

## **Episode 124: From TeleSummit To Virtual Summit here's the pro's & the cons.**

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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. We are in for a treat today. I'm like super excited for today's episode. We're going to be taking a step back in the past and we're going to be looking at some of the, the ways that summits used to be hosted and breaking some of that down because you know I say this quite a bit, but a lot of you, some of the hosts, you really don't know how great you have it right now so we're going to break some of that down and we are lucky as ever to have legendary Cheryl Moses here with us. Thanks Cheryl for being here with us today.

Cheryl Moses: Thank you for having me, Mark, how you doing today?

Dr. Mark: I'm doing absolutely fantastic. I am so excited for this episode. We're going to be taking a deep dive into your brain and some of the summits that you've, you've created and hosted and the trajectory of those and how they've evolved. We're going to be looking back at like an actual tell us some and I mean this is crazy. I'm like so excited to dig into that. Now before we jump down into those kinds of summit goodies that we're going to be talking about, I would love for you to just take a brief moment and let our summit hosts know just a little bit more about yourself.

Cheryl: Well, thank you, Mark. I appreciate you having me on the podcast. Thank you for having me. I am Cheryl Moses. I'm a, I help you with your brand clarity. I help you build your email list, a targeted email list, and so premium offers. And with the email list building, I really help you to create a signature summit so that you can build credibility in your industry and really set yourself up for success for the longevity of your business. So that's where I'm at now. And I love helping my clients too. Really just get clarity on where their brand stands and gain visibility and momentum that they need to really pull in clients and make revenue. So that's why I asked.

Dr. Mark: That's just phenomenal. Now before we even go dive in into like the, the summits in the aspect of the summits that you've created. So you, you just mentioned there you help, uh, your clients get brand awareness, brand clarity through summits. So have you found like, give us some insights into that. How have you found summits to be as far as creating that kind of brand awareness, that clarity?

Cheryl: Well, yeah, I think summits really help you position yourself in the marketplace differently than anything else because not only are you building your email list, but you're actually building your, your visibility, your momentum and your, your positioning yourself as an expert in front of people that may have never even heard of you. And so when you put on summits and you're interviewing all these experts who've already established brands, you know, like you're co-branding, and you know, even just off of that, you know, you become somebody that looks really important and really looks like you know what you're doing. And so, like I said, if people don't know who you are, I think summits are a great way to get in front of your target or your target market so that you can sell your programs, your products and services and continue to build your

email list so that you could keep, keep doing that. Overall, you know, for the long term of your business.

Dr. Mark: And we, you know, you've had some experience with summits and that you've been running summits for a while. Um, what have you, have you kind of seen a shift in that or a change in that? How has that changed as far as the brand awareness and exposure from like maybe from the first summit you ran to now? Like what have you kind of seen as far as some of the changes or differences?

Cheryl: Um, I think well from the first summit was actually a telesummit. I did it six years ago and that was one that I did over the phone. I think I actually liked doing the telesummit over the phone, the audio version because it really, first of all, you get to prerecord and you get to set it up as if it's a live broadcast.

Cheryl: So you know, doing it that way versus doing it now where you have the live video. Um, it's really a big difference. But I think with the video part of it, it's more, um, I have to say it's just you, you just really interact with your, your audience a little bit more than you would with the telesummit because you know, you get to really, they get to engage with you put it like that. They get to engage with you more with the video versus the audio because you know, you're not, you know, you're, you're not really, yeah. You don't really have the audience there to know who's there watching you, you know, like, like you do with the video. So it has transitioned a lot. It's you, the, the only thing I would say is really a big difference is like the technical part of it and setting it up. So there's a lot of moving pieces with a telesummit of course. And I think that virtually it's, it's a lot easier than it was with the actual telesummit part. I can say that virtually is a lot easier now with the video.

Dr. Mark: Well, yeah, we were, we were just chatting our pre-interview chat. I mean, about really how easy, you know, some of the hosts have it now, how, how complex and challenging they used to be. And you know, we have things like the Virtual Summits Software and other, uh, softwares out there that just make it so much easier now having never run a telesummit before. I would love to kind of dig into that. I just want to like understand that process, how it, how it was done and kind of what went into it. So take us back to that moment when you were starting out on your telesummit? Let's say you've already got the experts who've agreed to do it, like how do you figure out how to do that? How'd you find out? Like what do I even use? Like did you record something in advance? How did you use the stream at? Take us back through some of those processes.

Cheryl: Oh wow. Yeah, it was really, it was really a process. Well, after I got my experts, we had to set up a time to record. So what we did was we prerecorded, I use instant teleseminar and what we did was I was prerecord all my interviews and then I would set them up to go out at a certain time on a certain day as a live broadcast. And so that wasn't too difficult. But I also had to provide my experts with the tools that they needed to promote. I have to keep in contact with my experts. I had to make sure that, you know, that they were going to show up for the interviews and everything like that because I was doing everything myself. But I think that, um, for the most part getting the landing page set up, getting the funnel set up actually, you know, for the emails to go out because I did choose two summits a day or like, you know, the whole week.

Cheryl: And so I had to do that. And um, I think for the most part, I think for the most part, going through those processes really made me a more confident person and in what I could do for my own business and my own brand. Um, I always tell people that that first summit taught me so much, not really just from learning from the experts, but just my confidence alone because I was interviewing all these people. I had never done an interview on my life. I have zero people in my, in my email list and I went into the thousands on my email list just from doing this, this stomach. But the main thing was really communicating with the experts and just building that relationship with them. And I think that's a part that people miss because even after the summit, you can continue to build a relationship with these experts and you have other opportunities as well.

Cheryl: Summits positioned you to have speaking opportunities. They position you for so much. You can make extra revenue with summits' products and services. It's so many things that you can get from a telesummit. But that first summit really positioned me to say, Hey, you know, I can really do this. And I went on to do two more summits after that. So because you know, my confidence was so you just went through the roof actually, you know? But I think, I know you gotta think it's like a dinosaur age with that first from it because it was over the phone. Mmm. What I really like audio summits, I really do. You know, because I think that for certain people it's, I think it really just depends on your audience because if you're, if you're, if you have an audience, if people are really busy and they're trying to, you know, just doing that audio, it can really be an intimate thing as well as the video. But it just really depends on your audience I think, or how they want to receive information.

Dr. Mark: I, I completely agree with you there and I'd like to like ask about this with the audio. Um, so you said that you really enjoyed using the audio and that you found a, you know, worked well with your, your audience. How did the engagement work? Like how did you create engagement around that telesummit where there's some outside activities that you did outside of the summit, you know, or was there Facebook group? Like how did you create engagement through the, through the telesummit?

Cheryl: You know, I really did. I really didn't create any engagement. I did get some feedback from people who emailed me about it. And, um, I went on to just really connect with my audience that I had built with my email list. So there was really no outside connection with it versus with the virtual summit. Um, it was really the same thing, but people were engaging with us as we were, you know, like talking now on video. So it was, it was better. It really was better because you get to ask answer questions and things of that nature and um, and really just kind of just kind of engage with your audience, interact with them. It's really a lot better with the virtual. I will say that I will say, but I do like my audio.

Dr. Mark: And I like that, you know, it's different and there are a lot of people out there, you know, that they want the audio, they're busy, they don't have the time to sit and watch the videos. So I do think, you know, there's the power in both and we see that a lot with summits now that include the download or they may get a part of the all access pass, et cetera. So let's fast forward then. You know, you've run three, the third one, um, the most recent one that you ran, like you said, was a virtual summit. Um, but it wasn't just

prerecorded. Right. We would tell us about this summit, how it was different from your other telesummits.

Cheryl: Yeah. This time it was, was different. It was, um, a little more difficult for me because I did three, three interviews per day for thing, five days straight. Okay. Five or six days straight. I did three, three interviews per day. And so sometimes experts wouldn't show up. So then it's like, what am I supposed to do in that slot, you know? So that was one of the thing that was difficult. And, um, and also like we discussed earlier, the tough technical difficulties, um, I needed a faster internet speed, which is really important. So make sure, you know, if you're going to do a virtual summit, have your internet speed really high speed so that, you know, you don't really have a lot of audio breaks. It breaks in the audio and stuff like that. Mmm. And that was really the only difference that I saw was with just the experts. Um, you know, having stuff come up at the last minute and they just couldn't show, you know, and I really didn't have a backup land, so that's wow, okay, what am I supposed to do now? You know? And so, well I just, you know, I just went on with it, you know, if I didn't have anybody to fill that slot, I just kind of went on with the next one and that was it. That's all I can do. You know, the show must go on.

Dr. Mark: Yeah, the show must go on. So clarify here. You ran this one as a livestreaming summit, so it wasn't prerecorded, live streaming. So what did you do when, let's say the one of the speakers didn't show up, what did you do? Was there just a break or a pause in it or did you fill the gap? Like what did you do during that period?

Cheryl: It was just a break and a pause. Yeah, I was sending an email out saying that, you know, I wasn't going to, I wouldn't be on at this time because, you know, because expert and then the next and then I would just go to the next one and I'll just tell him what was going to be on the next one, um, at five o'clock or whatever time it was, you know, but I mean I just kept it real, you know, I didn't, I couldn't really get anybody in, pull them in, you know, at the last minute. Like I said, I just didn't have a backup plan. So I think that, you know, if I did another virtual summit, I'll probably have some kind of backup plan to fill those gaps in just in case that happens again, because a lot of that stuff is last minute, you know, like somebody say, Oh, something happened with my kids or something. This is something that things come up, you know, like happens and I get it. If you can't show up, you can't show up. So yeah, I think that's what I would do differently the next time. It's just has something to fill in those gaps if that happens.

Dr. Mark: So like maybe like your own presentation that you could enter in and potentially have a secondary speaker that's just kind of ready on call. Like if was like, Hey, jump in there. Cool. That makes sense. I'd like to dig into the process. You were just saying, you know, you would send out an email and say that this, this session wasn't going to happen. Like how did you set that up? How many days was this a virtual summit and did like how many sessions did you have? Did you have at a certain times and yeah, how did you communicate it? So just walk us through the actual technical aspects of that.

Cheryl: Okay. Yeah, so I was, I had this summit for, um, I believe it was six days straight. I had three per day. So I was sending an email out in the morning and I would say, you know, this is the schedule for the summit for the day. And I will send out another email after the summit was over for the replay and for them too. Um, for the audience to be able to

get the free gift because that's what my, most of my summits have been here. The experts, we get give a free gift out at the end. And so I'll have the link to that. And so, Oh, I did that every single day and I just gave them the agenda. I even have it on the landing page. Here's the agenda for each day, each time. So, you know, there was no, you know, no mix up with that. And so I did that the whole time for the six days. And um, I would give a replay period as well. So I sent out an email for that for there'd be play period. So at the end of the summit it was just kind of like a wrap up, you know, of everything and, and um, and that the, everybody knows where the, uh, the videos.

Dr. Mark: How many sessions would you have during the day, during each day?

Cheryl: Three.

Dr. Mark: Three sessions, one in the morning, one in the afternoon, one in the evening type of deal. So I mean you were, you were pretty much full on with this for six days then.

Cheryl: I was busy. Yeah, I was busy and tired. Yes.

Dr. Mark: So let's, let's dig into that a little bit because I think that's important for summit hosts to understand. I mean, even if you're doing a prerecorded summit, it still takes time and energy and work. So how did you set up, you know, your business and your life for that week to take on this kind of summit? Did you have any, like walk us through how you, you scheduled your week for that, for that summit?

Cheryl: You know, I kinda just jumped into it that the whole summit is, it's something I actually just jumped into, you know, normally, and I'll tell you this, with the first summit, it took me, um, it took me April and May to do my prerecorded interviews and then I put, put the summit on in July. This summit, I actually, Mmm. I actually said, okay. Then beginning of March, I'm doing a summit. I got the on it and two weeks later we're doing the summit live. So that was also a big difference. Um, a big difference in the two summits in the telesummit and the virtual summit, you know? Um, so with this summit I kind of just said I was going to do it and I jumped right into it. I just did it. I don't know, I don't even know how I got through it.

Cheryl: I was really tired. I wasn't used to that type of thing. And I said, you know, this is something new, what I'm going to do it, it may be a challenge, but I'm going to get through it. And it really was a challenge because it was three times a day that I had to get on here, you know? And if somebody didn't show up, it was like, okay, well I have a break, but you know, still for the whole week it was like, wow. So, you know, I think when my first summit being in prerecorded everything that that kinda made it easier too because if somebody didn't show up, they can reschedule and I could get up, you know, I could still get the interview, you know, so that's of a difference too, you know, you're not dealing with that type of thing. Yeah. With virtual summits. So.

Dr. Mark: It's very true. So you mentioned that at the end of the day you'd send out a link or an email with the replays and you'd have like the free gifts. So you had each speaker had the ability to kind of give something like a free gift and opt in a lead magnet, something

like that. Did you just put them all together and send them out from the three people from each day? And what was kind of the feedback you got from the attendees or the audience?

Cheryl: Yeah, that's exactly how I did it. Um, instead of sending out like separate emails, you know, having so many emails go out, I kinda just gathered it all up and said, you know, here are the three gifts for the experts that you know, went on today. And I just did that at the end of the day. And you know, like I said, at the end of the week I just had a wrap up of everything. So I just didn't want a whole bunch of emails, you know, I didn't want to flood everybody inbox and a whole bunch of email.

Cheryl: It's like how I just grouped it together that way. And people actually liked it like that. They didn't have a problem with that because you know, they had all the information right there. It wasn't like they had to sift through emails and yeah, all that crazy stuff. So it was kind of, it was good. That was a new way of doing it, I thought.

Dr. Mark: Yeah, it's, people don't necessarily want more emails in their inbox right now. I can see that. Now, out of the three summits, like choose whichever one was the most successful and what do you think was one of the main contributing factors to the success of that summit?

Cheryl: I think my first one was the most successful. That first telephone was the most assessable because um, like I said, yeah, if an expert didn't show up, I could still get that prerecorded interview at a later date. It was fine because I took couple of months, you know, to interview people before putting on the broadcast. I took April and May to interview and then put the broadcast one in July, I think June too, I think I interviewed in June as well. So that was a really, I think that means that it's successful. Mmm. I think, I think the, the experts themselves made it successful. I think with that, with that particular summit, I had experts who had well established brands and I didn't really, it wasn't really like that for the other two.

Cheryl: I think that made a big difference. I mean we're talking, you know, six and seven figures. We're talking Christy Whitman, you know, really established brilliant branded people on that ad, on that summit. And so I think it was like a more of a, it was more of a serious summit to them and to me, you know, and what I with shock that is that they were willing to help me. And even though I wasn't known, you know, this was only my first, first even ever like really being out there, you know, nobody really knew who I was. Well they were all willing to help me. And I think that a lot of people don't really want to reach out people like that big, you know, those 6 and 7 figure heights because they're scared, but it's like, you know, don't be scared because they're willing to help you. They really are. So I think that was not my most successful one. They promoted like they were supposed to promote. I didn't have a problem with that. You know my other two summits. They really didn't promote that well. So it didn't really benefit me or them, you know? Yeah. Got us, you know, good brother people, but they didn't really promote like they should have. So look like, I don't know that the polity just wasn't there in the last two summits versus that first month.

- Dr. Mark: What's something you think you could have? You could, if you were doing it again you could do to help improve, um, getting the speakers to promote or getting them kind of onboard?
- Cheryl: I think more communication with them. I think when my last two summits I really didn't communicate as much as I did with the first, with the first summit. You know, what the experts, so I think if I communicated with them more, Mmm. I think that may may have helped, but I'm not sure. I really don't know. What I could have done differently to make them understand that promoting is, is, you know, really beneficial here. Like this is what you need to do. Because I had an agreement set up, you know, we all, they have to sign a new agreement. Their agreement was to promote a solo, you know, solo email. And then the third one, a lot of them did not do that. I saw only promoting on social media, but mailing to their list, mailing their solo email to their list. I don't believe they did that. I keep track of everything. You know, I keep track of the clicks. You get a link, I give you a special link and I keep track of all the clicks that you get. And some of them didn't have any clicks. Suddenly they weren't promoted. So you notice those things and why they didn't? I can't tell you why. I don't know. I really don't.
- Dr. Mark: And that is one of the challenges we're seeing right now with summits is getting the speakers on board. We always, you know, we see a lot of social promotion, but social media just doesn't drive the opt-ins the way like you said an email actually will. So it's really, really important to build those relationships and and get speakers that are kind of onboard. So what's something looking at at your summits and looking at, you know, just summits in general at this point. What's something you think that would be super important for summit hosts to know right now, for example, that are going to be doing their first summit? Like what's an important factor that they should know as they're getting ready to set on that journey to hosting their first summit?
- Cheryl: Okay. I think that basically have some direction with the summit. Make sure you have the theme. Make sure you have, you know, you know what your goal is for the summit and make sure your experts know too, you know, have that agreement in place. Make sure you know everybody signs the agreement. That's one of the things too. Some people didn't sign the agreement. Yeah. Make sure they have. Um, make sure you have the agreement in place. Make sure you have just all the moving pieces together. You know, your landing pages, any, any graphics that you need. Make sure they're high quality, you know, don't skimp on anything. Make sure everything looked, because that can honestly make or break your summit to me. You know, as far as people opting in, you know, they don't like how your page looks. They may not. Yeah, man. What is this, you know, they may not want to opt in at all since your till your summit. So make sure that's, that's up to par and really just communicate with your experts, make sure they know how important it is for them to promote. By all means. I mean that's the whole point of this summit is that they need to promote, you know, so that's something that I would, I would tell people if they're going to hosted for the first time, just make sure that all your ducks are in a row
- Dr. Mark: It's super important. And let's kind of switch gears just a little bit since we, you know, we've got your expertise, your mind here with us for a little bit longer. Let's, let's talk a little bit with branding and clarity around their brand. The summit hosts is getting ready

to do a summit. One of the things I've seen kind of happened with summit, um, is they're not super clear. Their messaging is not always clear. The branding's not clear. So what's maybe a tip that you could give to our summit hosts out there that are getting ready to do their summit when they're coming up with like what's their theme going to be? Maybe what's their messaging or who their avatar is? What's like a maybe some advice you could help them on, on sorting that out?

Cheryl: Oh, you mean as far as not as far. Not, you're not talking about the topic. Are you, are you talking about like?

Dr. Mark: It could be their topic, it could be their theme of the summit. It could be the messaging. We just see a lot. Like a lot of times we see summit hosts go a little too generic or too broad or just picking something that they think is important. So I just want to tap into your expertise here. As a brand expert, what's something that you would give them some advice when clarifying either their summit or their brand?

Cheryl: Oh yeah, that, that's a mistake that I made in my first summit. I went too broad and so, and, and I just want to say really quickly, if you do go too broad, you'll get a whole bunch of people on your email list that really don't want what you have to offer. So that's why it's important to, to know what your position is in, like you said, what your messaging is because you want to target, you really want to get experts that have your audience. You know, you don't want to just get any experts that you can get because that's not going to be conducive to you ruin your brand at all. It's just not going to work. So I would say just make sure that you know your messaging first. Like get that clear first if you don't get some help with getting clear on that, that whole thing, because it's really going to tie into your overall business, you know, as a whole.

Cheryl: And when you're growing your email list, you want to present offers to people that want to buy what you have. And that's just the whole thing. That's how you put this thing all together. If you, you know, if you're not clear on your messaging then they're not clear either. So you're confused. Everybody else is going to be confused too. And then you won't profit at all. You know, that's just the bottom line to it. So, you know, I, like I said, that was the first mistake I made. I would really broad, you know, I just had a whole bunch of people on there cause I was excited. I think that's what it was Mark. Like I was just so excited and, and when it got down to it, I was like, wow, I built this list. And now people don't really want what I have because it's just different people, like so big, different people that have different needs and some of these needs I can't, I don't have solutions for it, you know? So, so yeah, it's, it's super important that you get clear on that first and foremost before you even think about doing this summit. I mean, you have to.

Dr. Mark: So true. So true. Well, I mean this has been absolutely information Cheryl. We've got a few minutes left here. I'd kinda like to, to wrap this up by having you, you know, share like a final parting piece of wisdom with our summit hosts. Something that they just need to know that's going to help them as they prepare for their next summit.

Cheryl: Well, if you're preparing for your next summit, definitely get some help. Like I said, you know, I, I did, did my stuff on my own and it was just a lot of moving parts. It was, it was



frustrating at times. So definitely get some good help so those what they're doing and that they can really just, you know, keep your mind at ease. If you can get somebody to handle all those moving parts and you just show up for the interview, great. If not, get somebody to do half the work. You can do the other half or however you want to do it, but just really get some help. Make sure you have your, your messaging is clear, your theme is clear, your topics are there and you know, just convey that to your, to your, your experts and let them know how important it is for them to promote and how important it is for them to show up.

Cheryl: And if they can't show up and get them a time period as to, you know what, they can let you know, listen, if they can't show up, give them a certain amount of hours or a certain amount of days and let you know, I can't show up. This is if you're doing a virtual summit, you know, because you need to be able to fill that slot in with something, you know, even if it's your own presentation. So, you know, just kind of make it easier for yourself. You know, don't make it harder because it doesn't have to be. It really doesn't.

Dr. Mark: So true. And so good. Well Cheryl, thank you so much for this. I know our audience right now are, some of hosts are going, Mark, how can I get more of Cheryl? I want to follow her. I want some want to be able to reach out to her. So where's the best way for them to get in touch with you, share where you're hanging out with and anything else that you'd like to let them know?

Cheryl: Well, you know I'm on LinkedIn a lot lately, kind of hanging out over there, um, at Cheryl J. Moses over there, but anywhere else on social media I'm CJMosesBiz. So that's my handle anywhere else and you can find me on Facebook and Instagram too. So yeah, definitely reach out and let's connect.

Dr. Mark: Absolutely. So everybody head over there. Go hang out with Cheryl on social. You'll be able to get access to all of the links that she was just talking about over in the show notes at [podcast.virtualsummits.com/124](https://podcast.virtualsummits.com/124) and Cheryl, I just want to say thank you again for spending this time with us and giving us some of your wisdom.

Cheryl: Thank you for having me. I appreciate it.

Dr. Mark: Absolutely. And thank you all you summit hosts for spending this time with Cheryl and I am Dr. Mark T. Wade, your host here on the Virtual Summit Podcast, and just remember your message matters. So go out there and make an impact in the world. Don't forget to check out all the information we just talked about on this and more over at the show notes at [podcast.vrtualsummits.com/124](https://podcast.vrtualsummits.com/124) and we'll 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.

