want to tune into. So you can grab a virtual pass, which is a live stream in real time, interactive ticket to join us at Summit Fest Live, we're going to see your faces. You're going to be able to ask questions, hot seats, breakouts, and networking opportunities, and even some fun experiences all put into this.

Dr. Mark T. Wade:

So make sure you check it out. Summit Fest Live. It's coming up. It's the first week in February. So it's right around the corner. Check it out at <https://summitfestlive.com>. All right. So let's jump in today's episode. We're going to talk about the difference between summits and everything else, essentially summits and everything else. So lots of online marketing strategies out there, and you know, depending on who you're talking to, they're all trying to tell you, this is the best. This is the best you need to do a lead magnet. You need to have a blog. You need to do a launch. You need to have a course. You got to have a podcast. You got to have a YouTube channel and on and on and on and on. I totally get it. It's a little overwhelming, right? It's like, what do I do? Where do I start?

Dr. Mark T. Wade:

Not, you know, if you're like, most of us, when you're getting started, you think you need to do it all. And we understand, and that's not the answer. Now I want to preface all of this with each of these are absolutely beneficial for sure. And they all have their place. They all have a reason for doing them. But if you're just getting started or you're trying to decide between what I should do next quarter, should I create a whole new webinar or a whole new course? Should I try and sell something with a webinar? Should I go and build out a podcast? Or should I do a summit? Well, we're going to talk about the differences in those. So you can make that decision yourself and understand what these are used for and where maybe a summit is the right answer for you. Or maybe it's something you do want to wait on, wait for and do something else in between.

Dr. Mark T. Wade:

So let's kind of talk through this. We're going to go through each of these. And I'm just going to put these in simplistic, simple terms, simple explanation. So you can, you can comprehend it. And it's not like some, I'm not going to try and sit here and make myself look smarter. Sound smart, to use fancy terms on you. I'm just going to give you the basic rundown of each of these. So you can understand them and compare the difference between these and summits and why you may use one in one reason and use another in another reason, because at the end of the day, I get asked this question all the time, every podcast I'm on, every summit I run or summit, I do. Every time I speak on stage somewhere, the question is always, well, how is this different from enter, enter other marketing strategy, course, webinars, podcasts, et cetera. And that's what they are. Yes. Some of them result in direct sales. Some of them don't direct, uh, result in any sales. Um, some of them help increase brand awareness. Some of them help increase your audience. Some of them don't do any of it creates a, um, a lot of, uh, excitement and eagerness around something that's coming up.

Dr. Mark T. Wade:

So that's what we're going to do. We're going to differentiate between these, then we're going to talk about summits and understand where they would fall into place and, and maybe why you would choose to do that over something else or why you would end up waiting to do this. So let's just kind of jump into it. Course. We've all seen, heard of courses, uh, mostly online there's these are info courses, digital products. If you will, info products, digital products, lots of different ways. You can do these, but it's essentially you are selling. Most of these are for sale. There are, they are a product that's being sold. Um, there's been a variety of different ways to do this. Prerecorded, done live, um, done in cohorts, et cetera. But the most common way is somebody will record their, their expertise on video and put it together and hopefully a rational and systematic way to help you get a solution.

Dr. Mark T. Wade:

So usually it's a one perspective. It's my perspective, giving you insight and information from my experience and my expertise on how to solve a single problem or, or a problem. Now these are also, you know, courses, for example, are not just digital. They you've got colleges, you've got high schools, you got classes and things like that. Those are a course, but it always comes down to essentially somebody's perspective, one person's perspective, teaching one kind of subject matter. And if it is a digital course or digital product, usually those things can be outdated. Maybe I recorded that course three years ago or five years ago. And maybe I haven't updated it since then. So, um, really important to understand that about courses. Now, the reason for a course is it is a monetary solution. It's how people essentially monetize their expertise or their knowledge. That's one way of doing it.

Dr. Mark T. Wade:

Now let's talk about webinars, webinars, or master classes. This is essentially an opportunity to create a little bit of a relationship is very quick. It's a little bit of a relationship to create a high kind of high intensity high, um, excitement moment with very high urgency. If you don't buy now to then ultimately create a sale. Webinars are a sales tactic. It is used to bring people in, give them just enough information to make them feel, uh, feel like they, that you know what you're talking about, the one doing the webinar and that you have the solution, gets them excited to have that solution and then gives them a very limited opportunity to get that with a great offer. For example, usually a discounted price or some amazing bonuses. And then they have to buy now essentially now, or next 24 hours, 72 hours, et cetera.

Dr. Mark T. Wade:

So it's a sales tactic. The thing with that, I'm going to actually say with the thing with webinars and courses, there's a lot of people are at the point where they're like, man, I've bought so many courses and I've never finished them. I'm not going to buy another course because I know I'm not going to finish it. So people really excited about the knowledge, but they didn't have the follow through. And so people are getting to a point where they're like, eh, I don't really want to buy a course because I'm not going to do it. It's going to be a waste of money. So we're seeing course, well, one we've seen course completion rates across the industry go down. We're also seeing course sales starting to drop as well. Webinars. We've seen massive drops in webinars over the years, people are very well aware that a webinar or a masterclass is an opportunity to sell them something.

Dr. Mark T. Wade:

So why would they even walk into that opportunity unless they're already really interested in getting it? One of the ways people do that is with what we would call a high risk, high potential value opportunity, a lot of high risk. I know you're going to sell me something. I hope there's going to be something of value on the other end of that. Now with that being said, um, most people know that you're going to sell them something. So that's why we see show up rates have plummeted because people are like, I'm not even going to go on it lie because you're going to twist my arm into buying. Maybe I'll watch the replay. So the people who are really interested, but don't want to buy don't end up coming live. They wait and watch the replay. And then everybody else is just too busy and they don't take action regardless. So webinars are decreasing. Now podcasts, podcasts are awesome. Like podcasts truly are awesome. I mean, obviously you're listening to me right now on a podcast with that being said, it's a small segment of the population that listen to these podcasts. Um, it is non visual. So when you're teaching things is a little bit harder, it's more for consumption and entertainment and their education as well, but like entertained in entertained education.

Dr. Mark T. Wade:

Like I want to learn something, you know, tell me a story about Alexander the Great, like don't break it down into a PowerPoint and teach me his journey. I want to hear story for example. Now the cool thing with podcasts is they have extremely high loyalty. People who listen to podcasts, tend to continue to listen to it. They love it. They binge them out. They consume it. So lots of high, high value, which creates high value in the relationship standpoint as well. But it doesn't normally convert to sales. It's even hard. It's hard. It's, it's hard to convert it to opt-ins, into leads to bring these people into your universe. It's even harder to take your podcast and convert it into sales. So what podcasts are usually used for is that relationship building strategy. It's I'm here, let's have this relationship. And at some point along your journey, you'll probably come into my, my universe and actually be on my email list. And then you'll be more likely to purchase something from me because you already know, like, and trust me, we've already built that relationship. So podcasts are great for that. The other reason people use podcasts as a way to, to network.

Dr. Mark T. Wade:

So podcasts are great for building relationships with your audience, maybe a small audience, but it's also really great for an opportunity to network with other people. If they're doing an interview style podcast show is they can bring people on to it. Like, Hey, I'd love to interview you on my podcast. That person comes on and now you've had this opportunity with them. Now YouTube, YouTube is a little bit different. YouTube is being used more now by, you know, brands and entrepreneurs to like kind of have

that like TV show, if you will. It's still not really the, the reason it's not the number one reason YouTube has used. It is a small segment that some people are having some massive success with it. So there's great things there, but YouTube is a search engine. It's a, how to, how do I do this? How do I do that?

Dr. Mark T. Wade:

How do I fix this? What? So when people are looking how to do something, they go to YouTube. I mean, a lot of times they'll go to Google and then Google will pull up YouTube. Otherwise they'll just go straight to YouTube. So it is a how to, it's a search engine by definition and it's for video instructions on how to do things. So it is good. I mean, it is, it is an opportunity to create a TV show like, you know, series or videos. Um, it's just, it's usually normally used for search engine. So the people that are doing it, they can get some good it's it's I would say it's one step higher than a podcast in the sense that people that watch you are even more like warm, they're more engaged. They're more your universe. The problem is it is an opt out kind of activity.

Dr. Mark T. Wade:

To watch you, I have to stop doing everything else and just watch you. I can't drive a car. I can't mow a yard. I can't do anything. Podcasts are opt in activities, meaning I can do all of those things. I can exercise. I can go for a walk. I can cook dinner. I can clean the house and listen to you at the same time. So those are pretty equal in like being beneficial and useful, but they kind of target different segments. If you will, different types of people. Now, then you got one of the most popular, one of the most famous types of marketing strategies, which is the launch, the product launch, the Jeff Walker style four video series launching. And Jeff's a good friend of mine. I've had a mountain Puerto Rico's through speaking at a mastermind of mine. And you know, so I'm a big fan of the launch.

Dr. Mark T. Wade:

We've done seven figure launches. My, our first six figure launch was with a list of 900 people. So we've done plenty of Jeff Walker style launches and uh, very grateful to him. That said the launch has also one of those strategies that has been very much consumed by them, large population or portion of people in the world. Uh, people that would consume these type of marketing strategies. They've been done in detail, like they've been done a lot, everybody and their brother now can do launches. And so they all are. So we're also seeing people not really engaging in the three or four videos. They're not finishing them through. They know what's coming on the other side, there's kind of two options that happen here. So the launch was extremely powerful for a marketing strategy, a way to actually sell a medium priced to high priced offer. It created a little bit of that know, like, and trust. It created some excitement, some awareness, some social proof.

Dr. Mark T. Wade:

It gave them a little bit like, Oh, you can help me to this immediate opportunity to purchase something, uh, at a very, uh, great price, like a great offer that had high urgency or scarcity. It ended shortly after. So it created a lot of excitement and then I have to get it right now. So it would create massive surges of, of profit and sales. But again, a lot of people are used to it now. So one or two things happen, people go, ah, I know you're about to try and launch me something. So I'm not going to do it. So we've actually seen launches per se this year, for sure. Decrease. I'm not talking like decrease in results or success. Just people are going, I'm not going to do a launch because it's just not performing anymore. In 2019, we started seeing these dipping dramatically. In 2020 people just said, you know, I'm gonna try different strategy now, of course, there's still launches out there.

Dr. Mark T. Wade:

Don't get me wrong. And some of them are still doing well. My great friend, Selena, Soo, uh, just did a Jeff Walker style launch a few months ago and did over a million dollars. My buddy Ryan Levesque did one did over 3 million. I don't know, even way more than 3 million thing. It was maybe like 6 million. Anyways. The point is they work just not for most people anymore. Not really effectively for most people. And they're doing different variations of the launch. Now they've, Jeff's teaching the live stream version of it, which helps create some engagement, brings people back into it versus watching a video. Um, but the main point of a launch is promotional and sales. It's a sales tactic. It creates promotional a lot of awareness and then create sales. It's not an educational thing. So most people know that if they're participating in that, they're about to do sales, which comes to the two people.

Dr. Mark T. Wade:

The first group of people, it was like, Hm, I know you're about to sell me something. I'm not participating. I'm out. The second group of people are like, Ooh, I know they're about to sell something. And they go on the hunt for the best offers, especially these big ones. So they'll go say, all right, who out there is going to be selling this and who else is providing the biggest and the best bonus bundle. I'm going to buy it from that person. So they're like literally searching for who's selling this launch. You know, who else is affiliating with it and adding the best bonus structure.

Dr. Mark T. Wade:

So that's launch. Okay. So those are a lot of those are the main promotional marketing strategies that have been around forever and that people are using the next one is newer. For sure. It's not new, but it is now more popular in the last year. You could say for sure. Um, but it's also the one that gets confused the most with a summit. And that is a live streaming conference. So we've talked about this in recent episodes. I've told you the difference, but just to re-clarify the definition of a live streaming conference, our definition is it is typically done to a warm audience, an audience you already know that has some awareness of you because it is paid attendance. It's not free. They have to pay to attend it. It is a live streamed. It's a, it's a video conference, which means it's, it's, it's virtual.

Dr. Mark T. Wade:

People can watch from anywhere, but it is all live. So if you've got to be there from 8 to 9, 9 to 10, 10 to 11, all the way to 6:00 PM. And if you miss it, then you, you miss the content essentially. And it's usually two to three days and it is specifically wired in a way to create a lot of community, um, connection, uh, uh, agitating the problem, and then offering a higher price sale on it. Usually like a coaching program or a mastermind or something like that. So livestream conference is usually focused on mainly the hosts. They don't have a whole lot of other speakers. They may bring in a couple, but they're sitting there creating relationship with you, helping you build community with the other people on the conference while they prime you to get ready to purchase, uh, the, the, the offer they have on the end of it.

Dr. Mark T. Wade:

Now these are extremely effective. This is the, you know, note here. This is the exact same strategy people have been using in person. They've just taken this virtually. Now that people are more open to virtual conferences. So that's a live stream conference now that is very different than a summit. And they get called interchangeably. You get some people call them live stream summits, but as summit is different. So let's talk about a summit. A virtual summit is a, is typically free to attend. Okay? Historically it's free to attend. Not always, but historically. It is primarily prerecorded interviews or presentations

that solve a problem or a series of problems for a specific audience by bringing in topic in niche experts to teach on those problems, to solve those problems. As I said, it's free to attend and it's usually over a set period of time. Okay?

Dr. Mark T. Wade:

So the big differences here is the virtual summit main goal is to build an audience. It is a community building, um, strategy. It is a relationship building strategy. It is not a monetization strategy. Yes, many people make money on summits, but the goal is not to sell a high ticket offer on it. Most of those people will say, no, I don't know you enough. I'm just getting to know you. Uh, you know, we're not there yet versus a virtual or live stream to conference, right. Is to a audience you already know. They already know, like, and trust you. They're already customers. You build up this community and then you sell a high ticket offer. Now that those are usually much high risk. Okay. What happens if speakers don't show up? What happens if tech goes down? What happens if your offer doesn't hit?

Dr. Mark T. Wade:

So there's a lot of risks. There's a lot, but there's also a lot of revenue that goes into that. Whereas a summit is there to build that audience that then follows you after the summit. They're in your audience. Now they're in your, your universe to that next step, okay, which is your post summit profit strategy or what we call the journey. So that's where a summit will move into the profit comes after. Summit builds the relationship, builds the audience. This is why we see it done by so many newer entrepreneurs, because there is nothing more powerful. There's nothing quicker. And there's definitely nothing more cost-effective to building an audience than a virtual summit. So that's why we see a lot of newbies, like a new entrepreneurs who are like, Hey, I need an audience to sell to. I need an audience to follow me. I don't, you know, I don't have \$10,000 to spend on Facebook ads to try and build up leads.

Dr. Mark T. Wade:

I don't have any relationships with people to, to be able to have them promote my launch. Uh, nobody will do a partner webinar with me. I don't want to spend the year to three years. It takes on a podcast to really build a following, et cetera, et cetera, et cetera. So that makes a virtual summit. The perfect option for that now would that mean said virtual summits, as we already mentioned, bring a variety of different people into it. So this is really how, because when people say, well, cause there's different ways you can do virtual summits, we've got one day summits, we've got micro summits, we've got multi-day summits, we've got a summit shows, summit series, premium summits, et cetera. So there's a variety of different types of summits. And matter of fact, we've done some episodes on those. I think we just did one a few weeks ago.

Dr. Mark T. Wade:

You can check back into that to learn about the differences between those summits, but with a summit, the benefit to this is how people consume it. So we're operating on two different types of people here. So I'm not saying the other options, aren't great, but there's nothing faster and more powerful, especially for the quote unquote risk or cost, which is minimal to do, than a virtual summit. So with that being said, what ends up happening or the difference let's say, for example, then a course, a course, I'm going to go to, if I want to, you know, if I want to solve a problem, I want to get to a certain level of expertise or knowledge. I'm going to take a course there. It may be a week. It may be a month. It may be a year, maybe a four year program. Whatever that is, course, typically taught to me by one person, one perspective.

Dr. Mark T. Wade:

And if it's VR, if it's virtual or digital it's recorded, usually which means it may be old, it may be outdated with a summit. A summit is geared for people who are like, I want as much information about this topic right now. A summit brings together again, 5, 10, 25, 30, 50, 60 of the top minds, the experts, the M the influencers on this subject brings them together and has them share that knowledge and expertise in real time, like right now. So this information is most relevant. It's the most relevant, informed information you're going to get on this topic at this moment. It's kind of like reading twenty-five books in a weekend if those books were wrote today. So when it comes, because these experts that the host has vetted these experts and the experts that are on they're giving you their knowledge as of today.

Dr. Mark T. Wade:

So it's the most relevant information as well. And you're getting a variety of viewpoints. You're not just getting one person telling you what they think, you're getting 20 people telling you. So it gives you a plethora of, of, of, uh, or wider viewpoint or perspective to be able to consume that information and make rational decisions from that. So it is incredible in that perspective, and it's free. Most of these experts would cost thousands or even more to get access to them. You're not going to be able to just pick their brain. You're not gonna be able to buy them a cup of coffee. This is how you get access to them. The host is bringing together an opportunity for all of them to a tech to get value out of this. And so you're able to participate in for free. So that's why I love summits.

Dr. Mark T. Wade:

Now, again, not everybody is going to consume summits. I hear people say all the time, Oh, this Zoom fatigue, or aren't summits done too much. Well, the answer is absolutely not. Here's two things. The reason you think summits are over done is because you're seeing all of them. Why are you seeing all of them? Because the marketing works. You're not seeing other people's launches or courses or webinars or podcasts, you're seeing and hearing summits because those marketing strategies work. So you feel like you're always seeing summits because the strategies work. So first off, that's why I love to point that out. I was like, Oh, you've seen a lot of summits happening, right? Yup. That means the marketing strategy's working. They work on those. Okay. The second thing, um, in this regards is like with, when it comes to this summit is in, in the sense of, you know, well, let, let's just put it like this.

Dr. Mark T. Wade:

When it comes to getting the information and the knowledge you got, these experts that are giving it to you right now. Okay. And you're seeing it. And all the information is coming out, like, and it works, well, it's also one of the only strategies that doesn't make you do it on your own. It's why we call it a collaborative marketing strategy. So like for again, for newer people, here's the thing I say, newer entrepreneurs, but I mean, I've got a couple six, seven, and multi seven figure companies. I still run summits. And not because I have a summit company, I have a summit company because I run so many summits. I'm like, I might as well open a summit company as well. I run summits because they work now, the other reason. So we talked about collaborative marketing strategy. You got people to help you.

Dr. Mark T. Wade:

You don't have to do it all on your own. It's that like that phrase, all tides, like high tides raise all boats. The other thing is the different styles of consumption. How do people, you know, consume the information? People keep saying, Oh, summits happen and there's so many summits, summit fatigue, blah, blah, blah, blah. Again, already said that you think that because you're seeing them, you're seeing

them because it works. The second thing to remember is look here, and I did a whole episode talking about this, uh, you know, our episode 195, Are Summits Doomed or Are Going to Boom in 2021, you should definitely check that out. <https://podcast.virtualsummits.com/195>. And I talked about like, look, things have to change. We have to evolve. Summits are going to continue to, there's going to be more summits this year than there ever has been probably in the last five years put together.

Dr. Mark T. Wade:

But that's not a bad thing. Here's the thing here's, here's, what's going to end up happening. You're going to have to take some shifts. You're going to have to change a little bit. I don't recommend doing a new summit every other month or every other quarter. I recommend owning your summit space, having two or three summits that you do every year. And it's the same summit. You just twist the angle or the topic or the theme. And you'll own that space. The reason for it is you'll get better every time you do it, you've already, you can ask the speakers after each summit to stay on, or if they'll be interested in performing next year, most of them will say yes. So you've already done. Most of the speaker recruitment. Everybody will look forward to it again. The year after year, you'll find out what people want and what they need and what they like. And you'll be able to craft the material better. Um, additionally people do research before they do a summit. So they researched their topic. And if they see that there's already a summit been done on that topic, they typically do something completely different, or at least something varied from that. So if you're doing that same summit every year, people are like, well, I'm not going to touch that. They've already got it.

Dr. Mark T. Wade:

The other reason, which is why I love summits is because there's always new people coming into your topic. You, you know, you could do a summit for example, to advance, to advance or for your customer journey. You could do one for people when they're at phase one of their customer journey, phase two of their customer journey and phase three of their customer journey, which is fine. But the thing to understand is whatever it is that you help people with whatever you sell, whatever problem you solve, there are always going to be more people that have that problem. So don't think about the people you just did the first summit to, hopefully they're already moving through their customer journey with you. Hopefully they're already into the post them a profit strategy and their mom dies and they're on with their journey with you. But next year or six months from now, there's going to be a whole new group of people that have that same problem.

Dr. Mark T. Wade:

Those people had. Why? Because that's how the world works. There's always people that are evolving. And when they evolve into whatever area you're in, whatever thing it is you're doing, there will always be new people who will have that problem. So when you run that same summit from this year to next year, I'm not saying the recordings of it. I'm saying when you redo it, run it again with same and new speakers, different, a little bit different content, different recordings. There'll be new people at that time that are going, Hey, I have this problem. I need that answer. This is a summit that solves it. The last thing I'll say, and we'll start to wrap this up is with a summit way different than a virtual livestream conference, a livestream conference, you gotta be available there. You gotta be available there the whole time, a webinar it's at this one time, if you miss it, you're gone.

Dr. Mark T. Wade:

Right? So with a, with a summit, it really caters to the people who are busy, which is everybody okay? It's not that you have to be there from 8 to 9, 9 to 10, 10 to 11. It is, Hey, day one is open from this time to this time from 8:00 AM to 10:00 PM, you have that time. What happens is people will consume it when they're available. Meaning people, you know, will like check it out in the morning before the kids get up or they'll watch it on their lunch break or in the evenings. After the kids go to bed, they're watching it around their schedule. If it was only available at a certain time, you're going to lose so many people because they're not available. People are busy, but with a summit, it lets people come in and consume it each day on their own schedule to get in and get the information they need and want, build that relationship with you, which allows them to then move to the next step, which is the post on profit strategy.

Dr. Mark T. Wade:

So virtual summits are extremely powerful and I've talked a lot about it from a newer entrepreneur standpoint, but this is the same, whether you're already, you know, crushing it like you're in that growth phase or, you know, you're already smashed and out of the park, uh, summit allows you to continually build a relationship with new people quicker and easier than any other marketing strategy out there for less, less costs. And at the same time, it has all the other benefits such as the relationships with the speakers, the authority, the influence, the positioning, the brand, the, you know, everything else. So that's the difference between a virtual summit and all of the other online marketing strategies and sales strategies that are out there. And again, all of them have their purpose. All of them fit well in a certain area, but when it comes down to how are you going to build your audience?

Dr. Mark T. Wade:

How are you going to position yourself? How are you going to build relationships with new potentially new partners, new collaborate, collaborators, new affiliates, or if you're just getting started with your first affiliates, your first partner, your first collaborators, there's nothing more powerful. There's nothing faster. And there is nothing with that low of risk and low of overhead to make it happen. So again, virtual summits are by far the most powerful online marketing strategy out there. I'm glad we could have this conversation because I know so many of you reach out to me. Every time we talk about someone says, well, what's the difference between a course, a webinar and a summit now, you know, all right, with that being said, don't forget to check out Summit Fest Live. <https://summitfestlive.com>, <https://summitfestlive.com> in New Orleans, February 3<sup>rd</sup> through the 5<sup>th</sup> this year, it's the first week in February every year.

Dr. Mark T. Wade:

Make sure you check it out this year. We got our hybrid pass. So you choose, you can grab a virtual pass, which means you get to stream it in real time, live interactively. We're going to see your face. You can raise your hands. You can ask questions, hot seats, breakouts, networking, span, panels, everything in between, all from the comfort of your home. Of course, me and the speakers in a small segment of super VIP's are going to be in-person in New Orleans, which is my favorite city in the whole world. Woo. NOLA. Right? It's got a little bit of everything. It's got art culture, culinary, food. Oh my gosh. If you haven't had beignets, you are missing out. It's got music, it's got fun and it's got everything in between. So if you want to come check out, maybe we have a few of those super VIP tickets left, check it out. And hopefully I will see you at Summit Fest Live. All right. Remember your message matters. One of the most powerful ways to get that message out the world is with a virtual summit. So get out there, make an impact, 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. So 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 just get started because imperfect action is always better than no action. Thank you and see you on the next episode.