

Episode 109: LIVE COACHING: How To Transform Your Summit To A Summit Series

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Speaker: Shawn Davis

Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host on the Virtual Summit Podcast. And we got another a summit newbie for you. Today we are going to be serving up some fresh summit insights. I am so excited about that. I've got a good friend and an epic rock star, legendary Shawn Davis with us today. Hey, what's going on Shawn?

Shawn Davis: How are you doing Mark? Good to be here.

Dr. Mark: We're going to have some fun today. So as most of you know, that have paid attention or seen some of our other summit newbie episodes. What we do with that is we bring on somebody who's at the beginning stages of their summit and we essentially do a live consultation with them. And the reason is most of the questions that they're going to have probably many of you have as well. So we're going to dive into this. It's going to be a little bit different than the typical podcast episode. It's not going to be a back and forth Q. And. A. What we're going to do is where you're going to be able to kind of behind the scenes, sit on my shoulder as I dive into Shawn's summit and help him kind of coach him through whatever challenges he's building off of right now. So you're going to hear this be a little different.

Dr. Mark: We're going to have it pretty conversational. So just grab some popcorn, maybe glass of wine or some whiskey, whatever you're into. Sit back and enjoy. So we're going to jump in. All right, Shawn, let's, uh, let's rock and roll with this. So what I'd love for you to do for me is kind of just, uh, start off by telling me a little bit of the background. Like, let's keep this short so we have enough, you know, we leave time to get into like the questions, but just give me a little kind of overview of what you're trying to do, why and kind of how you or your expertise fits into that.

Shawn: Okay. So with this Core Physique Summit, the way it all came about is my dad, he ended up having prostate surgery and after being out for two weeks, he went through complications in pain. He tried to fight through it. He wouldn't go to the back to the hospital. He's not a hospital guy. So he, um, he ended up freezing up one night and had having to call 911. They took him in, come to find out he developed sepsis. Well, people don't know. Sepsis is something that just breaks your body down from the inside. It just does. It shuts all your organs down. And when I flew out to see them from San Diego all the way back to West Virginia, I saw him in the hospital and something just wasn't, didn't, something didn't feel right. So I went and, um, I ended up buying one of these men over 40 programs and kind of alter the meals and the workout kind of for him and showed my mother. She was on board and we decided that when he got out we were going to go over it. Well, six months later after fighting this infection, his heart, because he was a very large guy, was the only thing that that would not continue. And after that I was so mad that I had a little bit of this knowledge that I didn't share with him a long time ago. And it drives me every day when I wake up. I've completely stopped everything I'm doing and you know, just completely diving in to this, uh, core physique, 40 plus summit that I'm doing now.

Dr. Mark: You're giving me goosebumps over here Shawn. Like this is a message and this is some impact that needs to be made. And that's exactly the kind of summits that, you know, topics, information, things that I like to see out there. So, um, I love this. Okay. What's your, what's your kind of concept? Like what are we going to do here? Like what are you, what are you working on maybe summit wise and then where are we going after?

Shawn: Okay, so you know about the, um, about this summit, it's, it's definitely for men and women who are over 40, um, a lot of people and, and it deals with the core, so that's why I call it The Core Physique 40 Plus Summit. That's what this one is. So the Core Physique Summits is the company, so it'll spin off in different areas. But this one is dealing with everyone over 40. Once you hit the age of 35, you're kind of set in your ways. When you get to 40, there's a lot of, there's a lot of changes that happen in the body that it just is. And so we get adjusted to work lifestyle, this and that. And motivation is just not there anymore. So some of the things we're going to be going over in this summit are, you know, dealing with the, the topics are going to be the core mindset and attitude and the core environment dealing with, you know, staying anabolic, core foods, core workouts, supplementation, the core fluids, core cleansing. It even goes to dialing in your body. And we're, we're talking about deep, deep stuff, you know, uh, cryotherapy, you know, even getting into aesthetics, um, when your body looks a certain way, there's certain things that when you wear it just doesn't really make you look right. So we're, we're dialing in every year aspect along the way.

Dr. Mark: This is, this is super cool. I like, I like where this is going. Um, question, what type of summit are you doing? A multi-day summit, One-Day summit, summit series. What are we looking at?

Shawn: Well, I want to do just one day. Okay. Because you know, this is my, this is the first summit that I've, you know, that I've, um, that I'm doing. Um, if it does run into two days, um, then that I'll make it, I'll, I'll try to make it two days. But, uh, I really want to do one day and I think one day would be much more impactful. Mmm. Because I feel that the attention span of, uh, you know of the audience is very short now a days. So you had mentioned that on a well a couple of things that I've heard. So I want to, I want to definitely keep it, you know, keep it in that window.

Dr. Mark: Well, we did, I want to you bring up a good point here. I want to give a shout out to any of our summit, um, uh, Virtual Summit Podcast guests who've been on here. Shawn's an avid listener. And we were in our pre-interview chat. He was talking about how so many of you have get him giving him some great insights. So good shout out to all of them. Um, I've got a couple thoughts and I should've mentioned this before we hit go, but um, if because of time, like if I cut you off, like I'm like just we're, I just want to make sure we get you the most information in, in the time we have and I'm going to give you ideas. Does not mean you have to take those ideas. Okay. It's just suggestions. It is, it's advice. Write it down and if it doesn't feel right in the future, no problem.

Dr. Mark: Okay. So I just always like to say that, cause I'm not saying like I'm not at the summit wizard over here. I don't know everything. Things come, I say it and if it makes sense, cool rock with it. So some of the things I'm thinking here, multiple things actually. First off, you need to decide one way or the other. If it's either going to be a one day summit

or it's not because if you're in limbo, it's going to, you're going to end up having confusion both for you, your speakers and the summit, which will lead to less success. Two, you're going to have confusion, which is going to lead to higher stress because you're like, I don't know, should I do this or this? So it's better to just decide. Um, with that being said, I think you could do either. I do like your idea of doing the one day summit for a couple of reasons.

Dr. Mark: One, like you said, Hey, you're just getting started. It's much easier to tackle your first one day summit is not nearly going to be as good as your third one. Right? So it's okay. Like you start and then you build momentum and they get better and better. If you do a multi-day summit, you know you don't get a bunch of opportunities with that cause your speakers aren't going to turn around and do it again three months later. But one day summit you got 5 to 10 people, you still have plenty of more people to then interview on the next one. So I'm really big right now on like summit series, um, the One-Day Summit Series for example. And I think there's another reason I like this too is I don't think you should do men and women. I think you should niche down into one and then do another with another because as we all know, like men and women are very different and especially when it gets into health, physiques things like that, they have different problems, different wants, different needs and like physiologically different, different parts. Right. So, um, I think it would be a great idea to do One-Day Summit. Um, but let me actually back up before I finish this. What's your goal? Like why are, why are you doing, what's the main reason you're wanting to do a summit for?

Shawn: The main reason is, um, I don't want anyone to go through what I went through with my dad. That is, that is the main reason. I've heard the profits that these summits yield and all of that. And trust me if it's there, that is great, but if there's just one person who I can touch and change their life, that would, man, that would definitely would, that would mean all the world to me. It just, it just would, it really would.

Dr. Mark: So I like this awareness of problem. It feeds even more into a one day summit because it's ongoing, like ongoing information out there. Um, the avatar. So help me get clear on the avatar. Is this for the person that has the father that's having the problems or is this to help the person prevent becoming the father that has the problem?

Shawn: Well, I would have to say that it's both because everyone has had someone in their life who has passed away from this type of an issue of either being overweight, uh, veins closing up. They have to go in for surgeries to open them up. And what's the reason for that? There are things that you can do to prevent that anyway.

Dr. Mark: The reason I asked Shawn is we want to get super clear on the avatar and I don't think either or is an issue. I think, and honestly if you're doing a one day summit series, then it really doesn't matter. But I would knit, I would pick one for each. So for example, because here's the problem, when it comes to messaging, if we're trying to talk to this, it becomes one, unclear, becomes a little fuzzy and we've become ninjas at deflecting information that's not relevant. Like I'm either looking at how do I help my health or I'm looking for how do I help my father's health. I'm not looking for both. Right. And if you're talking about, I'm like, dude, like next, like I'm not taking the time to figure that out. So I think you start with whatever is it, whatever you're most passionate about right

now, my suggestion would probably be actually, I don't know, like there's a, there's a good target for either of those.

Dr. Mark: Like, I mean somebody whose parents are in, in pain and suffering, like they're hot right now. They want to know, help me now. Somebody who's like pre problems is less like concerned. But if they're having those changes like you were talking about and they're looking like, like, okay, Oh my gosh, this new thing is happening. I don't know how to deal with it. And they're looking for it. Perfect. I think you can do all of this. Like I'm actually seeing like four avatars for different one day summits. You know, men, women, men, women with parents that have problems. Men, women helping them prevent becoming the parents with the problems. Right. And um, don't, and when I say all this, don't get like don't let it be overwhelming. I'm not saying go work on all four right now. I would never suggest that. Pick one. Probably the easiest would be to be like helping the man that's like over 40.

Dr. Mark: Right. Helping him specifically. I think it's going to be a little bit more challenging but not like, not difficult. But I think it'll just be a little bit more challenging. Getting the messaging, getting the speakers correct and making sure it's clear for the person who has like helping the person with the father or you know, with the mother. Yeah, absolutely. Can do it. I would just start with the easiest one, which I think especially since you're a man, you can resonate with it. Um, you've probably even connected to that. It'll be easiest to do a One-Day Summit for men that are over 40 starting to experience these things. The other thing I'd say is you've got a lot of topics here. Um, how many, how many sessions were you kind of thinking for your One-Day Summit?

Shawn: Well, I have like eight speakers.

Mark: Okay.

Shawn: So I thought that could, that could fit into one day.

Dr. Mark: Cool. Yeah, eight speakers is fine. Um, what are the, the, did you start with the topics and then pick the speakers or did you start with the speakers and, and pull them? Which, which one did you just kind of start with?

Shawn: Well, this is interesting. Um, I, I actually went through this, this and thank you for that advice. Um, this all has to do with me and my entire experience. So what happened was like the core mindset and attitude of a, nobody does anything until they have to. And so, um, you know, I went through that and, and went through to a psychiatrist to try to, you know, straighten me out. It just totally changed me. So starting off with that, Mmm. One of my clients is an you know, all of these people I personally know. Mmm. She's fought cancer for a year, for over 25 years. She has the Annie Appleseed Foundation. Her foundation is so big, it's a nonprofit. And she came to get therapy done in Mexico and I just met her because she had to fly back from San Diego. It was just amazing. And she told me that she would love to speak, and then she even gave me a bunch of other speakers for another time. Unreal. As far as the supplementation, right? An owner of a supplement store. So all of this kind of ties in journey through all of these.

Dr. Mark: So I like, I'm just got so many ideas right now. This is the problem I have. Like you've got so many things that you can do, but we need to focus on one. Like I like I'm, I'm in my mind, I'm trying to go back and forth between a limited summit series or an ongoing summit series. Um, I kinda liked the idea of an ongoing summit series and I think I, I don't know if it came out yet or not. I think I just did a podcast episode on summit series or maybe it was actually one of our live trainings. I did one of our summit workshops on summit series. Um, let me see which one that was. It was okay. Yeah, it was the workshop number 16. So that was like two, two or three weeks ago actually. So, um, you can shoot me a message with that or if you're inside the summit portal, it should be there.

Dr. Mark: So I go over very specifically the difference between one day summit and the summit series, a one day summit series, like ongoing or limited ongoing. You can do it whatever you want. You can be like once a quarter, it can be twice a year or it can be once a month. And if you're doing like five to six speakers, it's relatively easy to just do one once a month. Core goals are, I mean the goal being exposure and awareness of this problem once a month I think would be really good. You know, you'll have to get a little bit organized, set like kind of a process where you, you know, at the beginning of the month do you record the, you know, whatever. But um, totally doable. It doesn't have to be a ton of ton of work but it will help you really with connections as well. But getting that message out cause you're constantly get out.

Dr. Mark: And I also like the fact that you're going to do it again, like men and then women, father, not father, but then you can get into more topics like um, you have all of these, I almost think to be, I mean I'm just going to throw this out there, right? You take it one way or the other. If you're doing an ongoing some series, each one of these topics could be an entire one day summit, right? You could have five speakers on mindset for the man over 40 right? You could then have the next one, you know, four or five, six, seven speakers on, you know, foods for men over 40 right. Women over 40 like see, you see what I'm saying? Like you got lots of opportunity here. Um, but I would get super clear on how you want it to work so that you know how to go forward and if your first one you want to kick it off as like the big shebang and put like the eight of them in there.

Dr. Mark: Cool. Do it. I'm just saying you probably have a lot of opportunity moving forward by like even getting more granular and that gives you more options, right? Like if you're, if every time, like let's say you were doing a monthly, if every time you're trying to fill all eight of these, it probably wouldn't be that hard. But let's say three years from now, if you're still doing it, like I still got to find all eight, whereas if you only need five people on foods, you see what I'm saying? So you, I think you could do it either way, you whatever makes more sense to you as getting that message out. If putting all eight of those categories every time it works, I think you'll be fine as well. Um, but the biggest thing would be clarifying who that One-Day summit is for is this for just the man over 40 and then the next one's for the person who has parents that are struggling, etc. If that makes sense. Okay. So what, uh, what other kind of questions or challenges or just clarifications are you needing or working on with your summit?

Shawn: Well, as of right now, I'm going through the interview, through the interview process and all aspects of, you know, what should be done during the interview.

Dr. Mark: Are you talking about like you're actually doing the interviews right now or you're talking about the Interview with Impact Program,

Shawn: The Interview with Impact Program. So I'm just trying to wrap my mind around that aspect and then, and then, um, because going through it, you know, I mean it all sounds, you know, there's, there's, there's a lot of details, you know, there's a lot of details involved that you definitely need to pay attention to as far as like noise factor when you're, um, you know, when, when you're trying to listen to someone muting your, uh, hitting the mute button, you know, in between and, and stuff like that. So I'm just trying to wrap my mind around that. One of the biggest things that is going to be the after summit, you know, the after summit and kind of, you know, what to do with some of that. I know that my, you know, a few of my speakers have already mentioned to me some of the things that they would like to do and they're so excited to want to speak and get the information out that I'm thinking these are going to be my sponsors as well. Um, so I'm just, um, I'm trying to wrap my mind around the first part before I jump into everything.

Dr. Mark: Right. You do want to know kind of where you're going, like, so that's cool. If they become sponsors, you could also even just look at it potentially as like an affiliate relationship in the sense of if they've got things like the supplement for example, the supplement company, like you get an affiliate link and you know, you let him talk about whatever he's talking about or she, and then say, Hey, you know, if you want the, we've created this plan right here for men over 40. You can get it at 30% off. You know, the links below the video, they click it. Anybody who buys you get reoccurrent, you get revenue from that. So that's like an affiliate relationship. They could do sponsorships as well if they're willing to think. A lot of people, you know, would be very comfortable and like happy to like do an affiliate relationship because they're making money off of it as well. Um, you do, are you, when you were saying like the after summit, are you, are you referring to like the post summit profit strategy? Like what are you going to do? Okay.

Shawn: Right. Exactly.

Dr. Mark: So do you have any kind of programs right now? Do you have a course, a coaching program, a membership, or even an imperson program?

Shawn: Um, no I don't. I do not.

Dr. Mark: Cool.

Shawn: And because all of this, all of this Mark really happened on accident until, well, you know, I got really mad every day. It just drives me. I go to the gym, I go to the store when I eat. Um, I'm going to, you know, starting this week, I've been watching videos and it's things that I do anyway. I go to the store, I take pictures, I'm looking up is this, is this food low-glycemic, you know, Mmm. You know, how many calories this and that, blah, blah, blah. So I should be recording all of this stuff. So it will turn into that, but I don't have anything you know, so set up.

Dr. Mark: Some super quick and easy things. One, you could take each, each one day summit you're going to do identify a specific problem. Okay. Like what's one problem? And that's how you really want to start when you're creating your one day summits anyways. So you identified the avatar. Let's say it's the 40 year old, you know over 40 male. Okay, but what's his problem? Like is his problem that he doesn't feel good is it he doesn't look good? Is it like cause you're covering a lot of solutions but always start with the problem. Like what is he actually suffering from right now? The thing that he's like that's on his mind. That's what you want to build that one day summit around. Now you can keep the same topics you've already got. You just want to address them to that problem.

Dr. Mark: Now the way the post summit profit strategy works with that is you take that problem. So on your, on your summit it's going to have multiple people giving solutions, right? Like you've got eight people saying you should do this. No, you should do this, you should do this. So what you can then do is you can take all that information. There's two things here and we teach this as a very simple, easy way. If you don't have any courses or if you have never done this before, here's the easiest way. Like the more advanced version of the easiest way is you could sit down and just record a 30 minute to an hour training of essentially everything that was just talked about. Like you can literally, or you can give your suggestion or solution to that one problem. So if that problem was, I don't look good, you know, like I'm over 40 I'm gaining weight and balding and this or that or whatever.

Dr. Mark: You then say used in, sit down and record like a 60 minute of, you know, map it out, draw it out, outline it like what are the things that you would recommend, here's the diet, or here's the exercise plan, here's the diet plan. And you just walk through that like, you know, 60 minutes, 60 minutes is kind of the sweet spot over 60 minutes. People may not finish it. Under 60 minutes, it's a little harder to charge for, but then you charge for that. Like that's your \$200 course or your \$300 course does not have to be super big. It does not have to be super fancy. That first one is literally a single solution to a single problem. So that's easy to start off with. The other even more easy way if that's like, well I don't even know how I would map that out and do it is you literally take your summit and since it's just a one day summit, you have one kind of module and then every speaker is a section.

Dr. Mark: So what did that speaker teach on? Now, and so like you have a course that's one module, okay. And it's going to have eight sections and you then take, what were the topics you learned from them at, you know, the topics you learned or what you think. And then you regurgitate that on video into those eight, you know, 20 or you know, 10 to 20 minute sections. And then that's your course. It's the same thing, right? One's just you make it all up and you come up with it. Or the other one is you literally just take what your speakers have given you and then you regurgitate it in your own words in your own way. So it's not plagiarizing, but now it's a single person walking into a single solution with action steps, right? So that's an easy offer right after the one day summit.

Dr. Mark: So it goes from one day summit. Hey, if you like to that, grab this step-by-step walk through of how to do this easy. That's a hundred \$200 programs. If you have the one day summit on Ever-Summit, then you just have kind of money trickling in ongoing.

Additionally, I would also recommend like we always do this just cause it's like an easy kind of, it's an easy profit center is as an order bump or an upsale. You know, like you could charge for the, you know, to keep access to the one day summit, like all access pass. So that's a way to make some money off the summit. Two, you can either do this as an order bump, which means, okay, I'm going to get this and this, or as an upsell, which means after they buy, they're immediately shown this offer. But it's a super summary.

Dr. Mark: So I know one day someone is already short like eight sessions, but it's still, let's say those are 30 minutes each, which may be they're probably going to be even longer, but if there were 30 minutes each, that's still four hours, right? So an upsale could be, Hey for 20 bucks or \$25 or \$30 get this super summary yet all of the information in 30 minutes or less. And so the way we do that is like after every, there's two ways. There's the way I used to do it and now there's the ninja way. The way I used to do it is after every interview, and I talk about this in that Interview with Impact Program is at the end I would end the interview and I'd have my notes and I would record it like a three to five to seven minute video of me talking through the high level recap of that session of that you know, interview.

Dr. Mark: That's now a super summary. Okay. I do that for all of them. And now I have this 25 35 minutes super summary that I can then charge 10 to 20 bucks for. Right. Cause the two things people want to pay for is make it easier or make it quicker. Like I want to either faster, I want it easier. Like if you can do that, people will pay for it. So the ninja more ninja way that I do now is at the end of the interview, I then say after we end it I go, okay Shawn, that was excellent. So I always do a super summary for all of these. So what I want you to do now is I'm going to record you again, but I just want you to give me in five minutes or less through the three main points of the, of, of what you just taught. And I have them just do the summary. So it's actually like, it's just less work for me essentially. So either one of those, like that one's the less quality, it's a little bit more quality if you do it. So those are two really easy ways without getting super advanced and building out a coaching program or a certification or blah, blah, blah, that you could do this one day summit next month and have something that then charge for next month as well.

Shawn: Very interesting, very interesting. Listening to the Interview with Impact. I did hear you doing that. So, uh, Alrighty. Yeah, I like that. I um, I liked, I really liked both of those ideas because you already have them there and uh, and the information is all, it's already there as well.

Dr. Mark: Yeah. So you record a course, you record a summary and if you get affiliate like relationships with your speakers, those are three like three sources of revenue from each summit. If you do it as a summit series every month, I mean you're not, you're not looking at like a hundred grand or anything off of this right away necessarily. But you know, if you could trickle on 1000 bucks a month and then you keep doing more and then the next one does a thousand now, now you're starting to generate some revenue. Okay.

Shawn: So what do you do? Do you just split the profits with a speaker right down the middle? If they are the ones speaking?

Dr. Mark: Um, depends on what they're offering. Like some, like for example, a supplement company is going to have hard costs, so like they have margins. So most supplement companies I know, you know, it's somewhere between 10 and 30%. You get, you know, so, um, if it's like a service, you know, like if it's, uh, like if it's an online course, for example, you know, 30 to 40% is pretty normal. Um, during the live 50% is normal. And then kind of on evergreen, 30 to 40% is normal. Um, this, this I'm talking about is like sales stuff, right? Like that they're going to sell like not them sending people to the summit. Usually we just do a 50% if you're charging like an ups, like a all access pass. Usually we do like 50% if they send people to it and those people end up buying the all access pass. The speaker makes a little cash off of that as well. But I'm referring to like if you bring a speaker on who has like services that they provide and you let them sell those services on that interview and people end up going and buying those services, you would generate revenue as well. You would get some affiliate income or referral income for that.

Shawn: Awesome. Awesome. Okay.

Dr. Mark: And it may not work for everybody. I met, some people may not have anything to sell or maybe hard to track, but some people will and be cool with it.

Shawn: Sure, sure. Okay. Great.

Dr. Mark: So we've got about three to four minutes left. Is there any other high or pressing concept that you want to dive into?

Shawn: You know, I, I think that, um, some of the things I was going to ask you, you brought them up earlier and then I was just going to ask you about the, you know, the after summit, after the summit is over, what do you do next? Like, you know, what will be a good idea for that. So you've, you've, uh, you've really hit it in this short period of time.

Dr. Mark; Excellent.

Shawn: I really do appreciate it. I really do appreciate it. You know, cause the podcast I go to, I even go to sleep with it in my ears, you know, I just let it run. I just let it run because that's how you learn everything in the subconscious. So, um, you know.

Dr. Mark: Well, now that I know that Shawn, I'll have to start using my sexy voice on my podcast next time. And this one's for you, Shawn. So, no. Awesome.

Shawn: Thank you. Thank you very much. I mean this, this was, this was so helpful. I mean, just the podcast alone is like swimming in gold. It is. You just have to listen to the information, you know, which takes a little bit because there's so much, so many episodes. But, but this, this was, this was so helpful and I really do appreciate it.

Dr. Mark: Well, I appreciate you one coming on here, being vulnerable, transparent, open. So that all of our summit hosts listening in right now. Maybe some of you are like laying in bed, getting ready to go to sleep as well, but you got to hear me and Shawn go through this consultation right here and dive into his summit topic. Uh, so thank you so much for that Shawn. And I would love, I know like people, everybody listening and wants to go and support you and give you a shout out. And so one, where's the best place that they can find you hanging out, and two, why don't you tell them like when and where your summit is going to be going so they can check that out as well.

Shawn: Okay. So, um, I am in the first stages of putting this all together. So, um, there's not a lot of content up as of yet, but if you go to Facebook, it is TheCorePhysique. Uh, you can, you can find me there. And then also on Instagram and uh, yeah, I just put it up. That's going to be TheCorePhysique all one word.

Dr. Mark: And then this episode is going to be going live right around when your summit is scheduled to potentially go. And so, um, what we'll say is go check out Shawn's social and he'll put some information up there for sure about the summit so you can check out the summit, support him. He's also in our Viral Summits Community. He's over there. So if you're in there, if you're listening to that and you're not in the Viral Summits community on Facebook, our Facebook group, go join that and to make sure you give them a shout out in there. Say good job, Shawn, go ahead.

Shawn: Yeah. And one more place you can find, uh, can find our summits is the corephysique, actually corephysiquesummits.com, corephysiquesummits.com.

Dr. Mark: Love it. All right. Well thank you very much, Shawn. Appreciate you coming on here and letting us dive in into your summit idea and then thank you all you summit hosts for spending this time with Shawn and I. I'm Dr. Mark T. Wade host here on the Virtual Summit Podcast, and just remember your message matters, so go out there and make an impact. Don't forget to check out. We've got some resources and all these goodies we've been talking about over in the show notes at podcast.virtualsummits.com/109. We're into the three digits now, 109 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, 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.