

**Episode 043: How Mulana Lesinski Invented and Created the concept of Virtual Summit**  
**Published Date: 08/09/2019**

Virtual summits are the most powerful online marketing tool available to grow your list, launch your platform, make more money and create an impact in the world, even if you're just getting started. If you are ready to take your summit to the next level, then tune in to the virtual summit podcast with Dr. Mark T. Wait. Hi, I'm Dr. Mark T. Wade, founder of virtual summit software and creator of the one day summit formula, and I'm on a mission to help you the summit hosts your summit out to the world in a powerful and impactful way. So let's get started.

Hello, Dr. Mark to wade here founder of virtual software and your host on the virtual CIO podcast and I am beyond excited for today's episode. I mean, matter of fact, I'm getting excited about this episode, and you're going to find out why here in a few moments.

I do want to introduce our guest Mulana Lesinski, who is with me, we're going to get into some specifics of what she's done and what she's created. But before we do that, I just want to say, you know, thanks for taking the time to be here with us today, Mulana.

Yeah, I'm excited to share anything I can with your listeners that it might want to my favorite topics to talk about. So let's roll. So let's rock and roll. What we're going to be talking about today is about how Mulana actually invented and created the concept of the virtual summit.

Now, she did this a few years back, and we're getting into this because I'm going to let her get into the specific details on this, but essentially created the concept of this that has allowed all of us like myself included to be able to have this ability to use summits in a way to impact the world impact our businesses, and things like that. So when I was doing the way I found out about this, I was doing some research into virtual summit. I wanted to look at the history of some as of course the summer near over here.

I love everything about virtual summits, Telus summits, etc. and when I came across that, not only did I come across information about you creating the first concept of the virtual summit, but they still have a link to your original it tell us summit in the Wayback Machine so I actually got to take a look at it. It was like looking at history in the making. So without further ado, Molina, I would love for you to tell our audience just a little bit more about yourself and then we'll dive dive into the new concept.

Sounds great. Well, a little bit about myself. So I started my business back in 2001. With my very first sale of an ebook on how to create your first business website, and a year later, I quit my job to stay home with my two children, and just became what they are called today, internet marketers;.

For online marketing, and I was fortunate enough to start my business at that time. I'm not prior to that I was a web designer prior to that I was a music teacher in Ukraine. And so I really didn't have any business experience. And through just being able to go online and start my own website and offer my own services, kind of turned me into an entrepreneur into a business owner because you know that in the 90s, in the 80s, there were no entrepreneurship in the former Soviet Union. So I kind of didn't have the word business even in my vocabulary. You know, everything was really super new for me.

But yeah, started a business and totally planned to go back to work when my daughter turned five, but by the time she turned five, I was already making a quarter of a million dollars. And of course, I was not that I was not going back to work after, you know, back to my \$30,000 a year web designer job, and that's how we started.

Yeah, that is really where I am today. Like many friends, many, many iterations of my business happen, it just feels like a lot to summarize. But today I run a company called simplicity circle, where I help coaches, authors, speakers, experts and information marketers develop a simplicity driven business where you can make as much money as you want, while keeping your business simple and fit your lifestyle the way that you desire.

So that is my mission. I find that a lot of people want to have a business want to make it profitable, but they're not willing to grow a big company with a big team you know, a big corporation or you know, even to have anything that takes them away from their life in their family and leads them to burn out.

In fact, very recently, a couple years ago, I walked away from a million dollar company that I built from scratch because I burnt out and so the kind of things that I've been discovering and creating since then have allowed me to work with other entrepreneurs to help them avoid

burnout and still get into selling Vader's virtual summit software makes hosting a summit easier than ever.

The only software in the world designed specifically for hosting a summit lets you set up a summit in a matter of hours with no tech skill or team needed. You can try out the virtual summit software free at [virtualsummit.com](https://virtualsummit.com) but hurry this is a limited offer that goes right in alignment with what you've also done with summits.

You have a program as we were talking about earlier and summits made simple so for those who know summit hosts that are looking to be able to do a summit and keep it simple as we know, you can make it as complex and complicated as you want but I love hearing this so why don't we do what we like, let's take a step back in the time machine, let's get in there and let's go back.

When I did my research, you know, back in the 1990s, they started doing these things called a Telus seminar where you can remember that they used to have those phones on the walls with the dial pad that actually went in a circle and you would call in and you would listen to a person talk on this tele seminar. Maybe they'd have like one other person on there with them and then through the 90s, technology started advancing and things like that.

But why don't you take us from that point through how you actually invented , I know you've got a funny story you want to tell us about let's hear that story and how you invented this concept and what happened during that journey. Yeah, it's actually a really super cool story.

I think it's a really cool story. I attended an event that I was personally invited to, it was a think tank that's the name of the event and there were like 20 people handpicked invited and I traveled to Philadelphia to be with a group of other entrepreneurs. So now I understand it was a mastermind, and we exchanged ideas, and it was a lot of fun. And it was the first time for me to go from behind my computer to actually see other online marketers in person, touch them, feel them, hug them. So it was a very unique event for me, and when I got home, I thought to myself, I really love this I want to create a think tank in my own coaching space because I was working with coaches at that time.

So I came up with the idea of creating a coaching think tank. I bought the domain name, came up with the logo and invited people. So I invited a few people and everybody kind of said yes, but one person said, Mulana I love you and I'll do whatever you want me to do, but why don't you open it up to the public?

And I thought, Oh, I really like that idea. So it wouldn't be just a closed mastermind thinking it would be open to other people to observe and to learn from. And so I said, Yes, I'll do it. So I continue to invite people and as I invited one of the organizers of the original thinking that I went to, he called me the next day and said, I love what you're doing Milano but can you please not call it a think tank? Because if you get successful and I get successful, people will be confused about our think tanks. And so of course, I was like, man, I really love their word thing. Take that's exactly what I think I want to create coaching Think Tank because we think we are thinking.

So I spend the next 24 hours just being obsessed with trying to come up with another word. And I looked up the word summit. For some reason, the word someone came to mind. And summit actually means a meeting of the heads and I thought, that's really cool, because we are all the heads of our industry.

I'm inviting movers and shakers in our space so the summit you know in politics, it stands for the meeting of the heads of the departments, heads of the country's whatever. And so, so I wanted to create a summit and of course, because it would be delivered over the phone. It's a TELUS summit. So what a lot of people don't know is that the original award, TELUS summit had a hyphen in a word, it's only later that it became till a solid, full word and so on.

looked it up? Does the word tell us what exists because I really big on originating, you know having something original so that it stands out I can coin it. And the word didn't exist. The only word I found that resemble TELUS summit was something in German website that has nothing to do with what I was trying to do. So it didn't exist you know it's not it's not like today when I was thinking, Oh, I'm going to create a new word hackathon already exists if that was truly a brand new word at the time, and so I liked it.

Um, I was not smart enough to buy the domain name TELUS summit at that time, but I don't know that it mattered to be honest with you, because after I create conducted my very first Tella

summit, I literally put it together in six weeks in six weeks from scratch. No idea what I was doing. I just invited people came up with topics made sure that everybody was promoting. Everybody said yes, except for one person can I think his name here?

Ellen wise, actually the author of the million dollar consulting, he was not interested. He said he rejected my invitation. And I was not surprised because I was at that point I was surprised that anybody said yes, I was brand new to business but when people were saying yes, and an Allen, you know, decline my invitation I asked, Well, why not? He said, I don't want to be featured alongside with other business owners without with other business experts. In other words, he wanted to be featured, as you know, the Ellen Wise, like only the one and only expert, top expert, and that collaborative idea of a summit did not appeal to him. And so that kind of gave me a clue for what how to position it in the future. And for what color speakers I'm looking for these speakers need to have that collaborative nature and be totally okay with collaborating with others so I can talk about the you know the details, but that's essentially how the word TELUS summit came to mind. I was super happy with it. And it became the TELUS summit now called the virtual summit, because not only can you do it on the telephone, but you can now use Facebook video new, you can do whatever you want. And so essentially, it's a virtual summit.

Yeah, and I love that like when I was looking through the history of like, how it evolved and how you've created how its evolved since then, it was, was just so fascinating to think how, you know, it used to be a TELUS seminar, as I mentioned, one person on the phone or maybe one person and another person on the phone and people were listening in. And then, as technology advanced, we started to have cell phones that people could text in their questions, and then they would answer them on the phone. And then the next evolution was dismissed.

Hello a seminar you were the first person to actually bring together a multi group person on this kind of on a, you know, telephone seminar and continued over the course of a couple days.

Right and again, do you know what was the name of that first, the first Tella summit that you ran because I know people can go back and take a look at it on the way back, Michelle.

It was called coaching TELUS summit 2005. Now, I didn't have the confidence to literally call it coaching TELUS summit 2005.

What I did is I started two years before I started an association and the association was called association of coaching and consulting professionals on the web, ACC power. People made fun of the name but it worked for me and so it was ACC pOH coaching TELUS summit of 2005. That was the original name and I ran in 2000 567 I believe, I took a break into the eight and nine and then I created another TELUS summit in 2010 called Coaching Boom, because by then the word TELUS summit started feeling a little bit more like stale.

Like people, were doing Tella summits and it came with a particular connotation and expectation and not very positive one at that time, just because people were just creating Tella summits left and right and they didn't know what they were doing. They were creating a we can talk about the common misperceptions of what summit hosts are having before creating a summit.

But essentially, I needed to get rid of the word TELUS summit from the name of the event in order to get the attention and it was a huge event. I believe I had 3040 speakers talking about coaching as an industry trends coaching, boom. So yeah, let's look at I actually I'm super curious.

Obviously having ran virtual summits, you know, building them by hand on WordPress and then piecing them together with things like, you know, Click Funnels or Cartwright, and then now the evolution of that having the virtual summit software where you can, you know, quickly put together and run a virtual summit. I would love to hear about what that process was like back in 2005. Actually, building out How did you do that? Because they didn't even have things like WordPress back then. No, so the good thing was that it was a web designer, so I knew how to create pages, right?

There was no lead pages, there was no WordPress, it wasn't like so I created everything from scratch at that time. And I remember in my second summit, wanting to innovate, and so I added I figured out a way to add a chat, so that after a session with a speaker, people could stay Pat like.

.

You know, like the way you go let go backstage and chat with each other with me with a speaker. So I figured out how to plug in a check box, the chat window, right into the page, and I will tell everybody on the phone. All right, go to this website will see you there. And we will just continue to chat. And it was awesome.

The other thing that I added was a virtual trade show where speakers would have an opportunity to present their products. But also sponsors who are not speakers would be able to showcase their products. And I would refer to it throughout the virtual summit calls. And I would say we have amazing sponsors go to blah, blah, blah, to this trade show link and you will see the amazing resources that our sponsors are providing for you.

So I kind of piecemeal that all together by creating pages by making sure that when people sign up at that time, it was a one time Shopping Cart is the program that we used for the, you know, to take payments. I wasn't too concerned with the funnel. Because my motivation behind all of this was the creative part of it. I was not really a technique even though I could design websites,

I was not concerned with automating the funnel and generating income on the backend that those things did not enter my mind until later as I developed as a marketer, right? But I will say to you that the most amazing thing and maybe because Tella summit was new, the most amazing thing that was happening was that when people learn about my coaching TELUS summit, the first thing they did is they would go to my main website, the Association website, and they will check me out.

So as I was promoting my summit, I would get new members from my association, new web design clients, which I had to wait list because I was way too busy with a solid new coaching clients, I was doing internet marketing coaching. And my overall image in the industry was just super elevated.

And most people today do free summits, I sold my virtual summit recordings mark for hundreds of dollars for copy. So you could not there was no free summit, you had to buy a ticket. The very cheap cheapest one was you had to be \$97. And that would allow you to call in and actually listen in a lot of those. And then you could buy \$497 you could buy recordings, CDs that would actually produce CDs and albums. I still have some copies of that. And then for \$497 you could sign up for all of that plus a post summit mini coaching experience.

A 30 day coaching experience, and I sold a lot of that. So I really build that multi tier experience for people to participate in the summit. And I think what made it work really well at the time was because coaching was an industry. I don't know that coaching is an industry today, because there are so many types of coaches, and anybody can wake up and call themselves a coach. But at that time, the word coach actually meant that you do coaching that you probably either completed coach training or you're planning to complete your training, that you understand that coaching is an industry.

So it brought everybody in the industry together. And even the international coach Federation promoted my summit. Two years in a row. Yeah, I mean, that was my first year that I hit six figures and I celebrated like, I just want to make sure to check out the speaker management tool inside your virtual summit software which lets you quickly and easily recruit and manage your speakers on your virtual summit. Literally eliminating hundreds of hours of work, gets more information at [virtualsummits.com](http://virtualsummits.com).

Well, that's such a huge landmark right there. And again, like I hope all of our some of hosts listening in are as good as I am because I'm sitting here listening to you talking about the creation of things that we all use. And every day now like we like, you know, you don't do a summit without having conversation and then how you enter the chat bot and then how do you are the chat box and then you know, all of these pieces that you essentially, you created it and then that template lived on, even now, like, it probably means a lot to me, because one of my core values is to leave a legacy and I mean, you have left a legacy.



This is something that will live on and I think it brings another amazing question up is, you've been able to see like, see the Evelyn summits, you you're the first one you ran was in 2005. You've been consuming it in your mind in 2004. And you've seen the iteration of Tella summits to online summits to virtual summits. And can you talk to us about a couple of the evolutionary.

You know what, what has evolved in a good way that you've seen so far? Yeah. Well, let me just start by saying that the evolution started with my second year doing summits where one of the speakers that I invited told me Mulana virtual summits are now a thing of the past. You know, people are tired of seeing that now. That was 2007 So I invited her 2006 for the 2007 summit, so I guess it was my third one. So by the time I held my third one, one of the speakers decided it is just outdated, it's old. And here we are in 2009 team and they're going strong.

People are not only doing someone's been making a ton of money doing virtual summits right. What I started seeing and you know, this is one of the reasons that led me to create my summit made Simple training is how the idea of a virtual virtual I'm going to call it virtual summit because there were TELUS summit was great for that time but today they are called Virtual summit. But how the purpose of virtual summit has been?

I want to use the word misused and people who don't really understand how to, you know, the purpose of a virtual summit. They actually struggle a lot with putting their summit together. And so I felt like I needed to bring it back to the origins because over the years with started happening, and I started noticing it.

Let me just go back for a second. In 2006. I was invited to teach summit still summit at an event called the power of collaboration. I was one of the three people, three hosts of that event, along with Michael Port and Andrea Lee. We put the event together. And I was speaking on TELUS summits. And it was like 65 people in the group in the audience in Manhattan. And it was a lot of fun. And those the first time I realized that, wow, it's not just my TELUS summit, people

actually want to do summits and there's something to it. But what I noticed afterwards, is people took the idea that they saw on the front end, and they turned that into a summit and what people saw on the front end is, oh, it's a bunch of interviews.

And so suddenly, summit started being seen as a bunch of interviews. So you could see a summit of like, you know, 20, top level speakers, motivational speakers, speaking on life, success, career, parenting and relationships, like Well, okay that can be a summit. But it's not quite what I mean by a virtual celebrant,

TELUS summit, and other people who are creating summits for just the reason of building their lists, which means that they would get all these people with big list and they would create a mishmash of an event, as long as people were promoting so now, and it helped them at the time, but it actually affected the reputation of a virtual summit because I don't think it's a purely built list building event. I don't think it's just a bunch of interviews, it is so much more and if used correctly, it can revolutionize your business, your positioning in your in your industry. I mean, you have a lot of power as a leader as a niche leader in your space. When you do a summit you can impact how people see the industry, how people think about different hot issues in your industry.

By simply bringing together highly impactful speakers, but do it in a way that they're not just creating, they're not just coming together to promote the event. They're not just coming together to be interviewed about the life stories, but to actually make an impact and create a wonderful product. So when you approach it from that perspective, then it becomes really awesome. But yeah, over the years, I've really seen some hands go up and down.

We talked a little bit about a few people that you and I both know. And I remember a few years ago, I was at his event at one of the Christian Michael Simmons events. And a woman stood up and said, I teach people how to create a very powerful and profitable summit virtual summit. And everybody who knew in that room that I was the originator kind of looked at me, and I remember feeling a little weird. Like wait teaching it should be teaching. and so a lot of people were teaching summits to, they would have a successful summit then they would go teach. And

so all these new ways of looking at some words started impacting the original vision. And so a lot of people do struggle with virtual summits, they try to put one together and they can't. And that is because they don't understand or they were never taught the original purpose and thinking behind the virtual summit.

And so that's what I created some with Made Simple is to really not only to show that it can be simple if you start right from the very beginning, from even coming up with the top of the summit, all the way to how to treat speakers, how to approach speakers, how to choose topics, and how to present topics on your pages. I mean, all of these things have to come from a different place, then I'm just going to build my list. I'm just going to interview a bunch of people. Right? So I don't know that this is quite an evolution conversation, but it's definitely part of it.

Yeah, and I mean, that is that actually, it's taken us back to the roots of it. So if anything, it's, you know, looking at how they origin This is what's so great about it is like, very rarely do we get the opportunity to go back to the most condensed or concentrated version of a topic. I mean, like, where do you go back to look at digital marketing or copywriting you know, you gotta go back to thousands and thousands of years. You can't You can't tap into that source anymore. But to hear how this created, how you create it and see how it was originally viewed or designed, it is super impactful. But I also love the fact that I'm you know, I'm trying to think of it in some degree from your position. You know, you're kind of the mother of summits, right like you, you create

And you've heard them and just like children in a way, they've all gone and they've they kind of in a way grown up and to everybody so we need to really let me money back. Thank you, by the way for calling me the mother of thumb. It's not a grandmother.

I'm not ready for that yet. Um, but yeah, absolutely. People have done, you know, gone and did their own thing with summit without really understanding. You know, I think people were looking at and trying to reverse engineer by simply looking at what they're seeing. And then there were a lot of teachers who teach summit a lot of those people You and I both know.

But again, they approach it from those two misconceptions, Miss guided notions of a summit being a pure list building event, and a summit being a bunch of interviews. And it's neither one of those things. It's part of it. It's what you see on the outside, but there's so much deeper purpose. And when you know those ideas and you understand them, you're someone who's going to look very differently and be much more successful and profitable as a result of how you approach it.

Yeah. and I agree completely even with, you know, now at the virtual summit software, which makes it so easy for anybody to create a summit. I always tell them, You can't just go and create a summit. It's not it's not just because you can put it together does not mean it's going to be successful. You need to have, as you've already mentioned, the strategy, the concept, the vision, you can't just throw it together even though the software allows you to put it together in two hours.

You don't have the strategy or the direction of view where you're going, you're not going to get the success and actually that does create a little bit of a you know, a negative connotation for a lot of us summit host because people are going oh, well summits don't work. It's like, of course they work like you know, I just ran one with 50,000 people on it, you know a couple months ago. I've got friends that have run hundred thousand

In person summit, you know a few months ago so that is one of my friends actually said who is a virtual summit consultant He's like, if summits are dead I don't know what I'm doing every day because he puts on hundred thousand person and you know virtual summit. So what do you think about it a virtual summit is just an event and events will never be dead. Somebody told me when I said I'm going to create a training on someone's Made Simple on virtual summits. She said to me, Oh, I thought TELUS summits were dead. And I said, Well, if summits are dead, then events are dead. If summits are dead, then TELUS seminars are dead.

Right? So it's, it's how you position your event, and your speakers and yourself and your topic and the vision behind doing the summit. Like you have to have a reason why are you doing a summit beyond Liz building? What's the reason because there's something important that you want to communicate to your audience to your industry to your marketplace.

Let's pull it out of you and turn that into your summit vision. Yeah. Well, let's let's go even further with that, then I think we have so much knowledge in front of us right now having you here on this is interview. I'd love to hear, you know, what are what's another concept or a strategy that our summit hosts that are listening need to make sure ensure they're doing before they ever even get started with the summit?

How should they be preparing to put on a successful virtual summit? Yeah, well, you know, I teach five steps and I'm happy to go over them briefly for you today. But the most important thing is to know why you're doing a summit and how it fits into the bigger picture of your business. Right. In fact, I remember talking to this person who said the summit's are dead and thinking.

What would you do? What are you doing instead? What do you recommend and said, and she said to me, we'll just do online challenges. They're really hot right now. And I was thinking, yes, I do challenges. I've done like five challenges over the last two years that were really great. But I did them after I already have my brand, my product, my list, my JV partners, then my online challenge was successful, but because you have to have a way to let people know about your challenge. So it all comes down to your network. And, you know, positioning.

So I'm just saying that there's always going to be a place for virtual summit, because the virtual summit is simply a way for you to bring people together. People who have shared interest experiences, target audience, and they all have opinions and people love sharing opinions, right? We all do. So that's an option.

Join me for your summer guests for your speakers to share their opinion on something that you want to shed the light on. So I can go over my steps really quickly. And of course I go into much more in the program. But there are five things that I focus on the micro them the first one is choosing the right theme, choosing the hot theme that will make your summit stand out and shine. I think that begins by picking the right theme is a pleased 50% of success of your virtual summit. And you know, I give people the formula for landing on the right theme, and it will

make everything else much easier to actually create yourself within to generate much bigger results.

And the reason most people struggle with themselves is because they chose the wrong theme. If you choose the right theme, you're going to be having a wonderful time getting a yes, from every speaker you invite, they will be happy to spread the word and promote your summit. You'll be making money on the back end selling recordings and other products. So everything will start falling into place with the right thing, choose the wrong theme. And you will end up saying some until work. I couldn't get speakers to promote, I couldn't sell any recordings. Nobody registered. Right. So the theme is everything. And plus the theme needs to support your business, right? There's no such thing as a standalone summit. Right? You have to really make sure that it's part of your business and supports your business, support your speakers, because that's the only way they'll speak and it supports your audience. Right. So there's three people or maybe four and supports your industry, right your overall industry right. The second thing that I like to talk about is designing your summit for success, engagement, unsolicited testimonials and revenue, so I'll never forget Mark when I got done with my first panel discussion in my very first virtual summit my TELUS summit, and I hung up the phone, and I opened my email. And they were email after email.

Bravo. Well done. amazing, incredible. Oh my god, oh my god, bravo. This is the first time I'm getting testimonials that I don't even ask for. How do you design your event to get unsolicited testimonials? Right. So what I see a lot of people do now is they just do interviews. And then they post interviews in the Member Area or whatever that is, and that's it. Well, that's not an experience.

You want to design an experience where people are engaged, seen and heard. They, you know, you build a community, then a big part of your design in yourself. But as you build in that community, you bring people together, right. And of course, the signing bonus is that you position yourself as the leader of that community, which is awesome for all of your you know the rest of your business. So designing your summit for success in a way that people are engaged.

The third piece, Nicole, pillar number three is finding and inviting the right speakers who will serve your audience and eagerly support you. I was so happy that Alan Weiss said no, because he would be a nightmare for me to chase afterwards, right. And so I actually teach people that you don't necessarily want to have an A level speaker. That's going to be a nightmare for you to pursue to collect information from, you know, because you need their biography. To introduce them you need a link to their free gift.

If there's something they want to give away, you need to know what questions to ask them on top of any research that you're going to do any homework you're going to do. There's a bunch of things you need to get them to the actual recording, right. So finding the right speakers and knowing who invite is going to be very important. So pursuing a level speakers is not necessarily can actually hurt your summit. If they don't show up and you already promote the fact that they'll be speaking right. So actually give you a criteria for selecting the right speakers who will enhance your summit and raise its quality right.

I'm going to reveal one little secret that I see many people don't understand. What they do is they invite speakers first. And then they decide what the speaker is going to be talking about. I never even had that thought to me. The summit was probably, So the very first thing I did was I laid out the topics that I want to cover, then I would find the right speakers to match the topic. I would approach somebody and I said, Hey, David,

you know, I really would love for somebody to talk about the biggest mistakes coaches make in building their practice. And at first, he was taken aback at that time, he said, I never had anybody approached me and actually give me the topic. Well, usually I get to choose the topic. And I said, Well, I need this topic. Do you want it or not?

I can find somebody else to cover this topic because I want this topic to be covered in my summit. So I really looked at my audience as you know, these are my peeps. I need to take care of them. I want them to learn about the biggest mistake. Do you want to speak about that? And he said yes. And you know, he was on my stomach for a few years after that.

When CF ever summit feature inside the virtual summit software, you can use run your summit as if it were live ongoing forever with one click of a button. This now lets you continue to use your summit forever. Bringing in qualified and engaged leads every month into your business, gets more information at [virtualsummit.com](http://virtualsummit.com).

Today, that's the thing that something that I talked about in the speakers then pillar number four, I'm just looking at my quick checklist here. monetizing your summit. How do you profit from your summit in a way that monetizes your time efforts and your creativity and actually allows you to build multiple streams of income from the summit? Actually, let me.

I'm going to grab a book. Because I wrote a foreword to this book. I thought that was really cool. I didn't write it. It's written by Lisa Barnes. But I ended up buying a few copies. She's no longer in a summit business, but I thought there was a brilliant way to so this is something for you to learn from as well.

She doesn't actually teach you the details of how to do a summit, like from the management perspective or anything like that. But she does tell you show you how you can create multiple streams of income from a virtual event like a summit and I ended up writing a foreword about how I came up with the summit. And I thought that was really cool here.

Before I went from the book, but I thought it was a brilliant book to write at that time. And the way that you monetize your summit is maybe a little different than what I originally came up with. I sold every level of a summit participation, including the level that is currently being given away for free. The reason that people are giving away their summit for free is because it's not that valuable. When you interview a bunch of people, and you end up with a bunch of success stories of some people. You know, it

Not a valuable product. The reason I was able to monetize it is because I really did a great job on selecting topics, coming up with questions that would allow each speaker to go deeper into the topic. I mean, it was a real training. That's why I was able to sell it for \$97 \$200 \$300 \$500. Right. And by the way, I continue to sell those recordings all the way until 2014, four years, 10



years after my first summit, I continue to sell those recordings as CDs as virtual digital recordings.

So you need to create your summit as an irresistible offer. That's the fourth one and actually teach seven different ways that you can generate income from your summit before, during and after. There's a lot of ways to do that. And then the fifth you know, the number five big aspect of the course filling your summit with attendees

Who will become your fans and buy everything that you offer next, right? So I give you like four different types of summit promotions that you can activate. Because a lot of times we rely on the speakers to promote the summit. And although it's the primary way, it shouldn't be the only way. There are other ways to do that.

Unknown 42:22

The big thing here is to understand what makes guest speakers want to spread the word about your summit. This is the reason we have to chase our speakers for a lot of people who do someone's they end up chasing, Will you promise to promote Why don't you promote? I don't know because it's just another interview is another summit. I don't care. you promote me it's your summit. Right? So I actually teach you how to understand you know how to really know what makes a summit speaker be excited about promoting and it really have to do with how you position the summit? The speaker the topic, right?

If you are invited to a summit of you know the movers and shakers of the coaching industry oh my god I'm so honored Of course I'll promote it right because I'm part of it that's just an example the positioning it correctly is important. So these are the five steps that was I mean absolutely incredible and I in to get all this information you know that Miulana is talking about like the links for example the book and also to her her course some it's made simple and all this information. We're going to have it over in the show notes podcast dot virtual summit calm so you can grab the links there. Or if you want to go back and review of any of this information will have everything outlined for you right there. And Milan, I want to be respectful of your time. So would you just let our audience know where they can find you? Like, where are you hanging out with? What's the best way to get in touch with you if they want to, you know, maybe pick your brain further or look at you to help them with their summit coming up? Like

where can they find .Yeah so I have a free virtual summit planner that people can download just go to someone's made simple calm you can grab the the planner there's also an infographic there that was really cool I created a right before creating the training program it's called five strategies that make your summit sell and they're based on the things that people are doing wrong today with their summit so it's a it's really like course correction information for you to really look at but yeah, someone's Made Simple calm. If you just want to learn more about me, my website, my home my home site is simplicity circle. com.

Excellent. So you've heard it right there summit hosts go check into Milan and make sure you reach out to her on social let her know. Thank you. Thank you. Thank you for creating this amazing industry. We're all benefiting from right now.

Thank you Bill on I appreciate that very much. And thank you for taking the time out of your your schedule to come help all of us summit hosts listening in. And I want to thank all the summit hosts that are listening in right now. Thank you for being on this episode listening to me and Mulana and we'll see you on the next episode. Thanks for listening. Don't forget to subscribe and leave a five star review on the virtual summit podcast. Head over to the show notes to check out all the links and resources from this episode. And be sure to grab your free trial of the virtual summit software.

Now I want to end this episode by saying to all the summit hosts listen 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. See you on the next episode.