

Episode 019: How To Find The Hidden Gem Speakers For Your Summit

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Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host on the Virtual Summit Podcast. And I am super excited about today's episode. We're going to be getting into a perspective that we haven't talked about yet coming from an expert speaker on summit. I'm super excited to get into this information and I am so happy and glad that Dr. Jason Piken here is joining me. How you doing today, Dr. Jason?

Dr. Jason Piken: I'm doing well, Mark. Thanks for having me on.

Dr. Mark: Absolutely. We're going to be dropping some amazing gems for the audience today. And I know you've got some incredible insights. We're going to be talking to our, some hosts about how to recruit a speaker, some of the, you know, the failures of people recruiting speakers and, and also some hidden gems out there that people, that summit hosts may be actually overlooking that they could have on their summit, which would actually increase the quality overall of the summit. So I want to get into that, but before we do, Dr. Jason, I want our audience to know a little bit more about you. So can you tell them something special about you and just a little bit more on what you do?

Dr. Jason: Sure. Well, I have like more of a, a broad based practice where I take care of a lot of different things, but the main focus is the gut and the brain and the microbiome and how they interact. I'm a chiropractor at first and eventually what I did is became a nutritionist because I realized through chiropractic care, the physical means of people, not everybody was getting better. So when I added nutrition, a lot more people got better and I realized that I could tell them anything about nutrition, but if they didn't listen to me, it didn't help. So I got into the emotional side and coaching and basically my practice is now combining the physical, chemical and emotional aspects of health and making people better that way.

Dr. Mark: That is amazing. So yeah, you've been on some health summits and from the aspects of an expert in like health and nutritional aspect. Now, before we jump into some of those summits you've been on, where can our audience find you if they want to reach out to you on social?

Dr. Jason: Yeah, best a thing is, well, my website is DrJasonPiken.com. D-R Jason, J-A-S-O-N-P-I-K-E-N. And Instagram, it's @DrPiken. Facebook. DrPiken. I would say, if you Google Dr. Piken I'm pretty much going to show up.

Dr. Mark: That's always a plus right there. And for our listeners, remember you can get all of the information, the links, all those value, those gems and resources that we're going to be talking about in this episode over at the show notes at podcast.virtualsummits.com. Just search for Jason Piken there and we'll have all that information so you can go reach out and follow him. So let's jump into this. Jason, I'm, I'm ready to get into some, some good value for our listeners. Let's first start off with what are a couple of the types of summits that you've spoken?

- Dr. Jason: Okay, well giving the name of the summits. Okay. Most recently interviewed in the Digital Dementia Summit, which I found was a really interesting topic about like you know, it's more geared towards well kids, well I guess the parents of children that are stuck on digital devices and how it's affecting the brain and their body. Before that was the Mystery Symptoms Summit. Again, great topic for people that are just confused about how to get healthy and I'm on both of those. I did contribute more of that gut brain axis and how it impacts all your health.
- Dr. Mark: Yeah, those sounds, I've heard of both of those summits. Actually, something you may not know is I'm actually a part of the Digital Dementia Summit. That's one of my companies, so we're very excited about that summit rocking and rolling and we really appreciate your help on that. Your expert team, so what I want to do is I want to just jump right into this and talk about the elephant in the room that me and you were discussing before we hit record here, which is something that I think a lot of summit hosts are actually kind of shooting themselves in the foot with and that is, and let me just kind of bring this full circle here is a lot of times at summit hosts, we're out there looking for the speakers or the influencers with the biggest list, the biggest audiences, the biggest reach because we are hoping that they can go out and bring in more exposure and more leads into our summit. Now, one of the thing that I think ends up happening with that is only focusing on that type of speaker is we actually sacrifice a lot of times the quality of the speaker on the summit. So Dr. Piken, I want you to go ahead and talk a little bit about, you know, what we were talking right before we hit go and then why it's a value to find some people that are actually industry experts even if they don't have a huge list or following.
- Dr. Jason: All right. I think that the biggest thing there is freshness because my expertise is gut and brain and stress, I often see when I see ads for summits or if I've been in some, it's the same speakers over and over again, and I'm sure they have different twists on what they say, but you know it, people that have joined the summit very often have been on another summit. And if it's a similar demographic of people that are looking for gut health or you know, autoimmune health, they might have already seen that speaker. So even though that speaker can give them a list of 100,000 people might not be as interested in that info. But again, I don't know this from experience just because I haven't hosted a summit and maybe that's something I should do because the downfall from my part is my email list isn't so fantastic. It's, it's small because I don't have a huge online presence, but giving a fresh look to your audience I think is something that's worthwhile. If they haven't seen the name, they might be interested in seeing what's what it's about.
- Dr. Mark: Excellent point. Now let's have a quick word from our sponsor, Virtual Summits Software.
- Dr. Mark: Absolutely and to add even more clarity into that perspective, one of the things we do on all of our summits is of course we're looking for influencers, we're looking for speakers that can help us expand reach and awareness, but we always try and find the number one industry experts on the topic that we're going to be hosting on our summit for a very important reason is because they're going to have probably more valuable and cutting edge information, which is what you were just saying there, Jason, and

that's going to increase the value or quality of your summit for the attendees. That's always the most important thing. Like again, as you were just saying here, people are seeing the same speakers on all these summits. Now, if you can actually get come in and of course have speakers that are gonna have lists and be able to share it, but don't use that as your only qualifier.

Dr. Mark: Also look at like what is their expertise on the subject matter because they're going to bring a perspective that is going to get your audience or your attendees better solutions. So I'm in total favor of that as well. So let's keep moving forward with this just a little bit. What is the best way, also from a speaker's perspective, let's, let's talk about it like this. From a speaker's perspective, if you don't, you haven't built that big influencer or kind of exposure status yet in the online world. What's a good way for a speaker to be able to get onto these summits if they're not being like actively sought after or recruited?

Dr. Jason: The biggest thing that has been a benefit to me is Mindshare. That is a community started by JJ Virgin and Karl Krummenacher and I went there a couple of years ago and just being in the community and their Facebook group, I mean that's been my biggest exposure to all the podcasts I've done, the summits, you know, everything. It just gives the voice where I don't have it on my own and I love helping out other people. I think you know, Summits are sometimes a lot of work and I'm busy in my practice. I'd love to just be able to spread the word and share and these people are luckily giving me an opportunity to do that.

Dr. Mark: Yeah, I think that's an incredible point right there. A lot of times, especially summit speakers when they're looking to be on some as they think that they have to have this huge exposure, you have to already be at like an influencer level or you have to have some huge following or you know, kind of platform. But this is a great point of who you surround yourself and where you're located in the sense of like communities can play a huge part. It's, it goes back to that, you know, who, you know, type of status. Like one of my core values is your net worth depends on your network. And this is a prime example of that because when you're around other successful people, especially ones that are, you know, hosting summits, they're doing podcasts, they're writing books, you know, they, they have live events for example. I think it's a great perspective here to be in those environments around those people that are doing it because it opens up all kinds of opportunities. So I love that aspect right there. So let's actually talk about how does it, how can we increase it from the summit hosts aspects? So when you were actually, let's go, let's circle back one second. What's a horror story or a disaster story you've had on a summit in the past?

Dr. Jason: I'm not going to call it a horror story, but two things. I'll mention. One early on the first summit I actually ever did, somebody was on their laptop, and I'm not going to do it on the camera here, but basically their laptop was on their lap and they were in bed bouncing up and down during the entire interview and it was really just distracting. And you know the whole thing. After I signed up, I realized like the site itself didn't look very professional. It just wasn't a modernized website. And this was only just over two years ago. And it just, overall I never got anything from it. I don't think anybody ever visited my website after that.

Dr. Jason: It was just, you know, visually it has to look at least stable, which is good. The other thing that was, you know, I guess not really the horror story was just pre interview and not be, and having a great rapport with somebody and like them just saying, Hey you're, you're in. I'd love to have you. And then not, and then just letting it fall through. And what it was was the list size thing. But by saying yes and then turning out to be no, and I can understand though, like all the rejection right from the start. Hey, we need somebody with a big list. That's all right. You know, the changing your mind last minute and having her assistant contact me.

Dr. Mark: Yeah, you bring up two excellent points there. One, from a speaker standpoint, like you're an expert speaker, you're putting yourself out there. So as a summit host, we need to remember that the speakers reputation, their credibility, all of that is on the line. And if you're not going to put out a quality summit, you're going to end up hurting that relationship that you're trying to build with that, that speaker, because summits in to building a list, making some income, my opinion, there's two bigger importances is one, building relationships with other influencers or experts in two, you're obviously changing the lives of the attendees that are participating. So you got to keep that in mind that it's not just about you as the summit host, it's about that reputation and credibility that you're putting your speakers on as well. So that's a great point. Yeah. And then the other one is yes, like a back to the relationships, like be transparent, be upfront if the whole kind of backdoor aspect of that it hurts relationships. And then like Jason was just saying, he's in a community or a group of other people that are doing these types of things and your reputation as the summit hosts will be damaged or tarnished if you're putting off or negatively influencing these these hosts. So great point right there. So let's, let's talk about it from the other side. Like, can you talk us through like one of the best experiences you've had as a speaker?

Dr. Jason: The best was actually a pre interview, which barely ever happens and I do know that that adds more time to the organization when you have so many people that you're trying to figure out if they're the right person for the summit. But that, that pre-interview was just a great, it was, you know, 10 minutes where we just got to know each other beforehand cause every once in a while I do have somebody with an instant rapport. Mark, you're doing well at that. But sometimes I, I've been on especially, you know, a couple of other podcasts where it was just like a shock. I didn't know the whole first five minutes of the interview was just me trying to not feel uncomfortable with the format and I just didn't even know we were going to start. It was just like they got on the phone, there was an assistant that started the interview and they said, okay, here comes Dr. Blank. And we just started and I had no idea who I was talking to. So pre interview or you know, just a couple minutes to establish some type of rapport first is great.

Dr. Mark: Yeah, that's a, an extremely important aspect of it and man, I would have loved him in a fly on there to hear that kind of disaster on the first one. What's something, for example specifically for you that a summit hosts could do with you, like in that pre-interview that kind of establishes that rapport? Let's kind of talk just a little bit about that. So our summit hosts can get some ideas. What do you want to talk about? Do you want to talk about the interview? Do you want to talk about like what's going on in your life? Like what kind of things are good to establish that rapport before you kick off?

- Dr. Jason: I simply want to know who that person is. I, if I don't know them already, I'd love to just just have a conversation. We could talk about, you know, everybody sends over a questions or I'm supposed to give the questions, but we can have a little conversation about that. But literally it doesn't have to be much. It can be a 5, 10 minute even phone call. It doesn't have to be through, you know, through Skype or Zoom. It could just be a simple relationship building. I wanted to touch base with you and I've had that and it made all the difference in the world. Nothing specific, just you know, just getting it warmed up.
- Dr. Mark: Yeah, that's a really great insight there. And I, I've recently had an interview with on the podcast, John Lee Dumas and he was talking about this very same thing he said, it's one of the most important aspects is the pre-interview chat and one, there's a lot of things that go into it. Not only is it about building rapport, as you've just mentioned there, Jason, it's also about several other things. Understanding who that person is, answering any questions that they may have before they kick off, which also helps with the rapport, but also like little things like making sure you, you know, how to pronounce their name, where they come from, how they want to be introduced, things like that. I mean, I've seen and I, you know, I've got to raise my hand. I've definitely fallen victim to this where I've, you know, butchered people's names when I'm introducing them because I didn't take the time to actually figure that out.
- Dr. Mark: And now you bet you I did that one time and I will never make that mistake again. But that pre-interview call is so important and I know a lot of our summit hosts are sitting here thinking, you know, like I only have so much time, or maybe I know I'm interviewing an influencer that's, you know, super busy. You can take five minutes to have that pre-check. And again, there's nothing more than kind of lowering the tension a little bit, making sure everything's taken care of. And of course always ask your speaker that you're about ready to interview if they have any questions because sometimes they will and it, and again, it's going to improve the quality of the overall, the overall interview or presentation. So great insights there. Let's look at this also from a speaker's perspective. Like what is one of the, one of the main benefits for you as a speaker to being on these summits? Like why like as a summit host? So I can tap into your psyche like what's a main benefit for you on being on these summits?
- Dr. Jason: I have to say the main motivator is to get the message out. You know, there are so few people doing the type of thing that I'm doing. My biggest challenge is that I, it's hard for me to explain what that is except in a longer format, like an ad, a webpage. It just doesn't do it. So I'd love to get in front of people. I love being on stage and can making that connection and this is a stage where I could just reach more people if people can understand from my point of view more about the importance of that gut brain, the microbiome, and how we have to take care of that. If we want to chore our other symptoms, then I feel like my life is better because I've made some other people's lives better. You know? I know I'm going to get a few contacts on the summit, a few emails, a few people interested, but mostly I feel good that I feel like I'm helping somebody. I mean that in my opinion.
- Dr. Mark: One of the most important and valuable aspects of a summit is there's people out there who are suffering and virtual summits allow them to access the solutions to their

problems from the experts that have the answers whom they may have never had the opportunity to meet or hear from. So I, this is why I'm on a mission to make sure summits are as a high quality, high value and as successful as possible. Like I think this is a perfect segue to talk about that same topic, which is near and dear to my heart. Can you give me an example or somebody that pops into your mind whose life that you helped change or benefit that found you from a summit? So maybe they reached out to you because they heard you on a summit. Can you talk about one of those stories?

Dr. Jason: Yeah, I mean, I'm not using any names. Let's just call her A, and she was actually one of my first virtual patients ever. I, I, you know, I just started doing that. But she lives in South Carolina. She heard about, you know, the work I do with CBO and then she had brain fog and ultimately she was working with GI doctors in her area that were limited in the way they worked on it and she signed up for a, you know, 12 visit program that I have in my office. We did it all online and she just progressed and got better because she just, she never tapped into the system of alternative health care or tying together that it's not just about the food and not just about taking antibiotics, but it's about her emotional state and her habits altogether. And when she started changing her lifestyle in general, that's when things got better. Not just, you know, taking the prescription and trying to follow hints on the internet.

Dr. Mark: That's some great insight. Now let's have a word from our sponsor.

Dr. Mark: Yeah, and I love to highlight this question because I think it's one, I personally believe it's the most important aspect. Like one of my KPIs, you know, key performance indicators for my summit is how many people reach out to us and say thank you, this changed my life. Like I honestly believe, okay, of course leads are important and the income's important. Like we have to do that. Authority is important and building the network or relationships are important. But at the end of the day, I believe most of us, if not all of us got into the businesses we're doing because we wanted to help people and change people's lives and virtual summits are one of the best ways to do it. And you just gave us a perfect example of how this person was going through a normal path that like most people are doing, looking for the solution while still suffering.

Dr. Mark: And then she was able to find you from a summit and then get access to you go through the program and then have her life changed from that. So super compliments. Hats off to you on that. I want talk with you about the interview process now as a speaker, you know you're being interviewed, you're getting asked questions, your, you know, being put on the spot sometimes like I just did right there with you. What do you like when you're doing the interview, your, your preference? Do you like to have the questions listed out for you to like people to stay? Exactly on those questions. Do you want it conversational? Talk to us about how you prefer to be interviewed on these summits.

Dr. Jason: My favorite thing is conversational. I do like the questions before so I know, especially if there is no big long pre interview, I'd like to know, you know, in general what we're going to be talking about and get some answers kind of preset into my head. But it shouldn't be scripted. You know, it just should be two people talking and the best podcasts I've ever done, which were longer format than summits, they were more like, you know, an hour long. It was just two people talking about and we went off topic a lot

of times and we just, you know, we went down like you know that you know rabbit hole of just having that real deep conversation and it made it fun. And I'm sure you know, people get a lot out of that in the summit. There are a lot of speakers so I'm sure we have to narrow it down to a specific subject, but it just really having that freedom is great if you have that rapport with the speaker.

Dr. Mark: Yeah, I think that's super important and I, I really do like I prefer the conversational, I understand for all our summit hosts out there, it's important to kind of have a game plan, know where you're going. Also be able to stay on time. But what I prefer to do, me personally is I like to have a list of kind of questions are kind of more like bullet points. Like topics and I like to give those out to the speakers like you just said, Jason, so they know where we're going with it. But honestly, what I ended up doing a lot of times is as I'm talking, and this is a super valuable Jim for all you summit hosts out there, don't be staring at the next question is not about what the next question is. Listen to what the speaker's saying because if you, if you find something that you have a curiosity about or that you don't understand, go deeper with that because if you don't understand it or you have a curiosity about, uh, your attendees, your listeners probably have a curiosity about it and that's gonna make a much higher quality interview.

Dr. Mark: As you were just saying there, Jason, I'd like to bring it back to what we were originally talking at the beginning of the episode, which was about finding speakers that are kind of like hidden gems that have high expertise, high value on the topic, like industry experts, but maybe they don't have the biggest exposure, the biggest following necessarily, or a huge big list. What I found, and I want to get into this with you, Jason, is a lot of times those are, those are my strongest supporters and promoters of the summits. A lot of times when I'll bring a big influencer on, let's say like Lewis Howes or you know, Michael Hyatt, or if we're in the healthcare world, like I bring on merch, you know, Dr. Mercola there are going to be able to do the interview, but most of the time they're not going to promote it because their promotional calendar is completely packed. Jason, what do you find when you're on the summits? Are you a big promoter of them? Do you push it? How do you do that? How do you share the information so our hosts can understand?

Dr. Jason: Yeah, well, because my list is smaller, I feel really responsible to make all the efforts I can to pump it out to my list, whether it's on my social networks or through emails, you know, I'm just going to keep pushing it and that's why I'll only do, you know, two, two summits a year is my max right now. I've done other podcasts that I don't have to promote as much, but summits two year has to be max because I don't want to exhaust the list and I want to be able to send out those, you know, four or five emails and put it out to my VA's, uh, on my social and I don't want my, you know, list to get exhausted.

Dr. Mark: Now let's have a quick word from our sponsor.

Dr. Mark: This is such an important point here. I hope that everybody is listening to this. Like Jason, what we were just explaining to our summit hosts here is you can get far more reach and exposure sometimes with somebody who has a smaller list because they are willing and they are desiring to share that information. One because it's a win win for all of us, right? It makes us look like the expert to our audience, to our list. We were being

highlighted as an expert speaker on a prestigious summit, but we're willing to sit share it. I know, I see that all the time, which is again, another reason that I really look for kind of the hidden gems as I like to call them, ones with probably the best knowledge anyways, but they're way more active in promoting the summit. So for you, summit hosts out there, don't overlook those hidden gems.

Dr. Mark: Find them, because you know, two or three hidden gems can probably get you as much if not more exposure than even one influencer out there because the honest and unfortunate reality is a lot of influencers are not going to be pushing your summit hard. It's great to have a name and on your summit, but if you're looking for reach and exposure, Dr. Jason is your guy right here, so I love that. As we start to wrap this up, Dr. Jason, let's talk about something that you believe as a speaker that every summit host should know. Like we, it can be in the form of recruiting a speaker or interviewing a speaker or following up with a speaker, which we haven't really talked about much, but like what's something that every summit hosts should know in regards to working with speakers?

Dr. Jason: Hmm. Every I, you know, I'll just tell you what, what makes my decision and whether I'm going to speak on a summit or not. It's really congruent with the theme that's really wallet all it comes down to you can make me all the offers that you want. You know, there are some great offers out there on a, you know, how much percentage you'd get if you, you know, sell the speakers or contests, but really it comes down to congruence with does this match my message? And if it doesn't match my message, I just can't be a part of it. I don't think it's going to help either one of us. So that's really the most important point.

Dr. Mark: Yeah. And it is such an important point because a lot of this goes on all aspects of the speakers. As a summit host, when you're mapping out your summit, it's not just about trying to get a name on your summit. It's really about finding aligned speakers that have the knowledge and the information they need that you need for your summit, and I've found this as well. When you reach out to a speaker, even in a high level influencer who you may think, Oh, I couldn't get this person on my summit. When you go to them with a very specific topic that's right in their zone of genius, it's almost an easy win, right?

Dr. Jason: Yeah. It's, it's easy for them to do. It's easy for them to talk about, so it just, you know, it's, it's blocking out an hour of time and hopefully they have a team of VAs where they can say, okay, here's all these emails that I'm getting from them. Make sure you promote this and make it happen.

Dr. Mark: Excellent. I've loved this. We've been doing some amazing, amazing gyms here. Dr. Jason now before we kind of wrap this up, if somebody, we have a lot of summit hosts that are listening here. We got hosts in the entrepreneurs space. We got hosts in the internet marketing space. We got a lot of health summit hosts here. Somebody wanted to reach out to you to be a speaker on their summit. What would be like the number one or two topics they should reach out to you about and how can they get in touch with you?

- Dr. Jason: Okay, well you know the gut brain axis, which is kind of narrow, but where that comes into is any, any type of chronic pain or chronic health condition that's not responding is the biggest thing. And one of the other aspects is understanding how the gut and stress are together. So anybody that's talking about stress, and here's where I really wanted to get into more like corporate business people that are stressed out and how they don't understand how caring for their health of their body has the hugest part in how they're going to run their company. When, so if somebody is not handling stress well and they have anxiety or depression, it could be their gut and their, their general lifestyle. And so if somebody wants to talk about those topics, how health relates to your business or how health relates to chronic symptoms, that's where I love to, you know, that's my wheelhouse.
- Dr. Mark: Such valuable information there as well. And what's the best way for them to get in touch with you?
- Dr. Jason: Just really DRP@drjasonpiken.com. D-R-P. That's my email. DrJasonPiken.com have a contact button on my website gets funneled to me.
- Dr. Mark: Such great information there. Thank you so much for this, Dr. Jason. I know you're busy and you got to practice to run and all your patients to help. I appreciate you taking the time out of your schedule to help all of us, summit hosts, you know, get better at recruiting our expert speakers.
- Dr. Jason: Sure. You made this easy Mark. Thanks a lot.
- Dr. Mark: Absolutely. And for all you summit hosts out there listening in, make sure you head over to the show notes, podcast.virtualsummits.com. You can search for Jason Piken over there and you'll get all the links, access and information that we've talked about on this episode. Thank you and we'll see 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. So just get started because imperfect action is always better than no action. Thank you. And see on the next episode.