Episode 047: New Social Summit Model Has Been Invented!
Speaker: Greg Smith founder of Over Think Graphic
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Dr. Mark T. Wade.

 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.

Summit host Dr. Mark T. Wade here, founder of virtual summit software and your host on the virtual summit Podcast. I am extremely excited about this episode today, Episode Number 47. Because we have my good friend, Greg Smith, founder over at think graphic joining us today we're going to have some extremely valuable information on today's session so that we have not covered yet.

But first off, I just want to say hey, Greg, thanks for coming and hanging out with us over here. Thanks, Mark. Appreciate it. Pleasure to be here. We're going to get into some really great information. Greg has run many summits and they've actually partnered and cohost and all kinds of information about running summits.

But he's got a recent one that they've just been running that we're going to dive into some of the specifics with that and a couple of the points that I really want us to get into is about learning and understanding from past summits. Now, you summit hosts listening in to this episode, you get the advantage of learning from a lot of people who've already run the summit.

Now in Greg situation, they've been learning from all the summits they've been running, we're going to talk about some specific details that they've done to improve on that and additionally, we're going to talk about something we've never actually talked about yet, like what to do with the attendees or the leads that you have on your summit.

So we've got some really great information to get into. But before we get into those details, Greg, I'd love for you to just take a second and tell our audience just a little bit more about yourself. Sure, happy to Mark. I'm Greg Smith, co-founder here at think epic, we're an online course software platform makes it easy for you to create and launch and sell your own online courses, which obviously pairs well really well with summits.

And my personal background, I used to practice law for a big securities corporate law firm, and well as a securities lawyer in a big corporate law firm, and had a few other fun roles before coming around to courses and membership sites as my full time gig and building out think epic to support all the other people who wanted to build courses and membership sites.

And I've got it to Greg's horn a little bit here. Greg's super humble like think epic is one of the top course platforms period. It's what I used to host all of my courses on many of you listening that have done our one-day summit formula or summit ology programs, you know exactly what I'm talking about.

Those are hosted on think epic. And Greg's not only built an amazing platform for courses, he's also a really great friend of mine. He's helped me in a lot of ways, a lot of great insights there. And so Greg, I'm super excited to have you on this episode.

Now, appreciate it, well I would like to get into at this moment is I want to talk about this most recent summit that you that you guys have run over there, because I think it's something really special. And I think it can help paint a picture, if you will, for our listeners to understand, you know, you don't have to just run another Facebook ads marketing summit.

Right, like, how can you think outside of the box here? So why don't you tell us about this summit that you've just run and kind of how you came about to the conclusion of what to run it on? So we're, as I said, we're a software company so a lot of the times in the past we've run some it's really tightly related to the topics we share and we teach around creating courses, membership sites and using our software and we found that you know.

That's great. But there's lots of people doing it sort of limited audience limited opportunities and a lot of the people you're getting to speak on it have been on a lot of topics or summits like that. And then we also started we do sort of a retrospective, after every marketing initiative we do where we go back and look at what worked, what didn't what could be better and out of some of those.

We started seeing feedback from ourselves internally that we weren't really living one of our core values of diversity and striving for equality and celebrating diversity and then we also had people who were attending our summit saying some it's a great but it's a bunch of white dudes or you know, with a few white women and they're like, can we get a bit more diversity, and we had the odd, you know, person, typically underrepresented group or a person of color.

But we decided the next one, we were going to make a bigger effort to have a more diverse speaker pool. And that ended up going all the way to let's just do a full summit on celebrating connecting educating traditionally underrepresented women in growing successful digital businesses.

So it still kind of relates to some of the stuff that we're doing but it was really back to some of our core values of diversity and going more in that path of have this focus on diversity and thinking color is what the summit's called, as I think really created a lot of passion both in the people attending and the people speaking at it.

And we're super proud and happy to be a part of it and learning a lot even internally from what the speakers are sharing. So it's gone with a more I think heartfelt message and that's made a big difference for us.

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Yeah, I think this is really an important takeaway here for all the hosts listening out there is I know one of the most difficult or probably challenging or at least not done as quite as correctly as it should be being that is choosing the correct theme or topic of a summit. And a lot of times we get stuck in, in our own minds with this.

So I love this thinking color summit. And we're going to have all of the links that we talked about all the items we speak about on today's episode will be over at the show notes at podcast, virtual summit.com-/047. So you're going to be able to link over to that and check it out.

I know I'm excited to jump in there and kind of take it away as well. So can you talk a little bit more about this summit. So you've said you were getting some good feedback on it, like, can your kind of talk about a little bit of what the feeling is? And then what are some of the differences in this summit that you've done over some of the other summits you've run?

I'd say so one thing I think we've done a little bit differently is people are the speakers were taking the time not to just dive into business, especially when I've been I'm not interviewing on this one. We've partnered with someone else to do some of the interviews with us.

But typically when I hop on an interview, I'm all business so I'm like, alright, let's get to like, what are the action items? What can we what is what's the meat, the education, what can I learn from you that we can share with our audience. But they've really taken the approach of digging into the kind of hero's journey and going into the backstory of things that people struggled with in the early thing.

And you know, I don't think this is totally new. I know being on when I was on your fire jail did a great job of sort of digging into my hero's journey and going to the backstory but

we've, we've made a better focus on that and starting there, and then transitioning into sort of what you've learned and what you can share and what's working really well for you. And I think that's resonated well with people as one thing.

Another where we went a bit different on this one is we really committed to doing the prerecorded interviews and I know there's different ways of doing it, but the prerecorded for us meant we were trying to really go after some difficult to book speakers.

So by doing the prerecorded, it meant we could obviously be much more flexible with the schedule of getting their time and then they actually did, they did a pre interview. So there's two interviews, a pre interview that wasn't live didn't go on air, it was really kind of trying to do the work in the background work to try and discover what the best elements of their story were to share.

We did a lot of research so we don't just go into the interview blind and say, tell me about yourself, like there's a lot of research. But in addition, Emily, who's doing a lot of these interviews, was having this pre interview and then they were using those pre interviews to develop a story arc for the whole summit. So rather just hey, we've got 10 great speakers, we'll see what they say on the interviews, we've done some research.

It's with the pre interviews that allowed them to build a story arc, we're going to get you kind of from A to Z here. We want to tell a story and we don't want to have as much overlap and kind of is like you've been doing this I can tell already with your virtual summits podcast is not having total overlap of topics and trying to build a story arc through building a virtual summit.

We're doing the same thing on the summit side and it seems to be working really well because it's not then it's not just Oh, I know that person I want to watch their talk. It's, there's a lot of different topics going through a nice flow. They're all connected and almost in order. I want to actually catch everything.

Yeah, that's some I really liked that about how you actually went deeper into the personal hero's journey. Like you said, I think a lot of us are getting, you know, I know, I've done this myself. And with the summits I've hosted is, I'm the same way. Let's like, let's get right into the meat potatoes.

 Let's get into the strategies because I think we're all we all know that we are dealing with a limited amount of attention span. So we're all kind of, I think, from my point of view, a little bit fearful of like, if we don't get right into the goodies, people aren't going to stay and watch.

But there is a lot of validity in the fact that if you can get them to connect with the person right off the bat, they'll probably watch even longer than getting those good takeaway. So what about I would actually like to hear a little bit of the challenges though, with multiple interviews because I know from, you know, running on, you know, hosting my own summits, it's sometimes difficult.

Just to get them on one interview some of those challenges you've seen and how you've overcome them? Well, I think in part because the topic like I get that the scheduling can be tough and then you're asking to kind of do a pre interview and then this.

I think the pre interview was used for a lot of that sort of upfront coordination to I wasn't as involved in that. But I think part of the way that that works so well is because everyone on our summit is so passionate about the topic because it's really their topic, not our topic that allowed a lot of leeway and things that you wouldn't otherwise get.

So for example, we're seeing our speakers promote the summit in a way that I think, you know, they normally wouldn't, or their high profile where they would normally charge to go and do so much promotion, but it's so near and dear to their heart because we really chose a topic for them, and for the audience, that they're excited to share it even if they I think normally wouldn't share some of the stuff we were producing.

So that's a lot of leeway in terms of, I think time and attention and scheduling and promotion and that kind of thing and also, I think everyone feels really good about it. Because at the end of the day, the message that's going out is not as it's not really one of sales. It's very much one of like building this community and creating diversity and making change in the world.

So I think having that piece that goes way beyond your business just fundamentally changes what you're allowed to do with summit. That's such a great takeaway there. That's a summit, Jim that I want everybody listening at home to take away here. It's something we discuss in depth when we talked about choosing your summit topic is the importance of choosing the topic also aligns with the ability to choose the specific solutions that will be provided in the topic.

Therefore, aligning directly with your speakers, a lot of times, you know, summit hosts I've seen will reach out to speakers like they'd reach out to you Greg and be like, hey, Greg, will you come on my summit and talk about podcast? like no, you don't want to come talk about podcast you want to talk about helping people courses are changing people's businesses through courses, things along those lines.

So when it comes back down to selecting the actual theme of the summit, I can't stress enough how important that is Greg. And you nailed that right on the head. So let's go even deeper into kind of some of the nuances that you've done with this current summit. So you went into the personal journey, you chose a different topic.

That's more heartfelt versus just Business Center. What are some other changes that you implemented on this summit? Well, one that's been different for us and I'm curious to see if you've done it or seen it and lots more as we created a Facebook community specifically for the summit now.

I think for people where it's their maybe it's their first summit, or this is the first part of their business that might be more normal, but we've already got a Facebook community with I don't know, maybe 15,000 people in it. So typically, they would just have the opportunity to join our existing business Facebook community.

This way we did the Facebook community specifically around the topic of the summit not around our business I'm not, you know, haven't even been in there and that's not to a lack of interest, it's more just like we really created it for the people participating in the summit to participate in a conversation around this topic and with each other.

And that is created, I think there's 1000 ,1500 people in there already and it's created a super active, really engaged, excited group where they're getting so much more value out of discussing the content and we're dripping the content out every day so that they can go in and discuss the topic of the day, the interviews of the day.

They're sharing their own stories, they're sharing their own pictures, and it's a, I think, a really interesting environment for people to be in and adds a lot more value to them as being part of this. And you're basically building a whole new community and a whole new group to start a discussion around this stuff.

Kind of like it it's like an it's a micro community building micro communities all under the umbrella of you know your brand or whatever. What you guys stand for, which I think is amazing. And I do believe I'm a big, big on that, right. Like we even talked about the one-day summit, you know, it's about doing things in smaller doses, but getting more quality or more engaged activities.

So this is for all you listening at home, this is a huge takeaway there. You don't need to have, for example, a 30 or 50,000-person summit, if you can get two to 5000 people that are actively highly engaged in your content in your summit it's going to produce wonders on the back end of that.

So let's go with this a little bit more in depth with that community with that Facebook group, you you've created that, how are you getting them to that just out of curiosity, are you getting them from the summit? And do you have any kind of strategy on when you actually bring them over to the Facebook group.

And then what are you providing in the Facebook group that's different than the summit? I have to plead ignorance on a little part of how they're inviting the men. I think it's something they've started knowing that too in terms of where they usually put this stuff, it's probably immediately after you sign up, and then they're probably mentioning it after each interview, just encourage encouraging people to hop in there.

And then in terms of what's different, it's really connecting with the, it's connecting with the community. So we've, we've kind of taken a backseat role in there, we're not in there, you know, pushing anything, or it's really just like, hey, go and connect and talk about the topics. Here's the latest topic, here's the latest interview.

And the community's kind of come together and built itself. And I think, when you have a topic that people are passionate about, like this, which we are my I, myself, am right, I it makes it a lot easier for people to hop in and have a conversation about it and so I think it's really just providing that forum and saying, we're all here to talk about the same thing you might be in other groups where you talk about other things are all in business.

You're all online, you're all sharing other ideas and other places, but this is this niche. Well, very specific and important topic. And we're giving you the stimulus of the content and the interviews go have a free forum conversation, share your own stories. And I think that's one of the really coolest thing is people sharing some of their own stories that aren't necessarily the speaker.

And then coming and saying great I, I listened, and I had a similar experience. And here it is. I think that's the ultimate goal right there. I know that I wish I could sit back in my community would just kind of take care of itself versus having to be in it every day, stoking the fire, if you will. So this is the ultimate goal we're all trying to achieve. Now let's take a step back.

And let's look I mean, you've run multiple summits. And maybe you can tell us more or less how many songs you've run. Not all of them have been a huge success. So let's get a little vulnerable here. And let's talk some of the things that didn't work in some of the summit's you've run previously.

Yeah, the first one we did was probably five years ago and the first thing that went wrong was I don't even know what went wrong, but we got about a few weeks into planning it and I think I realized that it was just a nightmare of planning. Like just so much stuff to coordinate little plug for you.

This is why virtual summit software so awesome. Because it takes care of that for you. But, but it was, you know, initially I think the team is really an I've got a team, right? Like we're close to 90 people now. And at the time it was five or six people on the marketing team. This was, you know, ages ago.

So, but even so it was just this overwhelming thing of putting all this stuff together. So then I made, you know, maybe the good move, maybe the terrible move to jump in and say, well, let's just cancel the deadline and start over and plan this thing out properly. And then the Gantt charts came out and the planning spreadsheets and all the you know, we're going to do this and this and this and we did it and we did it really well.

But it turned into a monster, epic amount of work for too many people and I think if it if we've been able to deliver the summit that we did in the time frame of a few weeks, it would have been an amazing ROI. But we took too long to deliver something, it had a decent ROI, but not for the amount of time.

And so and then the other thing we did. So I mean, one thing we learned, I think, is to be a little more efficient and a lot faster and doing these things. The other thing I think we learned is, at the end of the summit, like that first summit, we actually did a lot of pushing to sail like it was like, sell a fair amount.

And that's not really our brand or our way of doing it. But we were seeing everyone else's Oh, this is what everyone else is doing what kind of try this and we, we still dialed it back from what we were seeing other people doing. And it didn't really deliver the same ROI that I think we were kind of hoping for.

And so we sort of labeled it as like not a great experiment and left it and then a couple of years later we someone to rerun the numbers and we looked at the list of people who had joined for that summit and the continued engagement over the next two years in our community and in our audience and then even using our software when they were ready for it as opposed to being you know, pushed into it.

It was actually Excellent. So it took a little longer. But when they did come around, you know, they, they really engaged in the community for a long period of time because we brought them in under this topic that they were passionate about. And they stuck around for a long time and many of them became longtime customers. So in the end, the ROI was great. It just took a little longer.

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virtual summit. Literally eliminating hundreds of hours of work, gets more information. That's virtual summits.com.

That's an excellent point there. I know not everybody has the mental capacity, nor necessarily the team to be able to kind of think through all of the analytics to follow that for a year or two years. But please do know that when you create these kind of micro communities or this engaged group, it doesn't necessarily mean it has to return. I, mean, hopefully it does ROI we see most of them do.

But it's not just about the immediate ROI. It's the ongoing because again, we talked about this a lot, Greg over here at virtual some software. It's about building that know, like and trust and that's one of the main things that a summit does. And you just proved a great point there. So let's keep going with this.

What are some other you've experimented with a lot of different things on your summit? So let's talk about the thing that actually interesting you say the sort of that long run return and the know like and trust is there's a company here in Vancouver called inbound. And one of the guys who started it only, I mean, he built the company on this, like sharing great content.

Now this was kind of before summits were thing, he was really just doing it through a blog around landing pages. And I think even like lead pages might have had early days in a very similar way. But basically, they weren't, they didn't have anything to sell.

They didn't have a business behind it. And they're just sharing amazing content and building this audience. So legitimately, you could have a series of 10 summits over here year to build up this or months and build up this huge audience like really engaged and interested in the topic.

And you've now got the catalyst to start anything or even just ask them, what do you, everyone in my audience? What are you looking for? What do you need help with and then start a business there? Personally, as someone who's spent a couple decades building companies in the last seven building this software company, when entrepreneurs come to me looking for wanting to start something, and they have a solution.

You know, that's usually the worst place to start, I have a solution better is there's a problem, I'm going to solve it. But I think even better is I have an audience. And I think they have some problems. Because if you even if there's a problem out there, and you go and solve it, whether it's with content or courses or software or a product, you still have to figure out how to get that audience to come and care that you're the one solving the problem and that your way is that way or even just get it in front of them.

But if you can go and do like summits can just be that amazing way to build that audience in that community and have that ongoing dialogue. The other really cool thing, we have an

advantage now if we want to do something new, be it in our software courses or anything we're doing.

We've got hundreds of thousands of people we can put it out to, and run really quick tests and see if they like it or hate it or love it or use it or don't. If you start with things like summit and you build up that audience and you've got an idea for a new course or a new membership site or a new book or a new blog post event or a new software product, or physical product or service.

You've got this idea you can just ask right it gives you such fast feedback. I wish I had that early day starting think if it because we had no audience in that first year or two. And so we'd go months down a path before we have called 100 people and figured out that they didn't care.

So it to me that it's probably the most valuable thing and starting something is having that audience and the summit can be such a great way to do that. I agree completely. I love that it is it is so important to have an audience like I know I've been there myself, Greg, where I had something to sell, but I don't really have anybody to sell it to and it makes it a little bit challenging to do.

So. This is your best friend and your mom is like, this is the best thing ever. I'm going to buy it you're like, Great if I only had like 100,000 moms. Exactly so I know you've done a couple other experiments or you've tried a couple different formats we have some of our listeners are some of hosts out there that you know, maybe they're not the best interviewers in the world, or maybe they're actually just a little shy or scared to take this massive task on by themselves.

What are some of the things that you've experimented with that may apply here? Yeah, well, definitely one for me. I mean, I used to be so terrified of public speaking the first time I got on a stage someone saw me at the intermission before I went up, and they asked if I'd had a stroke, because I was looking so tense that like to have one side of my face was constricting.

Now, I'm much more I'm on stage all the time now, so I'm a lot more comfortable, but practice and do a ton of preparation even specifically for the interview, I like my wife doesn't love doing public speaking but if she spent and she'll spend a ridiculous amount of time preparing, but then she absolutely crushes it when she gets up there.

 Because she knows their topic inside now, and especially I think in the context of an interview, when they go laughed when you were thinking they were going to go right and you're prepared, then you can go that way with them and dig in there.

And then the other piece if you just aren't as comfortable with it, or even if you are, I mean Emily here is super comfortable doing the interviews, but she's partnered with Zoe Barclay, on this most recent summit of our thinking color. And so they're tag teaming the interview. So there's now three of them on same time doing this.

And it creates a much more I think, engaging dialogue. And you can actually be listening to other people talking while your sort of also thinking about that, you know, breaking the rule of just listening, your kind of formulating that next question. And so I think that can add an interesting dynamic and also that partner piece.

We've done this with Carrie Rose, I think was on your show, as well partnered with her, I think that can also help you connect with more people. So even if you don't necessarily have the audience of influencers or experts, partnering with someone to help, both on the interviews, and even reaching out to a larger audience can really help in terms of getting that summit off the ground.

Yeah, I love this idea. And in the whole point, like the whole way to think about a summit when you're going into this is how creative can you be now not in the sense of you make an extra more difficult work for yourself. But for example, I love the idea of partnering for those out there that maybe the budget is an issue or times an issue if you can find another person like minded person you could partner with.

Like Greg was just talking about Carrie rose, who is Episode 13. If you want to take a listen to her over there, or like you just said, I think this is brilliant, the kind of cohost on the actual interview. I haven't seen many summits actually do that. So that's quite incredible. With that that's thinking outside the box.

So I love that. Now, I'm going to I want to take like a little sidestep here because I've got the master of courses, right like in one of the main strategies that I teach across all of our platforms with summits, whether it's a multi-day summit, or one-day summit is our, you know, the customer journey. And so our number one go to after a summit is always a course.

So I'm going to break rank a little bit here and go just divert off of a summit just for a little bit, because I would like to hear a couple ideas or strategies or things that are working for you that you're seeing over there with selling of courses because I think our summit host can implement that post summit directly.

I think the other thing I've seen work well, whatever it is, whether it's a Facebook community initially or a piece of software or a course or a membership site, if what you're offering at the end of and on the tail end after the summit, is a deviation from the topic on your summit, I think you're going to struggle to convert there.

And so the closer you can get to aligning those two, I think the better you can do so if your summit is on courses, then maybe you can sell software about building courses at the end of it. But if your summit is on something entirely different than you want to, I think have that piece afterwards could tie closer to it if you want to you'll increase the sort of conversion rate and people getting into it.

That said, it may not be your primary thing that you're driving to. So you have to balance the two. And that's where I think testing can come in and you can try it one way one time and another, see what does better for you.

You'll generally keep people more engaged. And I think it's, I generally err on the side of the nurture flow afterwards. So if you have a summit that doesn't directly relate to exactly what your kind of putting out there after it, then having more of a nurture flow afterwards of continuing to build that relationship and bring people.

People around or expose them gently to what you're doing or what you're looking to help them with. I guess the other thing too is not every summit really has to be about sales. Like, I think with this thinking color one, this was just something that was so near and dear to our hearts. And we're so passionate about and want to effect change in the world that we don't make any sales off of it.

 But we make a difference. I think we're well okay with that. I don't have a specific metric in front of the marketing team here that they have to do something with it and I mean, I we have the luxury of saying it, because things are going really well. So when things are going well for you do some social good summit, it's I think it's a great way to look at it.

And if you don't get an ROI on it, then maybe you get a social ROI. But, but I think that tying the message afterwards more closely to the topic of summit, making sure it resonates with the people in the summit and as a continued natural flow from it.

 And if it doesn't, and you find it's a bit of a brick wall you're putting up or like oh, you know, we've been talking about this, but hey, I want you to buy this other thing, then do that nurture flow and that can be done through email, or you could even do it in the summit. I haven't seen this done but where you start the summit on one, and then you want to do like a bait and switch or anything, but where it starts on one and then sort of slowly shifts around to another.

 But if not in the summit, then then doing that, I think afterwards through email community and other ways to continue to expose them to what you're doing. And quite honestly, I think when it comes to summits that do have some social good, just that exposure to you, and evidently will probably bring some strong results as well, because people are looking up to what you're doing. They're respecting you and your team for it.

So that's sort of some of the things that I see tying together better and I love that you've just touched on something that I teach all the time as far as start with the end in mind far too often. I see people go oh, this sounds like a good idea. It's kind of like St. Same building the thing you want to sell without having the audience.

They'll say no, this is a hot topic, Facebook ads or crypto or whatever. So build a seminar, but then the item they have to sell or to offer that's going to help people is off topic. So always look at what the problem that you offer your course your program, your coaching, whatever, what's the problem that that solves.

You can build your summit around that you're going to increase your sales conversions from the summit over into the courses. And again, I'm a huge proponent of going from summit into course. And I'm really appreciative of thinking epic. I know you guys have had some major, kind of big things happen over there, which has been huge in and I've loved I just love the user experience over there with think of it.

So as we start to wrap this up a little bit, I want to ask one more question. And then I'm going to pick your mind on something in just a second. But the story arch I heard you mentioned that. I'm pretty sure what you mean by it. But I'd love to go a little bit a little bit deeper in that because I think it's an important topic. Yeah, I think it's having a natural progression through the summit.

So I think the first summit we were doing, we're just sort of as many big name speakers as we could get and using the names of the speakers to really attract people in, and then we'd hop on and it would all be around a general theme. But often the speaker would kind of roll with the topics that they were most interested in.

And I even found that a lot of speakers had, they kind of had their deck and their topic that they always talked about pre scripted, almost. And so I let the interviews often get away from me, and they just sort of rolled with whatever they wanted to talk about, even if it only loosely related to our big picture thing. So I think if you if that's where if you do the upfront work and you build out how you want that story arc to be, you can have a lot more effective of a summit and give a lot more value.

And by story arc, I just mean that over the course of the summit itself, from interview to interview, there is a progression. So you're starting somewhere and you're ending somewhere, and you're taking them through a journey and that journey can be, you know, the hero's journey of like moving through maybe at the beginning of your summit, you have people who are beginners and at the end you have people who are experts and you're learning in the different stages along the way.

Or maybe it's very specific points like in courses, I look at it as like discovering your topic, building out your initial kind of curriculum, starting to create the content, building out the

course site, and then putting it all together, and then marketing and selling it and then engaging with your students.

So in a course, then you might go with that kind of a progression story arc of, but start at the beginning and move through to student success at the end, and then loop back to how you start the next one. But I think the more you can visualize that arc, and then really intentionally choose the speakers and the topics and the interviews, to move through it.

And then if you're just very clear with your speakers, like sometimes I go in interviews, and its sort of like, we're just going to talk about whatever we want. Other times, like when we hopped on, you did a little pre interview with me and kind of told me Okay, I've already covered some stuff. We're not going to duplicate everything I've done before.

And we are planned a bit of this so that it would fit within your story arc. So I think doing that kind of thing and being intentional with speakers, they'll be very receptive to it. I think speakers even going to live conferences, the more prepared the host is to say, this is what I need from you, the more likely we are to I think deliver value.

Whereas when I get invited, just I just come talk, then that's why I kind of just show up and pull a deck that I already have. So it's a lot better, I think, to just be super intentional with your speakers and say, this is a story arc we're going for, you can fit it and you can give them a choice you can fit in at an or you can fit in at sea, but I need you to be on one of these topics.

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It's so true and not just the speakers, I think the attendees the listeners to are going to love it that much better. I mean, we've all been on summits or on different kind of events where we heard the same thing kind of repeated over and over or Yeah, I just think that's such a great, great comment. I love that.

 That name story arc. I may have to steal that from you there Greg. But kind of wrapping this up now. I'd love for you what was kind of like just some kind of final piece of advice or takeaway that you would offer to a summit host that's considering running their first summit.

It's the same thing I do on courses and it's you if you're thinking about doing it, give yourself a deadline like 30 days I will launch or I don't know I mean with virtual summits how quickly if I'm, if I've got my topic today, how long from zero to being ready to go do

you think on the virtual summit software, you could have a summit up and ready to rock in about two hours?

So I think, but then you need to leave yourself room obviously to connect with the speaker like that's if you're super tight friends with everybody on the show, and you could just pump it out there and they're all ready to go. You're already done for exam. Yeah, so that's but that's great because that's the work, it's a couple of hours' work.

And then you send out the invites, and you wait for the acceptances to roll and you manage it a little bit. And then you launch and go live. And you could do some promotion, that kind of stuff. You allow yourself some time. But I think the key there is whether the deadline is two hours or for you, because you're a pro or 14 days or 30 days or 45 days, give yourself that deadline.

And even if you're working so when I did my first online course, I was working full time as a lawyer, the window I had started at 9pm Tuesday night and I would work sort of like late into the night. And I did that once a week and I still gave myself a 30-day deadline to launch my first course.

So you just give yourself that deadline for when you're going to launch that summit and work towards that otherwise, the tendency is so much of as entrepreneurs and perfectionist is to set the goal of soon and you wake up a year later and you're still working on soon.

That's such great advice. And yeah, Thanks for clarifying that I normally recommend if you're doing a one-day summit 60 days is that is the typical. And then if you're doing a multi-day summit, 90 days, minimum, but big ones, like six months, but yeah, so I love that.

But knowing you can do it in two hours makes it so because then you can just get in there and boom, you're like, all right now I can realistically set that goal. So set your goal for today to get it started and then set the goal to launch in 60 or 90.

That's so great. I love that. So, Greg, this has been absolutely incredible. This information is so phenomenal. And I know we could keep talking on this topic and courses especially for hours and hours. But I want to be respectful of your time. So for our virtual summit hosts that are listening in right now again, all this information we've talked about is going to be over on the show notes podcast dot virtual summits.com-/047.

But Greg, why don't you go ahead and tell the audience Where can they you know find you where can they follow you, where can they reach out to you and learn more about think ethic. I think if you can find us on all the social channels, so think of it as just THIMKIFIC. So thinkofit.com This the thinking color summit is@thnk.cc/thinkingcolorsummit, I'll send you the links to so you can put it in show notes.

And then why don't we could do something for your audience. So I'll put some, actually some education in there about getting started with courses that they can add to summit. And a link to us trying the software out for free will put that get.thinkepic.com/virtualsummit awesome so get up thinking big.com slash virtual summits just so if people want to try it out, they can do that.

That's great. And I highly recommend everybody listening and go take advantage of that. I mean, the monetization strategy that we always teach on is going from your summit to your course. So Greg's giving us some of the best information you can get to make that monetization strategy happen.

So thank you so much for that. Greg, thank you for the information that you've just provided. I've been over here, taking notes left and right. So this has been an extremely valuable episode. And as you already know, I very much value your friendship and your insight and wisdom. So thank you for your time. Thanks, Mark you as well, I appreciate it all right.

Virtual summit host thank you as well for listening to the virtual zone podcast and we will 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.

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Thank you. See you on the next episode.