

## **Episode 186: The Legal Aspects Of A Summit You Need To Know!**

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Speaker: Jackie Kotei

Dr. Mark T. Wade:

Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host here on the Virtual Summit Podcast. I am so excited for this episode. We are going to be talking about something that we have never talked about before, and it is probably one of the episodes and information that you most definitely need to know before you host your summit. And all of that is going to be possible because we have the legendary Jackie Kotei with us today. She's going to be giving us some insights into the legal aspects of hosting your virtual summit. Now, before we do that, Jackie, I would love for you to take a few moments and tell our summit hosts just a little bit more about yourself.

Jackie Kotei:

Well, yeah, I am so excited to be here and that we get to talk and hang out with all your guests as well. And, uh, I actually just started working as a coach about six years ago, and it was one of those things where I was working a full-time job. I had really reached the top of my career, where I had the company car and the company credit card and could travel where I want. And I started to think like, what more do I want to do in the world? What more do I want to be able to experience? And so around that time, I started a blog. I let it sit vacant for an entire year because I was so afraid of what to put on it and what to say. And then as I started to really grow and get more support and more mentorship and more strategy, I basically started to grow my coaching company.

Jackie:

And in the beginning, I didn't really know what I wanted to do. I didn't want to do what I was doing. Uh, and as time went on, I basically started to niche down and get really excited about doing work in the media realm, just because that was my background, but doing it in a way that was authentic to me. And so that's really what I'm up to right now and is helping entrepreneurs and thought leaders get featured in the media and just getting more good stories out there. I think the world needs more stories of people that show what's possible and really have solutions for the problems that we face.

Dr. Mark:

So true. And in that journey, that progression from the career job to the successful entrepreneur. Now, um, you've done a variety of summits over the course of that know, you know, started at the beginning all the way up to, you know, now I'd love for you to tell us, maybe tell us a little bit about that first one and one of your most recent ones.

Jackie:

So it's interesting because I have throughout my entire six year journey being a mom and I share that because I knew at the beginning that I was not going to be able to go out and build a business, the traditional way of meeting people and going to networking events. I couldn't, I had a newborn when I first started my business and even now, and I'm about to give birth again. And so for me, summits were a way to virtually reach hundreds of thousands of people. And that first summit for me was just about discovering the joy within it was so crazy. It was like, how do you discover the joy within? And it was, it was what I found is that it was really my journey. I was like, how do I learn all these different things to help me have more joy in my life to be able to, to enjoy what I was doing in the world.

Jackie:

Even though I felt stuck at that job. And so that was my first summit. I've done other summits. I did one that was another exciting one that was like, it was called, Do What You Love. And it was all about how you get out there and do what you love. Um, and then as I started to get more niche down into what I really, what I'm really passionate about, I started to talk about how to change the narrative and the media. That was another summit. It was called Change the News for Good. Um, we've also done summits around podcasts and things like that. And so again, I think often when you're first starting your summit, sometimes it can just be about what excites you and what interests you. And I think if you're excited about it, then people themselves will also get excited about it and you'll learn so much and have so much fun along the way. That's not what I thought at first. I was like, Oh, this is nerve wracking. But along the journey, it was so exciting to be able to meet great people, learn great things. And also just see the journey looking back.

Dr. Mark:

You know, and I, I love that because there there's a lot of our summit hosts that are listening right now that are just getting started. Maybe it's a side hustle, or maybe they're looking to jump into something new and they're not really sure where to get started at. And I love that you've kind of painted this, that it can be your journey. You can be learning about yourself. I think that's one of the benefits of doing summits is you actually get to sit there and listen to 10, 15, 20 experts give you their wisdom and insights. So that is a really great information. There is. Don't wait, jump in and do it now with that being said, Jackie, you've done a variety of different types of summits too. So, you know, we've done like multi-day summits. I think you've done summit shows. You've done one day summits. I believe kind of tell me the different style summits you've done and maybe which one, you know, what do you, what do you like about each?

Jackie:

It's it's been, uh, awesome. I've done 21 day summits. I've done 28 day summits. Cause I so many guests that I was like, ah, let's, let's spread it out. I've also done 14 day summits, three-day summits and one day summits. And um, I don't know that I have a favorite. That's a surprise. I think in general, the ones that have been most memorable have been the ones that have really allowed me to connect with an audience. Like I remember the Do What You Love one, that was a 28 day summit. And again, it was just the connection with the audience and the experts that stood out to me. So I think often the different length is really related to what your vision is and what your goal is. And I think that as long as you're really connecting that, that is the thing that's like the secret ingredient to success.

Dr. Mark:

Oh my gosh, 28, 21 five day, three day, one day, you really have done all of this, that type of summers. That's awesome. Now I want to talk about, uh, one little last aspect of this before we go into the legal side of it is the difference of, of the summits as they've progressed. You've started a little bit more generic and got a little bit more niche. Let's kind of talk about, you know, what, what difference that's done and, and, and is that beneficial and why?

Jackie:

So in the beginning with the generic one. So I think often entrepreneurs feel like they've got to get it right, right off the bat. I know that was me with my first blog. I was like so afraid to post because I felt like I had to get it right, right off the bat. And what I want to tell people is that they, you will have some

people that say yes to your summit, just because it's you just because it's your story, no matter what the topic is. And the reason why I share that is because I have people that were on that very first summit that have followed me ever since, just because it was me. And I didn't realize that when I was first growing my audience. And sometimes I think people think, Oh, well I did a summit on this topic and now I want to do this.

Jackie:

My list is not valid anymore. And I always tell people it actually is. And so in the beginning, you know, there were people on my list from those summits that were interested in a broad range of things because I gave it a broad title. But as I was able to get niched, it really allowed me to have sometimes easier times launching things on the backend. And also it made it easier for me to make sure that I was speaking to the right kind of audience. And I think that's been the biggest part of me changing the summit titles throughout the years is to make sure that the message is going to the right audience. It was just training, um, last week at a conference and sharing with them that, you know, when I used to work in television and media, I remember we had the DC, um, or the Columbia Mall shooting.

Jackie:

And I was working on that team that, that did media for that. And I remember that there were 10 different audiences for that one shooting. There were the people that worked inside our department. There were the people that were calling from other government agencies. There were the firefighters themselves. And so I think a lot of times, like when you're thinking about your summit, and even when I look at how minds have changed, it's like the better I've gotten at speaking to the right audience, often the better results I get for the thing that I'm offering or the thing that I'm putting out into the world. And so I think you can have fun with your summits and often that might be the audience that's excited about the kind of fun you like to have. And so they may say yes to your stuff, but often if you can pick a topic or a theme that really hits the pain points and challenges that people are having, it'll give you better success with the overall outcome of what you're offering on the backend.

Dr. Mark:

I think people forget that sometimes it is important to actually have fun with what you're doing as well. Right. It's you know, yes, we're looking at growing our audience. Yes. We'd love to generate some revenue, but it can be a lot of fun do. It can be a lot of stress as well, but it can be a lot of fun. So I love that and I do agree it's okay. We start off general usually because we're trying to figure out where is our voice as you, as you've mentioned. Um, and then once we start to find that voice, we can get more honed in and it does, it really strengthens those relationships with our audience and with our message. So love that. Now I want to kind of switch conversations for a little bit and go into another realm that you have expertise in, which is the legal aspect. So give us a little overview of what that is you do there, and then we're going to jump into how we can allocate that towards summits.

Jackie:

Yeah. So it's interesting because this year has been a year of pivots. It's been a year of so many entrepreneurs trying to get their feet back on the ground, figuring out how to make a difference in the midst of so many crises and just unknown things that are happening. I was just posting the other day, like 2020 doesn't need another hour because it's been so crazy. And so for us, we actually pivoted, uh, last year around this time and we became ambassadors for a legal service that we just saw the need for it in our own businesses. And so basically it's giving entrepreneurs access to legal, help, legal advice,

legal support, who otherwise would, might be priced out of the legal system. And so it's one of those passion projects. I don't know if you've ever had that, you know, where you just, you, you wind up finding yourself in something that you never thought you would, but I just had so many clients that were asking me, you know, as they were getting media coverage, what to do about this book deal contract, or, you know, how can I deal with this client who's maybe suing me or not paying me or, you know, all of these different scenarios that come up.

Jackie:

And so we decided to basically join and be partners and be able to support entrepreneurs in this way.

Dr. Mark:

I think it's, you know, as especially newer entrepreneurs, it's one of those things, most of us are like, how can we allocate, you know, funds to this when I'm trying to pay my bills. But I think a lot of times it's more of like, if I just don't look at it, it's not real, right. Like if I just don't acknowledge it, it doesn't exist. And unfortunately, you know, it is a real thing. It is something that matters and that's across all aspects of your business of a business. What I want to do is kind of hone into this right now, since we have your expertise, we have your knowledge, both in summits and legal expertise, legal aspects of, of talking through some of the points or places in a summit that maybe were most vulnerable at that may be summit hosts should be looking at and considering. So maybe what are, what are one or two of the most, you know, the top level areas of a summit that we're open to an issue or a potential problem legally.

Jackie:

So one of the first areas is even naming your summit. And I see this happen all the time when people have come up with this really great idea, they're excited about it. Maybe you go Google and you look and you say, okay, well, no one has the URL. Maybe you go to GoDaddy or whatever domain. And you're like, nobody has the URL. I can name my stuff. This I can launch under this. And what I've seen happen with a lot of the people that I coach is that they will do that. And then like midway through, they'll get an email from someone else who's saying you can't use this name. Now this mind you is after they've produced the banner and they've spent money on recording some of the episodes, they've done all these things already and it kind of stops them dead in their tracks with what to do.

Jackie:

And I know for me, like, as I've dealt with different legal things throughout the course of my business, I used to go like consult my husband or Google, or my mama or my best friend. And it's like, none of them as, as much as they love me, none of them could really help me with what to do in that scenario. So that's one of the issues that I see come up all the time. And it could be as simple as, you know, going to Fiverr and getting a banner that looks like other people's banners or, you know, um, having named stuff or having aspects of your summit or like a, um, a principal or something that you teach that is mirroring someone else or that someone else has a trademark on. Um, and I think often people, again, like you said, they don't think about that because you're, you're so new, you know, you're so new a business that it's not the first thing that you want to think about.

Jackie:

It's easier to honestly sometimes avoid it. So that's one of the things that I see. And then the second thing that I see a lot deals with contracts and, you know, most times when you're doing a summit, you

want to have something in writing that talks about when the person's going to appear or, uh, what you can do with the recordings on the backend. You kind of want to have like, just a very generic, uh, like basic things outlined, uh, as far as the agreement goes. And a lot of times I know for me, when I did my first summit, I was in a program I was paying for my mentor said, Oh yeah, just model ours. So I just copied it, pasted it, changed my name, changed the topic and I had her contract and thank goodness nothing happened, but what I've seen happen, especially, it's almost like you create a pattern at that time that follows you through your business, because what did I do with my programs?

Jackie:

I did the same thing. I'm like, okay, well, I'm just going to use my coach's contract. Until it got to a point where I had issues with clients and because the contract was different in her state than it was in my state. And because we're in different niches, you know, she might be this kind of coach and I'm this kind of coach, there were issues that came up that weren't consistent. So those are two areas that I really see. A lot of times people just wing it, they Google it, they ask a friend, they phone a friend, and often that doesn't work in scenarios like that.

Dr. Mark:

So with that kind of like naming scenario, the content, uh, are you recommending them they seek, they get some insights from a legal personnel or person to, to give them insights and whether they could use it, or how do you recommend they go about naming?

Jackie:

That's a great question. So I mean, you can definitely do the due diligence of looking the name up and things like that, but typically you want to be reaching out to a lawyer to have them check the trademark, to make sure that those trademarks are not, or what you're naming it is not in violation of a trademark that's out there, a copyright that's out there. So that's one conversation that let's just say, you know, if you had a, I think the beautiful thing is that if you had access to a lawyer for less than a hundred dollars a month, would you call them and ask them different questions like this? And so I think that's the beauty is being able to call and just say, Hey, what's is this trademark, you know, is this copyright, how can I go around about using this name? Uh, can you review this contract for me and make sure that the contract is good for what it is that I'm going to do?

Jackie:

All of those kinds of things are really powerful ways to be able to use legal advice, especially with your summit. Um, and then of course, kind of for those scenarios that come up that no one can anticipate. And I'm sure Mark, if you and I were like sitting somewhere and having a drink, we could toss stories of legal things that you never thought would come up. And I think a lot of times just having someplace that you can call and ask advice for, uh, is a really powerful way to be able to get legal counsel versus just trying to, I know for me, I was like calling my coach and like, okay, what should I do? So I think that those are kind of some of the questions that you want to be asking is, is this copyrighted, does it have a trademark? If someone actually says that it does, what are my rights in this scenario?

Jackie:

How do I handle this scenario? What's some things that I might want to document? When it comes to contracts, making sure that your contract is legal in the state that you're in, but also in the niche that you're in. I have a lot of clients that are health clients that have a whole different set of rules than

sometimes business do. And so there's certain things they can and cannot tell patients or clients, even though it's not a patient. And so those kinds of things you want to just make sure you're covered on and that it's not something you're winging because I've literally lost like thousands of dollars because I just winged it, you know? And, and it's like, it's kind of the hard way to learn.

Dr. Mark:

Yeah, I wasn't gonna, I was gonna mention that, especially if you're in a professional industry, there are things that you can and cannot say or that you at least have to document, you know, you know, specifically in the medical or health field. I also know, like I was surprised when I first got it got started in online business that you had to post on your website and make it super clear that this is an affiliate offer. Otherwise you could, you know, be in trouble with that as well. And so there are a lot of things out there that, you know, hopefully fingers crossed. It doesn't impact people, but it's better to just know in advance than, than to wing or hope it. Um, I was going to say a great story of this or a great example of this is, um, my good buddy, John Lee Dumas, who runs EO Fire, Entrepreneurs on Fire.

Dr. Mark:

And he was about six, seven months into his podcast when Entrepreneur, the magazine reached out and said, it used to be Entrepreneur on Fire and said, you can't use that word. And it wasn't, it, you know, it was Entrepreneur on Fire. It was a full sit-ins and they said no. And some places like that, they have the, the funds and the ability and you know, the, the desire to just throw money at you until you have to just give up. So he was creative. Luckily he has, his father is an attorney and they found a way to make it okay. But he, you know, you just don't think about that stuff in advance. So this is really great. Any other kind of thoughts or ideas when it comes into summits, like, uh, when it comes to summits, that aspects, other than the name, uh, the content, what about, you know, we talk, this is cause actually I'm gonna, I've got an idea for, I got a question.

Dr. Mark:

This comes up a lot when people reach out to me about contracts, but let's talk about the reason for it is we're doing a recording of somebody else giving their content, they're giving their advice, their information on the summit. What is, you know, some of those things we should be aware of. And, you know, with that, like we have a video of this speaker giving away this. Is it possible for that speaker a year later to say, Hey, I don't want you to play that anymore. Like kind of talk to us through some of those challenges that could arise.

Jackie:

That's one of the biggest pieces that are included in the contract is how you're going to use the person's likeness and voice and offer and things like that. And that actually varies sometimes state by state, you know, and even country by country. Like some states, you can't record people without their explicit permission and so forth. So I think that that's a key piece. And if you do have a contract that you don't have that language in there, that's a piece that you want to make sure that you not only have in there, but that you also sometimes share it with the expert to make sure that they're okay with it. And I've had some experts come back to me and say, Hey, you can use this, but if you're going to put it in a paid offer, like we need a tweak to say this or to say that.

Jackie:

And so that's a key piece. And that's something that I think, you know, I've never had issues with experts that have come back. I've had some issues like maybe less than a handful that have said, Oh, like, you're going to use this down the road for something and you know, may want a certain fee or something. But I think that that's a piece that you want to be mindful of. And the other thing that I think comes up with summit, sometimes that people forget about is that you also are going to be sharing the videos and sharing the recordings and lots of different ways. And you want to sometimes make sure that the platforms that you're sharing them on that the, the experts are okay with that as well. So I think, I think most issues happen. And I don't know if it's just, sometimes you have crazy people out there that are seeking to do the wrong thing, but I think that's sometimes why you want to be protected and why you want to have peace of mind around it.

Jackie:

Because at the end of the day, it's like, you never know where it's going to come from. I remember I got sued or I shouldn't say sued. I had a client that wanted a refund three years ago. And I remember thinking like we had already done the service. We had already booked them on media. We'd already delivered on our end of the, uh, you know, and I had a team to pay, I had staff to pay. And I remember thinking like, I would have never thought this person would have like went to these lengths because it was a, it was a referral from like someone who was a friend. And so it's like, I think that's the thing that sometimes happens is that people think that they're okay until it happens. And that's where you really want to have the peace of mind. And I don't ever want anyone.

Jackie:

I think it's a sad day when entrepreneurs go through the struggle and the heartache around legal scenarios. I remember that scenario thinking, man, like, I don't know what to do. And it like messed up my whole day, you know? And so it was like, it was just crazy. And I think about the fact that so many people don't have parents or fathers or connection that they can go to and get legal help. And so that's why I think it's really important to know that there's options that exist and there's things out there that you can really do to support yourself in these areas before it happens.

Dr. Mark:

Yeah. It's always better to try and get this done before, because when you are in the middle of it, and I've experienced a variety of different, uh, aspects in the legal, legal side of things, and we have several lawyers on our, on our, on our team. But, um, it, it does put you in a different position. You're not in that creative space. It's, you know, it is a, it is a difficult moment. And I would say anybody that's in that is understand you will get through it. You will always survive. It always seems worse at that moment, but it's always better to also be able to protect yourself. I think another area of this, um, not just with summits and for people as they expand as they grow, like, you know, when you're just getting started, you don't think about this, and it's hard to think about this, but as you start to get success, you know, unfortunately there's a lot of people out there that will like to copy, take your stuff and use it.

Dr. Mark:

We see this all the time in our space. And a lot of our friends is space. You know, their material, their courses, somebody will buy their course, record the whole thing and then sell it just like that. So having somebody, you know, to, to, to understand how to protect yourself and what to do in those situations is good as well. So Jackie, this has been absolutely phenomenal. I want to, I want to kind of open it up a little bit more to any insights now with summits, because you have had so much experience with every

type of summit. I'd like to kind of talk about some of the challenges, um, that you see summit hosts, because you also have a lot of friends that do summits as well. The challenges that you're seeing some hosts go through, uh, like maybe what's one of the top challenges that they experience and, and maybe a tip or suggestion on how they can overcome that.

Jackie:

I think on the front end, no matter where you are in your entrepreneurial journey, you're always asking yourself like, am I it's like, am I good enough? And I remember experiencing that at the front end of my journey, but even now, like when I think about going to seven figures and multiple seven figures and things that I launched that I've never launched before it still comes up is like, am I good enough? Is this going to work? Is this going to be? And so I think that that's a challenge that you have no matter what you're doing, the thing that I'm seeing right now across the board, as far as summits go, is making sure that they have a summit that's appealing enough, that people say yes to being a part of it. And you know, it's like that is some people. And, and, and, you know, I know you've probably talk a lot about this Mark, but some people think it's saturated.

Jackie:

I always feel like when you've got something that you've positioned well, and that is really making a need, you can still get such a great response. And so that's the biggest challenge is making sure that what it is that you're offering is actually meeting a need that it's, it's standing out that maybe you have a position on it. When I talk about position, you know, we can have the same apple and one person can say, this is the apple that made Snow White come alive. And the other person can say, Oh, this is the apple that I just bought from the farmer's market. And it's like, which ones do you want? And so same apple though. And so that's what you want to be doing is thinking about how can you position what it is that you're offering in a way that's really relevant to what's happening in the world. And when we look at what's happening in the world right now, there's so many people looking for solutions. There's so many people looking for ways to be able to like, feel like they're not losing control in the midst of everything that's happening. And so if you come out with a summit right now, be thinking about what people need and what people want. And I think that's going to really help you overcome the challenge that people are facing of not having a lot of people tune into what it is that they offer

Dr. Mark:

Yeah. I thought you were going to go with the apple from Snow White and then the apple with Adam and Eve. I thought we were going to go to contract. No, but to, to, to, you know, to jump on what you were just saying, there it is so true. Um, I am, we all hear, Oh, there's so many summits happening right now, but I like to always put it back into reality or into perspective. Like right now, currently there's over 250,000 webinars every month and there's less than a thousand summits every month. Last year, there was less than 3,000 summits in the entire year. Now of course we've seen that expand this year, which is a good thing, but it always comes down to just what you said right there. I think we also have to kind of get past the, the, the vanity numbers.

Dr. Mark:

It's not about getting 10,000 leads, which is, you know, the thing that a lot of people use to talk about my summit to 10,000 leads, it's more about having a qualified and engaged audience. I mean a hundred, 500 people, a thousand people. That's a six figure and beyond company right now, if they're engaged and qualified. So I'm glad you, uh, you made that point there, Jackie, because it is important really to

position it and make it aligned with again, what, what is it that you do? What are you passionate about and what are you trying to offer? So Jackie, I know everybody's like Mark, like where's Jackie hanging out. I need more Jackie in my life. So why don't you let every know buddy know where you're at? What's the best way to get in touch with you so they can reach out and follow up?

Jackie:

Absolutely. So my website <https://www.moregoodmedia.com> is a great way to check out what we're doing and what we're up to. And then I hang out a lot on Facebook. So send me a personal Facebook friend request. Say that you heard me on Mark's show and I'm happy to connect and answer any questions. Um, and I'm happy to also, and I don't know if you want me to do that here, Mark or later, but, um, we, you know, have a free download of a link for the legal app that I talked about. So would happy really share that with you guys and get that out to you as well? So you have an option.

Dr. Mark:

Excellent. We'll make sure that gets in the show notes over there. So make sure you're checking out the show notes. Jackie, I'll let you, uh, in this with one final parting piece of wisdom.

Jackie:

So I think the biggest piece of wisdom that I can share is just go ahead and get your message out there. I cannot tell you how much of my life I've, uh, really missed out on just waiting and feeling like I'd needed to get it perfect. And so just knowing that even if you're doing a summit on health and there are all a thousand summits that Mark talks about are happening this year on health, you could still have a voice and have a place and do it in way that's completely authentic to you. And that makes a difference for someone that never would have been impacted in that way. So just know that you have a place that you belong, that you have a voice that needs to be heard and needs to get out there.

Dr. Mark:

Oh, so good. Jackie, thank you so much for hanging out and sharing your time, your energy and your wisdom with us today.

Jackie:

Thanks. It was so much fun. Okay.

Dr. Mark:

Thank you. Summit hosts for hanging out with Jackie and I. I'm Dr. Mark T. Wade, your host here on the Virtual Summit Podcast. Remember your message matters. And one of the most powerful ways to get that message out to the world is with the virtual summit. So make sure you check out the show notes and we'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. 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.