

Episode 24: How I Can Help You Run a Successful Summit

Stop trying to do it yourself and finally ask for help! In today's episode I want to help you see how we can help you with a successful virtual summit everything from free to paid, to in person to done for you options. Be sure to Stay to the end to hear an exciting new announcement that directly effects you (and has never been announced publicly before)

Don't forget to check out all the resources mentioned here in the show notes over at Podcast.VirtualSummits.com/024

You can always reach out to us at Podcast@VirtualSummits.com
Now let's get started

I am excited about this episode because I love helping entrepreneurs with their Virtual Summits. It has been one of the most rewarding experiences of my life.

Like when an entrepreneur named Mike reached out to me explaining that his wife was sick and his company was about to go under & he needed help. Fast forward 3 months later after he completed our One-Day Summit Formula training program he launched a summit and did over \$50k in one weekend.

His business was saved and he was well on his way to turning the corner.

Or Dan a digital marketing agency who had a client who desperately needed a win. He did our online training program, then helped his client run a Multi-Day Summit, generating 2,500 new leads and \$30,000 in profit.

Or Brad a health professional who did my Multi-Day Virtual Summit online training program who was just starting an online business. He ran a health summit & generated 10,000 new leads which gave him the foundations to be able to build a profitable & successful online company.

Now it didn't start here as many of you listening know my journey. I started as a health professional, a postural neurologist with 2 doctorates in a brick and mortar practice.

Virtual Summits allowed me to build a multi-million dollar online business in the health space which now over a decade has been a powerhouse in it's industry & still runs 2 - 4 multiday summits & 4 - 8 one -day summits every year.

After hosting over a dozen summits I set out to create the first ever software specifically designed for Virtual Summits, and that is how the Virtual Summits Software was born.

After years of seeing hundreds of entrepreneurs have not only their businesses transformed but their messages impact the world, I decided to go in full time helping others impact the world through Virtual Summits.

So today's episode is going to let you know how you can become one of these entrepreneurs who have had their lives, businesses, & messages transformed through virtual summits.

Sound good? Cool let's do it.

Ok, so we have multiple options from free, to online to in person & even concierge services. What's most important is finding what is the best option for you.

Our programs are called The Summit Ascension Model. They are broken into three categories.

1. Summit
2. Journey
3. Scale

This is based on how we believe you can build a successful & thriving business.

The first component Summit is how to Find & Grow your tribe. This is of course through a Virtual Summit. Summits are the engine to Conversation, Collaboration & empowerment.

Meaning conversation is getting your message out to the world. This is how you find and build your tribe. Collaboration is through strategic partnerships you will make with other influencers which are vital to a successful business. Finally empowerment, this is the action that your tribe will be inspired to take and which will ultimately create the change in their life by solving their problem & also create monetization for your company.

Of course a virtual summit gives you one of the most important factors in building an online business. It's called a platform. This gives you authority, prestige, & influence. It's also something that will become a profitable foundation to your company.

Component #2: Journey. This is the customer journey or what we call the post summit profit strategy. It's how you create a relationship with your tribe.

It's how you transport your audience from a cold prospect to a warm lead to a hot customer and finally to a raving fan. This is also one of the most commonly missed or mistakes that entrepreneurs make when building a business.

They try to go from cold lead on facebook to buy my \$2,000 course on a webinar. As a doctor psychology has always played a big roll in my businesses, & I believe this gave me an upper hand in this area.

So it is now a big component of our education & training programs.

Third Component is Scale. At some point you must scale past your summit.

This is where we focus on Analyzing, Optimizing, & Automating the business.

If you never complete this aspect then your business will always depend directly on you and will never be able reach it's potential. We use several different frameworks that build off of and around the One-Day Summit Formula to give your business the automated income it needs to scale.

Now inside of each of these three components of our summit ascension model we have varying levels of ways we can help you.

We of course offer free resources, such as this podcast, which is extremely valuable insights, summit gems & resources to strategies & summit experts.

We also have our free resources & guides such as The One-Day Summit Starter guide which will walk you through creating your one-day summit theme.

Our Summit-ology course is a free course that gives you the fundamentals & understanding of a virtual summit.

The virtual summits software is also a highly recommend resource for anyone who plans to host any type of summit. It removes all of the heavy lifting of a summit and allows anyone to host a summit without any coding or tech skill.

Now moving into our more advanced & paid resources.

For each component: Summit, Journey & Scale, we have online training programs which will walk you through the necessary knowledge & skill sets to accomplish the items needed to either build out your summit, create your customer journey & ultimately scale your business.

We of course recommend taking them in order as each one builds off the others, and ultimately isn't viable without the foundations built.

Now in addition to our online training programs we do offer several in person workshops which we call our "Accelerators".

This gives you direct access to me & my team to get the goal accomplished in a single weekend.

So if you are taking the Virtual Summit Accelerator you will walk away with either a one-day or multi-day summit crafted and completed, barring a few items such as the speaker interviews.

We will help you from the beginning of crafting your theme to topic selection, speaker research & recruitment, prepping for your interviews, to the promotional aspects & your email communications. Ending with the monetization strategies & ever-summit protocols.

Again you can get these same items in the online training programs as well, but some people like myself perform better when I am at an inperson workshop & set out the time to get it done.

The Journey component will be the same. An online training program for building out your customer journey & the monetization strategy for your business starting from the beginning with your summit to course, high ticket, & membership.

Our in person accelerator will help you accomplish all of these foundations and even build out several pieces of it together. But ultimately you will walk away with the basis to your first full customer journey from beginning to end with the monetization strategy built through out.

The third component scale is currently only offered in online training format but will help you work through the analyzation, Optimization & automation aspects of your business. This allows you to scale & grow your business to that 6, 7 & multi-7figure level.

Our last three methods to help you would be our Summit Concierge Service, Coaching & consulting.

Now these options are application only & have minimum requirements as we only take a set number of clients a year to ensure we help them get the best results possible.

Like my recent coaching clients Brandy & Natalie who already had successful businesses but were creating a partnership together & wanted to use a summit to kick start their new business.

In 120 days we were able to craft their perfect virtual summit from none to done & launch it with huge success generating an incredible new highly targeted list that went on to generate a very successful & profitable business.

As my time is limited I only coach with a few select clients a year. However we do take more clients through our summit concierge service where we will create, build, host & run your virtual summit for you. You essentially provide feedback & direction on where you want to go & do the interviews & we do the rest.

You can also consult with one of my summit trainers. Who can guide you along your process of creating, launching & hosting your virtual summit.

Again these are all application only. If you are interested in any of these services you can send us an email at Podcast@VirtualSummits.com and request an application.

Lastly, and this is probably what I am most excited about.

We have officially announced that we are hosting the only Live Conference specifically focused on Virtual Summits.

This conference named "Summit Fest Live" will be hosted in New Orleans at the beginning of the year each year & will include all things Summit related.

We will have summit hosts giving teaching strategies, there will be marketers, copy writers, interview experts, summit coaches, consultants & everything in between all there teaching strategies on how you can improve or host your first successful virtual summit.

It is going to be the go-to conference for all things summit related.

The newest & most effective strategies, what is coming around the corner, how to implement summits into your business & of course we will have some special awards & recognition for top summit hosts, speakers, coaches, etc.

So put this on your radar and stay tuned for more information. You can check our website at virtualsummits.com for more information on Summit-Fest & get the dates & details.

You won't want to miss it!!

Also if you are a summit host /coach/marketer/speaker & you think you have something valuable to add to the conference whether it is by being a sponsor, or a speaker then reach out to my team and let us know over at Podcast@VirtualSummits.Com we'd love to hear from you.

So as we wrap this up I want to summarize the options we have to help you get the results you want from a Virtual Summit & scale your business.

Our Summit Ascension model includes online programs, live workshops, & done for you concierge & coaching programs. We have free & paid resources available.

Our programs are broken into three components including Summit, Journey & Scale.

Our online training programs are ideal for those who would like to work on their own pace on going and still get incredible results.

Our in person weekend Accelerators are great for those who are looking to get it all done in a weekend and have some live guidance and feedback. This also includes access to the online training programs.

Our concierge services are done for you summit hosting services and are application only & limited to certain requirements.

Lastly our brand new live conference "Summit-Fest" is coming your way. So stay tuned for more information & get ready to come hang out with your tribe of summit hosts, & speakers making massive impact in the world.

If you have any questions on any of these items you can shoot us an email at Podcast@VirtualSummits.Com, also be sure to check out the show notes at Podcast.virtualsummits.com /024 to get links to all the items listed here.

No matter what you choose, free, online, in person, or done for you please do something. Take action now. If you haven't listened to episode 17 yet on how a summit is your salvation I highly recommend taking a listen to that.

It is so important that you move forward on your journey with a virtual summit.

Be sure to let us know when you launch your summit so we can celebrate and promote you!

Until then, we'll see you on the next episode.