

Episode 69: LIVE Summit Consultation with Brad Powell

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Speaker: Brad Powell

Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summit Software and your host on the Virtual Summit Podcast. I'm excited for today. We got a different style of episode coming out. We are going to be doing one of our newbie summit consultations where you're going to be able to hear me or watch me live, go through a consultation here with, Brad Powell, who I'm really excited to have here with us. He was one of the people selected to come over and have this consultation on the Virtual Summit Podcast. So he's a brave soul. Thank you Brad for being here with us today.

Brad Powell: That's great. I'm really happy to be here literally. So I would be the poster child for a One-Day Summit.

Dr. Mark: Absolutely. And that's the goal. So he, he's a brave soul coming on allowing us to record this as we go through his idea, his topic and all of you listening in, you can essentially pull out your pen and paper because you're going to have a lot of these same questions, same thoughts, and you can kind of sit there on the side with us and have this virtual consultation as well.

Dr. Mark: So we're going to kick it off. You're going to hear me now moving forward with Brad and his topic idea. So let's jump in. All right, Brad, here we are. So let's start off with why don't you kind of give me, um, a brief kind of idea, like what's your industry, what's your niche? Give me a little bit of background on you and then kind of what your summit idea is. You don't have to give me everything about the seminar idea cause we'll dive into that a little more. Just give me a little background so I know where we're going.

Brad: Okay. So I work as a video consultant and a video coach. You can kind of think of me as a personal trainer for making video and I like to work with business people who are wanting to grow their brand online and help them do that using really simple tools and good storytelling with video. And my summit idea is to create a summit around how to grow your brand and monetize your brand using video. And I think the One-Day Summit formula is a really great way to do this sort of right out of the gate. It seemed really simple and much less daunting than something much bigger. So that's what I'm after. What I'm excited about is that a little bit different than other types of summits. I'm going to be able to do video reviews as part of each interview. So the whole goal is to show best case practices so that as I'm talking to the different experts in the different ways that you can use video, we'll be talking about things that they've done, either themselves or with their clients and actually be able to show those actual videos. So people will be able to see, Oh, that, that's the way that works.

Dr. Mark: Excellent. Um, so we're obviously, we've defined, we're looking at a One-Day Summit. Um, what is the, two questions here, what's the end goal? Where are we going to be taking this audience? Well, actually we need to determine is this a list builder or is this a space? Is this a premium One-Day Summit? Is this like what's the, what is the type of One-Day Summit we're going to be running here?

Brad: Uh, it's mainly to build a list. So it's a free event. And then I will be, um, and in terms of a post summit strategy, nurturing people to come into a group program, which will all be about video branding.

Dr. Mark: So is that like a, a membership or um, a one-on-one coaching or online course?

Brad: Well, it will include a membership. What I'm actually offering as a bonus is that I do have a membership site and uh, everyone who upgrades during the time of the summit will also get access for a year in the membership platform. And then that group of people, I'll be nurturing into, going into a, an actual group training course group coaching program.

Dr. Mark: Nice. Um, okay, so then we're going with a list builder. We are going to be turning that after the summit into a, uh, so again, the, the clear offer after the summer that you're going to be selling is a group coaching program?

Brad: Correct. That's correct. Yep.

Dr. Mark: And can we get, like, would you have price points on these that you're thinking group coaching and then the summit?

Brad: Yeah, well there's summit upgrade will be, uh, I'm looking at, before the summit happens, it'll be \$47 to upgrade and then \$100, uh, once the gate closes. And I will actually close the gate the day of the summit, but I intend to do flash sales during the stream. So it's like, okay, in the next 15 minutes you can get it for the original half price and try to drive purchases that way.

Dr. Mark: Cool. And then so we've got the One-Day Summit we've got, who's the avatar of this? Who's the ideal person who's going to be watching?

Brad: Well, the people I'm looking for primarily are either business owners who are wanting to again grow their brand using video and or marketers who are working, you know, digital marketers are working for a company and they want to use video to grow the brand and develop a personality, uh, piece for their company. And a couple other presenters I have are actually gonna have to speak directly to that because this is the kind of thing that they've done really, really well.

Dr. Mark: Cool. And then what's the, what's the actual problem that the avatar is suffering from?

Brad: They're not visible enough, you know, there, uh, they got a great message. They've got a great mission, they've got a great business, they've got a great product and they simply are just not out in front of enough people and, or they're suffering from, you know, doing traditional marketing methods that aren't working very well or they've been trying to do online marketing with social media and it's not getting good results.

Dr. Mark: So help me, help me with how are they like, so what is the, I and I understand the problem, but this is a part of the messaging we're narrowing down into here is what is

the actual pain point? Like what are they, because most of them are going not going, I'm not visible enough. They're saying I have X or like my cash flow is low or so. What's the thing that they're saying or thinking that they're suffering from?

Brad: Well, if they're, you know, client-based, the main thing that they're thinking is, I don't have enough clients or we don't have enough leads. One of those two things, it's pretty universal. Um, most people are, are in a place where they're just not getting enough leads.

Dr. Mark: So if we're, if we're going to be using kind of that direction or that terminology, it's really important to really narrow down on who the avatar is. So, cause we've talked about like business owners, entrepreneurs, small, small businesses, you need to, we need to know who that person is because you need to be talking to them because if not, they're gonna go, Oh yeah, you know, like they're getting hit with that, right all the time. Like you need more clients need more leads. Like yeah, they don't even pay attention. We need to say, Hey Brad, video story consultant, are you suffering from X? And they're like, Oh my gosh, they knew my name. Like that's what we're looking for. So who, okay, let's work through the avatar a little bit more because I feel like that, that nothing else matters about moving forward until we're clear on that.

Brad: Okay. Well, um.

Dr. Mark: And maybe this will help too. Like sometimes I'll like what I'll ask is who's, who's one of your favorite people to work with because ideally you're going to be working with these people.

Brad: Yeah, I mean a lot of my clients been coaches or consultants and they're terrific at what they do. And they're suffering from either camera shyness or they're just literally afraid to show themselves in a lot of different ways. They don't really like going to networking events. They don't like to stand up on stage. They don't like to get in front of the camera even though they're just brilliant at what they do.

Dr. Mark: Like introverts potentially.

Brad: Yes. Right.

Dr. Mark: Yeah. And I apologize in advance. I should have said this before we kicked off because we are limited on time. I'm going to interrupt that time. It's just to make sure we can keep getting the information because I want you to get the most out of this, this call. Um, so when we, you said coaches and client and we're on to something really good here. You said coaches and clients. What industry, let's go pick one. And what industry?

Brad: Well, I mean the coaching industry itself is pretty broad. I mean a, a lot of my clients are more in what I would call the transformational coaching realm and you know, it could be as narrow as, you know, health and fitness, but I'm not, you know.

Dr. Mark: Well here's the thing, the One-Day Summit, and I'm not going to say a half to get that narrow, but you could totally get the, I like transformational coaching. We've now that's much different than business owner, right? We're, we're getting somewhere with this. However, I will say just for you to like note down in your mind, you could take with one day someone's, because I mean five, five speakers, right? Five to 10 speakers. You could and it's way more specific if we're talking to transformational coaches in health or health care or dentistry even, right? Than transformational. So later you may want to test that with a different niche or industry because you also are going to be able to build those strategic partnerships with people specifically in that industry and then specifically in this industry. So just keep that in mind for the sake of time here.

Dr. Mark: We'll stick with transformational coaches. I like that because the, how the wording is going to be way more specific than even coaches in general. And I like where we're going with this on the camera shyness, right? So in other words, introverts and, and I think we're kind of there. We won't spend too, too much more time on this aspect. Um, but you'll want to, you'll want to massage that and go deeper with it. The point of that, like what I liked about what you were saying is you were, you were going to tell me a story and that's the best thing is when you can tell a story about a specific person who's like, who's an introvert. And maybe in, maybe that's your story as well, or maybe it's not, it doesn't have to be. But when you can tell that story about the person who's literally filling their handshake, their palms are sweaty, they've got the mic setup in front of them, they can see their face on the camera and they're like, what am I doing?

Dr. Mark: My blood pressure. I can see my blood going out of my face. And I did. And you can talk to that level. That's when they see that and they go, it doesn't matter what, it doesn't matter what else you're, you've got just your mind. You're my person. Let's go. That's the first start to a relationship is to understand them. So that's kind of the level you want to get to. I usually will talk about, and this is, this will be important as well for your summit. Um, the, the different air, like the different places they're at in their journey before they meet you. Okay. So we a lot of times talk about where they're at in our journey in the journey after they meet us. We want to talk about the success debt, but that's gonna be more in, you can tie that into your summit, but that's more about the post summit profit strategy.

Dr. Mark: What we want to do to get them in is what is the one or two experiences they've had? Like, like we'll pick one for example. Like I'm looking at my calendar and it's completely empty and I need clients. What did I feel at that moment? Like what did they feel and they knew they needed to do whatever it is they needed to do and they went to do it and they had that emotion. If you can talk through that story that that's where we want to get to. Right. And then maybe one other one where they're like, if I don't pay the, if I don't get another client this week, I can't pay, I can't pay rent next month or next week, whatever. How did they feel? Okay, so we want to talk about that and all, you know like where I'll dig deeper with people usually, but we, we won't get in this for time sake is I'll also ask like what was the conversation they had to have with their spouse at that moment because usually they remember that conversation and that had direct emotional attachment to it.

Dr. Mark: If we can tie into that, like honestly you've already, you already have them. And here's the best part about that. Like we, we talk a lot about telling the story, the summit story. So that's the story we kind of want to tell and you can incorporate that into your email communication. You do that. They don't even actually have to attend the summit to be ready to move forward with you. So that's the beauty of the story. Okay, let's cut package that. We got this over here. Um, I wanna work a little bit more on the, let me actually ask you this cause I'm jumping in this. Maybe you have some specific areas you want. Usually I dive into this first because if we talk post some profit strategy or summit offer or whatever, it doesn't really matter if we don't have this narrowed down. But do you have some specific things that you're wanting to get out of this?

Brad: Well, this is it. I want to make sure that my messaging that's going out before the summit is this as good as it can be. Otherwise the rest of it doesn't matter.

Dr. Mark: Perfect. I just wanted to make sure you weren't like Mark, shut up for a second and just tell me this one thing about speaker recruiter.

Brad: This is actually the part that I want to focus on the most.

Dr. Mark: Perfect. So we're going to keep going in this direction and this is, this is where I would want to spend time anyways cause like you do that if we don't narrow this, nailed this down, nothing else really matters. And honestly, when you have that nailed down, like I was just saying, sometimes they don't even have to be on the summit to have success.

Dr. Mark: So, okay. So let's go now more to the summit concept. Okay. So we've narrowed down the avatar a little bit. We, I, I understand the topic and where we're going, but, um, the problem that know we're, we're, we're, we're talking about this is a transformational coach that needs more clients, but we're obviously not going to call our theme our summit. That, right. Cause that like if they see, get more clients, get more leads. I'm already too now, cause I see that thousand times every day. Right? So how can we break that problem down even more into something that's really painful and, or there's two aspects I usually look at and it depends on your personality. We can go with either one. What's something that's confrontational or something that's just not ever talked about? The reason I say that it's like, for example, you know, like people will be like, you're not, like, if you're familiar with like the Russell Brunson Clickfunnels one funnel way thing, there'll be, you're not one funnel away.

Dr. Mark: And it's like, what did you just say something contradictory to Russell? And then they'll take like, so something that's going to break through the noise. So like having that in your mindset, either confrontational or something that's just not talked about. What is something in that scope of the problem getting clients and leads and, and, and, and whatnot.

Brad: Hmm. Well, let's see. Uh, I mean, what I see out there right now in terms of video is that the people who are making video are generally failing or flailing. You know, they, they make a video and it's crickets. No, there's not very many views. They're not getting any engagement. There's just not much happening. So the brave ones, the brave few who

are out there actually pointing the camera at themselves and doing stuff. Most of them, yeah, 90% of them are just kind of flailing and they have no idea how to do it or what to do or why it's not working. That's one whole theme that I see. And a lot of the crowd are just too afraid to do it there. They're like holding back and hiding.

Dr. Mark: So now we've brought up a good point here. So which one of these two is it that we're targeting?

Brad: Well, I would prefer to target the people who have already taken the step to give it a try because they're going to be easier to coach.

Dr. Mark: So are these still are introverts that are just, they just, they're struggling. Some are like, there they have, they feel the pain so much that they're doing it anyways. Or are these a different type of person?

Brad: Uh, well that's different levels, right? I think that there's still, I mean most people are still holding back and they're still camera shy to a certain degree. I mean I think camera shyness is really common and universal even though, you know, even though [inaudible] has been performing and doing stuff in the film.

Dr. Mark: Let's jump into this person who's already starting it. And the like, here's the thing, the, like when we talked to this one person, let's just call him Jim, when we talked to Jim, we're going to get Bill and Steve and, and whatnot are going to trickle in any ways. But if we're, if we don't talk to Jim, we don't get Jim or any of them. So we've got this shy person we can package over here. And maybe that's one, you do a specific One-Day Summit to later. But if you're saying, let's get the person who's already moving forward with this, that's not specifically that person. So what is the challenge? We, and you've already mentioned that to some degree, the crickets, the videos aren't failing. So what are they feeling? Let's talk about what they're feeling.

Brad: Well, the thing that they fear is that they're putting all this work and it's a complete waste of time.

Dr. Mark: Okay.

Brad: You know, the, in fact that's the way they regard social media in general. It's like, well I'm, I see social media is kind of a necessary chore and I'm putting all this time and investment into it and it seems like a total waste. And like it's just not, I don't see the return.

Dr. Mark: So what our coaches, we're still going to be targeting and transformational coaches. What are they typically doing that other than video that's not working? Like the things that they have to do that it's just not working.

Brad: Uh, many, many of them are posting on Instagram. It's really easy thing to do, posting on Instagram and, and, or their posting there on Facebook and doing Facebook, social media stuff of one kind or another. And maybe they even have Facebook, they have a

group and the group isn't very active. You know, they've got a hundred people in there and it's still crickets. And, um, so they're just sort of looking at it with wonderment going, why isn't this working? What do I need to do to make this go?

Dr. Mark: And then, keep going.

Brad: Uh, and then when it comes to, like, if they've tried video they're, they just have a big question mark about it. They're just like, okay, so here I'm trying it. I've made you know, 50 videos on and nothing, I've even talked to people who are like, they made a video every day for a year and nothing really happened. It's amazing.

Dr. Mark: Wow. So we need to, we need to pull something out of this that's gonna end, and you may have to massage this more after this call, but we need to pull something out of this that's gonna catch their attention essentially. Like we, what we want to do is we want to meet them where they're, they're thinking and where they're feeling. So they've gotta be thinking, you know, something's not working for them. Yup. And then how are their feeling? And we want to create the summit around that. And I, like I said, either controversial or, um, um, something that people are not talking about. So like what I was kind of thinking of are going for, and this is not the right thing, but like why video is failing you or why, why you're not good at video, you know, something like that that they go away like or why you shouldn't be doing video. Right? Like so for, you know, like something like that. Like, and then of course we're going to teach them everything they need to know, but we need to meet them where they're at with the pain point they have and what they're feeling. So you're gonna kind of, you know, let's jump into some of the topics that they need to know to solve this problem. Let's kind of move into that.

Brad: Okay. Well one of the topics that I'm looking at are they have to get their messaging down really clear and need to, part of the messaging in terms of how they communicated is through storytelling. So we need to figure out what story they want to tell her, what stories they want to be telling, and what are the different storytelling styles and they need to practice so they're comfortable with the medium. And so they need to get into sort of a very, you know, ritualized thing where they can just practice and it's done without thinking about it too much. And then they need to think about the style of video making. They want, you know, they could be doing interviews, they could do talking head, they could do documentary style, this, those kinds of things. And um, you know, beyond that, I mean the advanced parts are, you know, a little bit about like which platform are you going to focus on, you know, which, cause there's several video platforms that you can use that are all different. Yeah. And then how do you scale it? Like once you're doing video, how do you start reaching the audience?

Dr. Mark: Actually I just had a couple of things pop up and I like these, these, these are actually pretty much spot on. I, I really like where these are going. Two questions. Is there a platform that you don't recommend that people are using or that you think is a waste that people are using? Cause that could be one of those kinds of controversial standout things. Like why you shouldn't post videos on Facebook for example. I don't know. I'm just saying.

Brad: Yeah, well it's, it's more of um, like okay, the answer to that is not entirely a no, but they're, each platform has its own limitation. So I could say, you know why organic video on Facebook is never going to do anything. So that's just as one example.

Dr. Mark: Okay. If there's not a really solid no or yes on that one, I won't waste our time there. But what I would say is you could actually have an individual One-Day Summit just on, on that. And you could be like, why Instagram is no and do it all on Facebook. Why Facebook? And then do another one on why Facebook is no. And do it all on Instagram, just right. And again, that gives you the opportunity to reach out to the Facebook experts, the Instagram experts, et cetera. So then, um, the other aspect, let's, let's look at it like this then, what is it? What is the thing that they're doing? Let's say they're doing the videos, so, okay, like this is the, the odd avatar, but something they're doing is not working. Like one thing, like what's one big thing that they think they're supposed to be doing when they're doing their video that they're doing wrong or they're not doing correctly?

Brad: Yeah. On, well, the biggest mistakes are things like they're broadcasting you know, as in they're talking to, they're treating their video like a, like an ad. So they're either broadcasting and not engaging. So it's a broadcast instead of a conversation. That's one big thing. And or they're treating like a commercial where instead of giving value, they're trying to pitch right away

Dr. Mark: And like, I'm, I totally agree with that. That's fine. I'm like, where should we go with this? So what I kind of like on this then instead of taking more of like a controversial angle, obviously is more just like why video's failing you or why maybe it could even be something like why you're not cut out for video, you know, or.

Brad: Or why do you think you have a face for radio?

Dr. Mark: I like that actually. Or, or you know, maybe actually in this topic, like normally I'm, I'm more of like just on the pain point, but I think we could cover the pain points very well with the story. So like you know, maybe like a sub title or in your homepage video and then everything else that's going to be communicated. Maybe this could, here's the one thing, like maybe this could be pretty specifically on how to, how to make your videos not suck or something like that.

Dr. Mark: Right? Or how to make videos actually work. The one thing I would have, I would say is that in the, like the messaging under that has to be very clear to the avatar, which means you gotta be super clear on the avatar because there's other people out there saying that type of thing. So I'm all, I'm always kind of looking for like, what's the thing that nobody's saying or that's gonna just grab headlines. If we're gonna say something that's kind of already out there a little bit, we need to make sure that it's pops with what were like the call to action.

Dr. Mark: So I like the, the subcategories underneath this and with the story, Oh, one of the things that popped out into my mind, I wrote this down, is, so we talked with some of the stories. We've got the summit acts, a summit story arc, which is the overall story. And I

would pick that one avatar and I would tell that I would tell each of these segments from the story of that avatar, right? So the way we want to look at summits is like, is like a Netflix series, right? Like a movie, characters. You're the guide. The audience is the hero. Our speakers are our mentors, right? So we want to tell the story along that One-Day Summit from the avatar's perspective. So we're, we have Jim and Jim is at every part of this story. Okay? We don't go from Jim to Mary to Sam. Jim. And Jim, which is great is because now we know how to either interview or we can have our speakers provide the correct information is this person right?

Dr. Mark: And we can talk to Jim about what he's doing because you know Jim or whoever the avatar and you know the mistakes he's doing there, he's, he or she is literally going to be watching your summit going. It's like he's been watching me, which is kind of creepy because maybe now with Facebook, Google, he can watch me. I don't, you know, whatever. Like that's the guy we want to be in their mind. Okay. So there's that and we have the summit action arc, right? That's the experience or the adventure we create. And with yours, you have a lot of opportunity to create an experience or adventure because you can have them do these things. Your teaching, have them do small aspects of it and we call this like a feedback loop. It's, it's being, it's a instead of a passive experience, it's an engaging experience.

Dr. Mark: So when you were talking about like there's different practice or styles or different platforms or whatever, you can have them do like small, like do a ten second video of you doing this one technique, post it here, there. When you do that it increases, the engagement skyrockets which increases the conversions on the backend tremendously. So make sure you tie some of that in. We've got this story, kind of the overall story idea. Um, the one thing I'm just not like super set on yet is like the overall kinda grabbing of the theme, right is I think everything else I think is going to be pretty much a breeze for you. Like you can easily get a specific speaker. I honestly think the best idea. Do your first one, get it under your belt. Okay. Just move forward with it. But I think you should even be going niche deep, like, like a, and because if you, for example, we use Virtual Summit Software, you have the Ever Summit feature so you can literally like I call them summit series.

Dr. Mark: So I do like the influencer summit series. I got the hero summit series and I just go into niches and I build my audience based on where the people are at. Right. I think this is perfect for you and it doesn't have to take much time. Five speakers, right. Boom. Nailed it. So with the last, you know, five minutes or so we have left here, I want to kind of put it over into your core and see what else do you want to go through. What else still remains unclear. Um, what else can I help you with here?

Brad: Yeah, well I can, I really get that. Um, first of all, just sort of the, the main message that I want to throw out there has to be like, okay, what's the pain point and how can they go? Oh, that's neat. At the same time, I definitely have already been thinking about doing this as a series and doing a series of summits, one day summits on different issues. So I could do, you know, fitness trainers as one group and I could do realtors as one group, you know, and I know on and on like they all, those are, they all have different reasons for wanting to do video, but they all have a really good reason for wanting to do video and they all have the same, it would be a very similar thing that's

holding them back from doing it up until now. And yeah, this thing, you know, I'm really gonna have to think about what's the hook that's really going to ignite them in terms of, Oh yeah, this is my problem.

Brad: I mean, the things that I've been thinking about is that there are certain businesses at a certain level that they're doing pretty well where they are and they know they want to scale or they want to grow to the next, but they're really concerned about burnout and they're really concerned when they look at any kind of online marketing. They're looking at it like, Oh, this is going to be this huge chore and I want to appeal to them as a way that will, there are ways that you can do video marketing that, all right, a huge extra thing to what you're already doing. You can actually create a system where it fits right into what you're doing. Like if you're doing live video, you can just fit that into your life and you don't have to do any editing and you'd be like this very, very simple.

Brad: So I want to, I'd like to be able to appeal to that kind of person who is really wanting to grow. Like the advantages you can be reaching, you know, thousands and thousands of people and it won't take you a lot of time. And it won't cost a lot of money in it. It won't burn you out. Um, because I think that that individual is, that's what they're afraid of. They're afraid of like, well if I go for this, I'm going to bring myself out and or I'll spend way too much money here and the money will just go down the tubes and it won't come back.

Dr. Mark: You know? With that, I would say one of the better activities you can do when getting super clear is again think back to specific experience, like a specific moment for that person and understand what they're feeling and what they're thinking because that's going to be universal. It becomes a little bit more generic and more difficult to come up with that information if we're trying to talk like, well they're in this overall situation. It's like, well that covers a lot of different people in a lot of different spots. Whereas if you really nail it down to like, like where are they at and it's about picking one person and the thing is all the other people are going to filter into it, right? Because they're going to go, well, I actually have that problem too. I have these problems as well, but I have that problem.

Dr. Mark: Let me check it out. But it's only by being that specific that that actually happens when it's general and generic. They could just go, it's more content. It's more information. I don't need it. I can't do it. So I would really challenge you to make sure you dive into like just pick two or three different moments in that person's journey and like look at that experience and what they were thinking, feeling and sane in hone in and target on that. And honestly, I feel like, I mean you, if you want, like it would be a bigger, much bigger, um, kind of undertaking. But you have like multilevel layer here of potentials with some ends. You've got this, an overall umbrella of summits of, you know, One-Day Summits of the video aspect from a realtor, a this, uh, a trainer, et cetera. But even under that, you've got individual platforms because of your topic.

Dr. Mark: You've got the summit or realtors, you've got a Facebook One-Day Summit for trainers. You know, you've got to Instagram or whatever. So you've actually, and I wouldn't like, I, I hesitate in saying that cause I don't want to give you an analysis paralysis. Like, Oh my God, now I've got all of these things. Pick one, get started with one. That's why I said

like, it's okay. Just go with transformational coaches versus you know, Tran, uh, health care, et cetera, et cetera. Because after you do the first one, you're going to get a lot of feedback. You'll also see how relatively easy it is to get these out and we'll have that process already down. You'll be able to move forward. Um, so kind of in the last minute or two we got here, what, what else? Is there anything else that you want to ask me or that I can help you with before we have to kind of wrap this up?

Brad: Okay. Uh, let's see. Well, I think, you know, the kinds of things that I've been thinking about this, first of all, this is really helpful. This is great. You know, like, yes, I can come up with a story and I can do a series of things like this. That sounds awesome. Um, and I guess, uh, you know, I just want to get clear on when I'm doing this in terms of like the whole summit story arc and I'm going from speaker three to speaker four, I want to be carrying the baton of here's where we are so far and here's the just, you know, here's where we're going next kind of thing. And that like in listening to some of the stuff that you've put out already, I, I love this way of doing it and I just want to make sure that I'm getting clear on, well what is my summit story and, and make sure that everybody who's participated. And the other thing that I really get is if I can do interactive things along the way, sort of like, we'll take this little thing for a quick win and there, and they're doing that as the day goes by. That seems really, really cool. And I want to come up with some really good ideas about, okay, so each step, what can you, you know, go do this, post it and, and then we'll keep going with the episode.

Dr. Mark: So just to two bits of feedback on that. Um, and then we'll wrap this up is I think your overall story is the mission that you're taking them on. So once you get really clear on the avatar, you're going to know what, what, what's the end goal? So the mission is how do I know I, I've, I've achieved the goal at the end of the summit. Like what, what is my, it's almost like the transformation. Like how do I know I'm over here now and I've achieved that. And then that mission, now you tell you bring it backwards. And that's why I talk a lot about like what's the experience, what's the story like, what's that person feeling? Because stories are actually more about like what we're feeling either happening to us or from us is a story. So we can tie those stories in, but we can talk about it like depending on, and it's, this is different for every summit and this is one of the reasons I think it will improve some, it's across the board is when you're talking about messaging, right?

Dr. Mark: You're gonna talk about, you're going to give a story of what Jim was feeling when he's trying to do the messaging. Right? Or you can tell the speaker, this is Jim and this is where he's at. Come at messaging from this versus broad and let me cover everything about messaging. No, like we want to keep these stories and we want to keep the sessions concise as anyways, but we want to go as deep as possible in that short amount of time. So by letting the speakers know who Jim is and where he's at in that session. So maybe it's not saying like we're taking Jim like Jim was, it's morning now for Jim and now it's afternoon for Jim. No, maybe it's like Jim is now trying to figure out his messaging. What was his experience he went through when he tried to do this before.

Dr. Mark: Now he's trying to, you know, he's trying to do a video, but he has no storytelling. So what's happening to Jim when he's doing a video without storytelling and that? So that's the overall, that's how the story ties together. Now, if, if you map this out in advance,

which is what we recommend, you know what's happening in the next session, which is technically the next scene. You can leave cliff hangers at the end, which is how we make it binge worthy, like a Netflix series. It's like, well, I can't stop now. I've got to watch the next session because he just, now I need to figure out my story. I got my messaging, my now I need my stories. So when you entitled like that, that's when it becomes viral or binge worthy. And then the action, like a suggestion with this is one, it's feedback loops.

Dr. Mark: It's things that I can do that make it interactive. So a lot of times we talk about this from a sponsor aspect, make them go like on scavenger hunt type of things. So with this the best thing to do is like the best most convenient thing is having like a group and that's where all of the feedbacks happen. That's where they do whatever or if you have like a chat group or like chat under but then you have to monitor every chat for every speaker or whatever. Yeah we like to just do it in a group where it's all there and it's easy and they get notified when things are happening and it's social proof so you've got the easy thing of having them just do something and post it there. But you can also do like the engaging thing. Like another thing for you since this is video, like something that popped up into my mind is you can go live in that group and bring some of them on and have them do things like, cause if they're trying to get better at video, why not bring them on video and work through one or two of those things.

Dr. Mark: Again, that feedback loops that allows them to engage and even the ones that aren't on the video that are watching it, they're engaging with you in the comments and chats. It's like you're saying like don't be a broadcaster, tell a story like end game. Right. Perfect. So any final thoughts or words before we wrap this up here?

Brad: No, this is really cool. I got it. This is super, super helpful.

Dr. Mark: I'm glad that it was super helpful for you. I'm excited for this. Once you get a little further along and make sure you're posting it in the Facebook group and things like that. I love to watch summits, um, and especially ones that are telling stories like this. And to be quite honest, I could probably benefit from some of your information as so be sure to post your summit in there. For all of you listening here on the Virtual Summit Podcast with us helped me give Brad a big high five and a round of applause.

Dr. Mark: Brad, thank you for being brave enough to hop on here with us and let us pick through your idea. Thanks for, thanks for joining us Brad.

Brad: No thank you. This is great.

Dr. Mark: Absolutely. And thank you all you summit hose for spending this time with me and Brad, I'm Dr. Mark T. Wade, founder of Virtual Summit Software and your host here on the Virtual Summit Podcast. Make sure you check out the show notes for anything we've talked about in this episode. You can go over to podcast.virtualsummits.com/069 and you can see all the resources we've talked about here. Additionally, don't forget that your message matters, so make sure you go out and make an impact in the world and we will see you on the next episode.

Dr. Mark: Now I want to end this episode by saying to all the summit hosts listening right now, I believe in you and you can do this. Summits are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money, and most importantly, make an impact in the world, even if you're just getting started. So don't get caught up in analysis paralysis because the world needs to hear your message, and there are people who are waiting for you to help them just get started because imperfect action is always better than no action. Thank you and see you on the next episode.