

Episode 48: 7 Summit Myths That You Believe

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Hook: If you have thin skin turn back now because I'm peeling back some common summit myths and we are going to break these old belief patterns today on the Virtual Summit Podcast

Today I want to talk some tough love & open some summit doors that many summit hosts leave closed. I'm going to call these summit myths. These are ideas, thoughts or beliefs that many summit hosts get in their head and can end up causing them critical summit damage if they don't get it straightened out.

Let's get started.

The first summit myth I want to discuss is the most important one in my opinion because it's the most popularly believed myth. Matter of fact I'm going to guess most of you actually believe this first myth.

This Summit Myth is that having influencers on your summit relates some how to the success of your summit.

Now this myth holds several beliefs inside it. Let's start with the biggest.

The belief that if you **MUST** have big names on your summit for it to be successful. The second belief closes related is that the **MORE BIG NAMES** you have the more successful your summit will be.

This all together is almost 100% false. It's not about the names on your summit. Yes, of course it is nice and looks good when you have some celebrities speaking on your summit, but I promise you that is not going to make your summit more successful. And if you didn't have them on there it isn't going to make your summit less successful.

The actual aspect that matter most when it comes to your summit speakers is their audience size **AND** that they promote the summit via email.

Make sure you heard that correctly, because I know some of you are going, "Well duh mark the bigger the speaker name or influence the bigger their audience".

Maybe. But it's the second part that matters most. If you get Tony Robbins to speak on your summit that's awesome. Huge audience obviously. But if he doesn't promote the summit it doesn't matter & having him on their will not directly relate to the success of your summit.

I would rather have 5 experts with medium sized audiences who are going to email for the summit, than one big name that isn't.

So when it comes to speakers, don't lose sleep over trying to get the biggest names.

Which brings me to the second point of this same myth. Don't fill your summit full of all big names, anchors or influencers because they aren't going to promote it.

Then you have this star-studded summit that no one attends because no one promoted it and you think that the summit model just doesn't work anymore.

No that's not it at all. It's because no one promoted it.

Of course if you have the ability to get these big influencers and can get them to promote more power to you, but in most cases they are not going to do it.

So spend your time finding quality experts with a good audience that are willing to invest in the "Collaborative Marketing Strategy" of a summit and promote it along with everyone else.

That is how you fill your summit.

Ok Summit Myth number 2, which is the kid sister to summit Myth Number 1.

Social Media Will Fill My Summit.

Meaning, you don't need your speakers to promote because you will fill the summit with paid advertising.

Now using a little paid advertising for the summit is ok, but I would not go too heavy on this. Virtual Summits are so powerful because they can build an engaged audience almost for free.

(This is where your speakers promoting comes in). However, I've heard people say I maxed out my credit cards promoting the summit and now I have all this debt and my summit wasn't that successful.

Then I ask so how many of your speakers promoted and how many promoted hard. The response is usually... well I didn't require any of them to promote because I was using social media to fill the summit.

And how did that work out for you?? Not great.

Social media is great for social proof, for retargeting, and for pushing the sales conversion. It's not nearly as effective for getting the opt in as an email from your speaker to their audience.

So when planning out your summit understand that if you decide to not make your speakers promote, then of course they are not going to promote. They have other things they could be sending to their audience.

And if that is the case then your summit is going to be hearing crickets.

So understand that the Summit Myth of you can fill your summit with just using paid ads, is not true and it's also not financially feasible to do this as well.

Summit Myth number 3 is that using a sexy name or title for your summit is important to the success of your summit.

This is an easy one to squash here. A confused mind says no. And most the time when you try to get fancy or overly creative with your title or name you end up confusing your audience.

They don't know what it is the summit is actually about and so they just assume it's not for them.

Take a boring but straight forward and clear title over a generic or general sexy one any day.

Of course it's ok to be creative but for example I got a call from a very well known Social Media Influencer who was in the process of putting together a summit.

She says, "Mark I am having trouble with my messaging. I'm doing this cool project that essentially involves the attendees buying these virtual chickens, and each chicken essentially creates someone a business, and I want to sell a bunch of chickens, but I'm not sure how I should title or message it".

I said, "Look the concept I think sounds cool, but in all honestly I'm confused, and if I'm confused your audience is confused and they are going to say no and keep on scrolling".

I asked her, "What is the problem your audience has"? She said, "They want to build a business". I said, "No that is the solution, what is the problem". Her eyes light up, and she says, "They don't know how to build a business & don't have the tools to do it".

Bingo! That changed everything. Now you can add the extra flare and theme and fun to the summit later, but when coming up with your name, and title and main point you have to be clear & use their words.

Ok Summit myth number 4. The summit is the end!

This is probably the most painful mistake I see summit hosts make. They get so wrapped up in their summit that they see it as the end to all their problems.

Like they are going to host this summit and all of the sudden they have everything they need, can take a break for 5 years and not ever work again.

Your summit is the beginning. Not The End. It is the starting point. If you don't plan or have anything prepared past the summit you are setting yourself up for failure.

A virtual summit is a relationship building, problem solving audience building marketing strategy. You now have an audience you need to do something with them.

Your work is just beginning. So don't ever think that you can just throw in the towel and relax for a few months after your summit. You need to be ready to roll up your sleeves and get in there with your audience and continue to serve them in order to build your success.

The summit is the beginning of your customer journey not the end.

Summit Myth Number 5 is like when you know if you eat a bunch of donuts every day that you'll eventually get fat. Well this myth everyone knows isn't true, but still for some reason that donut is just too good to pass up.

This myth is that you can throw together a summit super fast and it will be successful.

Yeah right it sounds silly even to say it out loud, but I can't tell you how many sob stories I get through emails and messages from summit hosts saying, "Summits don't work Mark", or "I don't know what happened, why wasn't my summit successful".

I do a little digging and find out they decided to run the summit 4 weeks ago and literally threw it together without giving it the respect, time, & energy it needed to be successful.

This one really irks me too, mainly because it's these summit hosts which usually then go out and tell everyone that summits don't work.

No summits work fine, you just ran a crappy summit. So let's squash this myth once and for all.

The level of success of your summit is related to the effort and time you put into your summit.

I know, I know, there are tons of summit coaches out there telling you that you can host a summit in 90 days and be successful. But it doesn't mean they are right.

In all fairness, yes they could probably do a summit in 90 days and be successful because they have run 4 of them already and have a thorough knowledge of how to do it, and pretty much have everything already created and template and just need to do the interviews, and have teams of people helping them.

However, if this is your first summit and you are running it on your own, give yourself more time. Invest energy, creativity and effort into your summit and you will be rewarded.

If you try to throw it together like and after thought, well you'll be sitting there holding a donut in your hand wondering why your pants don't fit anymore...

Summit Myth Number 6 that being super over the top with all the technical aspects is important for the success of your summit.

I get it, you've been told that you need to double blind split test every heat map based off a 27 digit IP Address through a triple stacked Analytical Tracking Numerical chart.

More is not always better. Especially here. Don't over complicate your summit. There are plenty of other ways to spend your time improving the quality of your summit, versus trying to ensure you have a heat map and split testing everything.

Now for your Ever-Summit Protocol of course you have more time, doing split tests and trying new things may make sense.

But for your very first summit that is going live in 3 weeks you are better off spending your time ensuring your Summit Storyboard & Summit Story Arc are as fine tuned as possible.

I would always recommend spend more time on your Summit Scripts than worrying about extra fancy plug ins and gadgets and other crazy things that all these big gurus are telling you that you need in order to be successful.

Keep it simple and make sure you are focused 90% of your energy on the Summit Components that we covered in Episode 45.

1. Your Messaging
2. Your Registration Page
3. Your Summit Scripts [™]
4. Your Summit Story Arc [™] - Interviews
5. Summit Storyboard Template [™]- Order
6. Your Summit Offer
7. Post Summit Profits Strategy
8. Ever-Summit Strategy

These are what you need to focus on. If you spend your time ensuring these are as high quality and aligned as possible you will be a success.

You can leave out the 17 extra plug ins and other fancy recommendations from the gurus.

The Final Summit Myth we are going to cover is Myth Number 7.

Blaming your summit success or lack thereof on technical issues.

I can tell you with pure confidence that technical aspects can be a nightmare yes. I get it. That's the whole reason we invented the Virtual Summits Software so we no longer have to deal with those issues. And of course recommend using this for a summit.

However, regardless whether you build it yourself or use the Virtual Summits Software the outcome is not based on the technicality of this.

If your summit didn't generate many leads, it was an issue far before the tech came into play.

Looking back at the list from the last myth. There are 5 components that matter before your audience purchasing your summit offer ever becomes an issue. And if you didn't generate many summit leads that was most likely your messaging, or the registration page. Not the technical aspects of your summit.

Time to take a step back, take a little responsibility and realize that you probably missed the mark on your messaging or your speakers didn't promote.

Now this is not to say you want to have technical issues, but I promise you having one link break is not going to cost you the success of your summit.

It will cost you several extra hours of customer service work & responding to emails, but not the success of your summit.

And again you can avoid all of that by just using the Virtual Summits Software.

It works. Every Time! It's that simple.

Now we could go on for hours with all the different items or excuses I've heard over the years, but honestly these are the 7 most common myths, wrong beliefs or mistakes that I hear and see on a regular basis.

I know that you listening in to this are not ever going to be one of those summit hosts that make these mistakes because you are a proactive rockstar making sure your message gets out to the world.

But maybe you could do me a favor, next time you hear a summit host complaining about some issue, just recommend they listen to this information put out here in this episode.

That would make me so happy!!

Ok so let's wrap this up with a quick restatement of the 7 Summit Myths.

1. Influencer Speakers matter/build your summit
2. Social media will fill your summit
3. Trendy sexy names are best
4. The summit is the end/be all
5. You can throw together a summit and be successful

6. Summits Need to be super fancy and have all these special gadgets and gadgets
7. If my summit didn't do well it is because of technical problems.

And that will do it for us on today's episode. I highly recommend if you dive deeper into any of these areas that maybe was a little unfamiliar to you.

We have a lot of free resources over at VirtualSummits.com in our resource are.

Plus many of these items I have gone in depth on other episodes of the Virtual Summit Podcast.

No matter what focus on those 8 summit components and you will definitely have a successful Virtual Summit.

Be sure to check out the Show Notes over at Podcast.VirtualSummits.com/048 to get links to these different items and the resources.

Until next time remember your message matters and the world needs to hear it. There's no better way to get that message out to the world than a Virtual Summit. Now go out and make an Impact.