

Episode 97: How A Hippie Is Turning The Summit World Upside Down!

Publish Date: December 13, 2019

Speaker: Tad Hargrave

Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here, founder of the Virtual Summits Software, and your host here on the Virtual Summit Podcast. I am super excited for today's episode. We're going to be getting into a little, little different aspect or side as summits. We're going to be talking about something that I personally believe is extremely important, but something that's not talked about very much and it's kind of the way some summit hosts are ruining summits. Now we're going to get into the little, the dirty details with that. So stay tuned on that. However, I first just got to say, I am super excited to have legendary Tad Hargrave here with us today. How are you doing today, tad?

Tad Hargrave: Doing very well. How are you?

Dr. Mark: I'm amazing. I cannot wait for us to jump into some of these little details we were chatting about in our pre-interview chat, but before we get into those goodies or maybe not so goodies, but before we get into that aspect, Tad, I would love for you to just let our summit hosts know just a little bit more about yourself.

Tad: Sure. Yeah. Well, uh, I live in Edmonton, Alberta in Canada and I have a business called marketingforhippies.com. So I help hippies figure out how to market their stuff. Uh, yeah. You know, when I was younger I just had a lot of friends who were hippies, young, green, holistic, sustainable business types, and other business ideas were amazing, but their marketing ideas were terrible. And so ever since then I've been just traveling around trying to help these figure out how to market their stuff in a way that not only works but feels good. And I think for a lot of them it feels like they have to choose. It either feels good or it works. So yeah, that's me.

Dr. Mark: I absolutely love that. And it doesn't have to either feel good or work. You've found ways to make it feel good and work. So shout out to all our fellow hippies out there listening in. We're going to be diving into some aspects. So I'm really glad to have your perspective on this. You've been a regular summit speaker. I'm on a variety of different summits, so you're going to be bringing some fresh insight here into, you know, some areas where it's not going so well. Um, before we jump into those specific details though, I'd love for you to kind of talk us through maybe a couple of the summits you've spoken on, maybe like one of the top two that you were, that were your favorite that you've spoken on recently and why they were one of your favorites.

Tad: Well, you know, I haven't actually spoken on any really recently because I just got so tired of it. Probably the favorite one was a few years ago and it was, uh, there were, there was one summer and there were two summits about how to travel while working. And cause most of the summits was just so generic. And for my field, I mean, I guess you've probably saw the whole world. I don't know about the conscious business summit, a heart-based business summit, you know, uh, and they, they just all sound like the same. It became awash at a certain point. And people who would send me an email and the email button would usually start with, um, Hey Tad, we'd love to interview you.

I said, great. Oh, that's wonderful. You know, it's a chance to share what I do and, and, and grow my list and all these things cause he, so I said, yeah, sure I'm in.

Tad: Okay. Uh, so it's for a telesummit. Oh and here's the deal. We're going to need you to send this many emails and all this. And so it just felt like a bit of a bait and switch and I hit that a few times. So it just got to the point where when somebody said, I'd love to interview you to, oh shoot, what does it for them? Would anything be required? Oh, it's for a telesummit. So I just stopped. And because they were, so it's this conscious business thing, but that's what I do for work. So why would I be promoting a telesummit with people being interviewed who I don't know if I can trust yet. It just felt like a strange arrangement.

Tad: The two happen of traveling business. I thought, man, I don't teach that, but that's really why I do it. I have opinions about it. I travel all the time with business, so perfect. So I'd say yes to those no problem. And that was really excited to get on the horn and share because it's something I know something about but I don't teach. Um, and uh, yeah, so those were, I mean just topic wise, those were probably my favorites.

Dr. Mark: And I love that. And so you know, just to dive into this a little bit deeper, as Tad was saying, you know, there's a lot of generic summits, the things over being done over and over and over again with one word changed or added or you know, removed essentially. And I get it. I'm in the summit space seeing those happen all the time. Now, one of the things that you were talking about in our pre-interview chat is the ones that stand out. And you kind of mentioned one or two of them right there, but what to you makes a summit stand out from your, from your perspective?

Tad: Well, I mean, just from a, I guess promotional standpoint, the, uh, there's some unique topic to me, it's, you know, I do a lot of work with people around me and I, I feel like one of the great questions to start with is just what's missing in the marketplace? What do you see that's not there as if it's already there, if it's already being done. You know, I've done improv comedy for years and one of the challenges with improv comedy, you, you'll be having a show and everything seems to go great. And then in the notes after, somebody will say, you know, every scene was two people standing there talking to each other. There was no dance, there was no song, there was no, uh, anyone moving on stage. It just was two people standing and talking. And so there's this big question of like, what does the show need?

Tad: And it's something if, you know, if you've been in improv for a while, you're sitting there on the bench watching the show. And I said, okay, that scene was crazy. So the show needs something grounded or everything's been really grounded, let's just do something nuts. Um, you know, so I think there's a similar thing in the marketplace of what is needed in the marketplace. You may need another summit like this. Do we need more of the same? And the answer is no. Uh, you know, something different is needed. And so then, yeah, well, what's missing? What do you see that's not there that you wish was there? And I feel like there can be a few angles on that. One is, it could be what's being offered. Maybe nobody's offered to tell someone on this topic. It could be the same topic before different groups.

Tad: So the who is different, you know, I think about a fellow Tommy Rosen who is a, this isn't telesummit wise, but he, uh, has a business recovery 2.0 where he's weaved yoga with addiction recovery, you know, so it's still yoga, but it's in this completely different way. We're still addiction recovery, but in this, so it could be what's offered, it could be how it's offered or it could be for whom it's offered and the how to me would also be the point of view. So, you know, it's, yeah, we're going to talk about, let's say, yeah, there's lots of summits about addiction, but we're going to take a spiritual angle or we're going to take a biochemical angle or we're gonna take a nutritional angle on it. Suddenly it's fresh and interesting again. Um, you know, if somebody were to reach out to me, and so that's a conscious telesummit, we're going to focus on the technical, the tech angle, of all the technical things you need.

Tad: Because I know I haven't seen, Oh yeah. A lot of my friends get totally overwhelmed on the tech thing. And if it was, you know, you're starting to do online video, here's how to do Facebook advertising, here's how to do all of those things. I might actually say, yeah, that's actually something that people could use that's different than what I offer, cause why am I going to promote a telesummit that's offering exactly what I offer with a bunch of speakers I don't know and can't endorse. It seems so crazy. So, um, to me it would be that the who, the what and the how are the main things. Um, and just so often it's the same on all three of those.

Dr. Mark: And that's unfortunately very true. We see that happening quite a bit. So stop and think summit host. When you're coming up with your theme, your concept, your topic, what has this been done before? How can you make it different? Like Tad was just saying, it doesn't mean you can't do it. Come up with a unique angle, something that's going to provide more value versus just more content. So I like that. Um, we were also kind of chatting and I'd like to kind of dig into a little bit of the, the aspect of how people reach out to you and what they expect of you as a speaker. Um, I'd love for you to kind of give us your perspective on one of the other reasons you're saying no to quite a few summits. Um, and what's expected of a speaker.

Tad: Yeah. Okay. So how do they reach out to me? What's expected? I can answer that real briefly. Badly and too much. Yeah. But yeah, so when they reached out to me, first of all, there is this, Hey, I'd love to interview you. That sounds so great. It sounds so competitive. Like, Oh, I'm so flattered that you'd want to interview me and hear what I have to say. And then the very next email is, Oh, it's from this telesummit and yeah, here's what's expected of you. And then it's just this, it seems so mad. Like first of all, could you go fill out this form? Why am I filling out this form? Don't you know who I am? Is this info. We couldn't just have the set a chat. Do you want my photo on my bio? It's on my website. There's literally a page that's about me that has that, uh, you know, and then it's, what questions do you want us to, or what's, what should we interview you about?

Tad: Why are you asking me this? This is insane. Um, you came to me, let's, let's just remember the arrangement you came to me to ask me. So you should know something. So then it just feels like it's a, it's a, it's a grab, you know, they just want me to join. They think I've got a big list and following them, it'll help them, but it's not about me. And then what questions should we ask you? Why are you asking me what questions you

should have? You know, nothing about me. Like, can we figure this out anyways? It's just, but when they do that, it just feels like, it turns it into a different dynamic where it's, okay, this, you've made this now just a professional, uh, you're trying to use me. Okay. So now I'm just gonna use this. I'll use it to promote whatever I want to promote, but it doesn't feel like it's we're collaborating on anything that I feel like, you know, the potential of a telesummit is you're, you're, um, ever thought about this way before, but seems like you're, you're trying to dig new ground or you know, blaze a new trail that actually hasn't been done before.

Tad: Like why else would you get all these different people, all these different opinions on the same topic together, if not to, to take another step. Like why don't you just restate everything that's been stated? So yeah, you know, there's this, the approach is I'm a bit of a bait and switch and then all of a sudden there's so much work expected of me. And then there's all these emails sometimes where it's, you know, hey team we're doing great with this telesummit. I'm not on your team. This is a generic conscious business telesummit that I already regret signing up for. And now I'm on your team. Now suddenly I'm, but I'm not being paid for this. So why am I reading your long emails and, and all the updates. All I want is, um, my dream as somebody to be interviewed with. Somebody said, look, we've got telesummit coming up.

Tad: We know there's lots of them, but here's the topic, the angle who it's for. We think it's, you'd resonate with this because we've actually looked into your work or follow your, you've been recommended and we checked you out. Here's the particular piece we'd love to have you offer. Uh, you know, and if it, if you think this would be a fit for your people, we'd be so thrilled. If you share it. Um, you know, we can give you all the materials that you need to do that, to make that really easy for you to just cut, paste, share, I'd just be so thrilled. But then it's so funny that I'd said, yeah, I'm on board. I'm on the team. Who else was being interviewed? I'm like, God, those people, I get to be a part of this. Are you kidding me? I'm totally in.

Tad: There's certain telesummits where if the topic was something, my people need it. If I thought the angle was interesting, um, if it was, you know, for my people and if the other people being interviewed were people I really respected, uh, then all of a sudden I'd be really, I'd be very open to sharing it. I said, look, Hey, you know, I email my list and say everyone, you know, curious, here's an issue we really struggled with as an industry. You know, and I know a lot of you have a hard time with, and I don't talk about it. It's not my thing. I don't feel like I'm an expert. But there's a telesummit, there's all these experts and I think their angle is super fascinating, you know? So for example, saw this telesummit on trauma, Thomas Hubl, I don't know how to pronounce his name, did it. And it was really, so I was like, wow.

Tad: I looked at the people being interviewed with and I knew some of them, but for me, I don't know the angle he took, but if he had a particular angle on trauma, like, look, there's a lot of theories about trauma and we're going to take a real semantic body centered approach to this and this even particular further refinement or this is the particular question we're going to be exploring, uh, on it. You know, and I worked with, let's say I was somebody who worked with people around addiction. I don't focus on the trauma healing angle of addiction, even though I know it's one of the most central parts.

I focus more on the family systems or on the social cultural, and I might be very excited then share that with my people and say, look, we all know so much addiction comes from trauma. Here's the telesummit that's focusing.

Tad: You get the idea. So just give me something I'd be excited to be a part of. And then if, instead of me having to fill out a form, it's just, here's what we were thinking of sharing. Here's the photo thing you're using. And uh, here's a couple of questions we had, you know, if it was, we know you talked about this, here were the questions we were thinking of asking, but I don't know, is there anything we're missing or is there anything you're excited about to share that's kind of new for you or you feel is important? Let us know. Uh, you know, I'd be so thrilled then I, then I actually would feel like I'm a part of something exciting as opposed to just being a cog in the, the, you know, you feel these promotion machine.

Dr. Mark: I absolutely love it. That is, you've gone and given us, you've highlighted a lot of what's wrong currently right now with summits and there's more. Um, but let's start one piece at a time. So summit hosts, please, if you're newbie summit hosts, listen to what tad is saying right here. Take what you can away from this. We always talk about how important it is to build a relationship with your speaker and to not be a list grabber. You're not going in it just to scrape your speaker's list. You're doing it because you have a message to get out to the world. So I love this kind of just like raw and straightforward in your face information that you're, you're throwing out as Tad. So let's keep going with this. Like I, I, I want to just rip, you know, rip, let's rip the curtain wide open off this.

Dr. Mark: Let's keep digging into the other areas and the other aspects. Um, with the communications you were talking about like the emails and, and too much of the follow ups are, or just not, you're not done correctly. Um, what would you say, like, as from a speaker's perspective though, um, to be able to get you on board, let's say we have a, a perspective, a unique summit that you had, that you gel with and you want to be on. Like what would be the ideal ways of getting you to like be able to share that? Like how would you like to be communicated with? What would be a good way to set us all up for success?

Tad: Well, um, you know, the thing that just came to me is reach out to me far enough in advance. I'm so busy. And so when it's, Hey, this thing's happening next month. And by the time I agree it's three weeks away and then, you know, and then there's all these emails and can you email your list? But I've already maybe figured out what I want to email my list for the next month. And so I just need a lot more lead time. And I imagine a lot of the speakers do that. They just can't fit in another insight. Why I'd love to share the word, but I've just, I've already promoted so many things to my list. Uh, you know, cause I didn't know this was coming and so I just need to give more content at this point. Um, so there's that and um,

Tad: Yeah, you know, the, I just remember this one telesummit, God bless the woman, she was just very loving and it was all about love and we want to do the whole telesummit thing differently, which ironically is just, this is when everyone says that's not different. You know, we're going to do this completely differently. And so she would just send these long emails and they were very effusive and they were very loving and they were

just not, I didn't need them. It wasn't useful for me. And she was very excited about everyone being on her team. But you know, this manner of approach of, of like, I get that you're busy. That's one of the few things I want to hear and feel. So we understand you're busy. Your time is so precious. So we just want to use it. We're only going to be reaching out when it's necessary.

Tad: We're going to keep it kind of short and to the point, you know, also I've had some telesummit. Um, I'm totally okay to get on the phone and let's talk about it. Let's do the, the pre interview just to make sure that we, you know, we, uh, we know what we want to talk about. I'm happy to do that. Usually if, I mean, if, I think the tell summit is a good telesummit and I'm interested in if it's just, if it seems like the list grab, if it seems like this real generic thing, I'm less excited to do that. But if it seems like no, this is going to be something really special, this is going to turn into a kind of product that could be used. But I'm happy to go on the phone 15 minutes, 30 minutes just to chat and, and uh, and then that also does build the connection.

Tad: You know, I remember, um, mutual colleague Milana Leshinsky, she, um, somebody, it was a mutual colleague who said, Oh, you should, um, speak with Milana. She had some, Oh she had a program coming up and I'd heard about her for so long for, you know, a long time. And yeah, she's one of the OGs and the same, she's really one of the pioneers. And so anyways, I thought, well it's probably time to talk through, but it was about telesummits and I, so I wrote back and I said, she should know though, I hate telesummits. I'm not a fan of the thing cause I just seen it get so overdone. Anyway, she said, well let's just chat. As we got on the phone, we chat for an hour and by the end we were just best pals because she actually agree with everything I was saying.

Tad: And I had her own critique about the whole industry. And so I think that can really help to build a relationship. You know, like let's just talk, let's, so I can, you know, share what I'm up to. But it's so much of that comes down to the clarity. I mean, there's a copywriting thing around the, uh, you know, what, what's your headline? What's your sub headline? Does it really immediately clear what the message is? Um, but I'm just trying to think. Anything else in terms of being communicated with for the most part, any time. Keep it short, make it really easy for me. I'm just so busy. My life is so full. If you can just make my life easier. Um, here's the prewritten text here. Three pre-written tweets. Here's the Facebook post. Hashtags are the included. Uh, here's the meme that you can share with your photo of the interview.

Tad: I'm happy to share it, especially if it's a topic I'm interested in. I probably want, I mean, the truth is, I mean, I'm not proud of it. I'm not ashamed of it, but I just probably won't otherwise, I'm so busy. I just, I have so many things on the go. Instead of the thought of sitting down, going into Canva, creating a meme about, it's not, I will not do it. Doing a write up about the thing I probably think I should tell myself I ought to. It would be helpful. I'm not gonna so give me the Oh God, also, also.

Tad: Oh, and the name of all things sacred. Don't have this website that I have to go to to get that content. I remember this, this will kill you. I, somebody want to interview me for a telesummit. She was doing amazing stuff. It was permaculture re-skilling and there's a lot of topics I'm really interested on a personal level. And so she wanted to interview

me. I thought, great. And so she sends me the form. So I fill in the form and then of course I get email, probably automated, like here's the link and sign in information for this online platform. I like, where am I going to put this? How am I gonna remember my password is this, this is another thing. I don't, I go in, all the different tabs are named, um, it's like the river, the sea, the field.

Tad: And I wrote her and I was just particularly burned out and stressed out at this point. I think it's just good to assume that the people you're interviewing are on the edge of a nervous breakdown and anxiety attacks from too much work and they're about to burn out and spontaneously combust in a spectacular fashion just to assume that that fragile. But so I wrote her and I said, well, I don't, where do I find the material? Which tab is it? This is so confusing and she's kind of touchy and indignant. Well, I just, this is my poetic license to do. I was like, well, you just enjoy your poetic license and it should be revoked because this is terrible. I'm so confused. So I didn't end up getting interviewed. I think I just stepped back. So don't give me a login thing for a website to go hunt somewhere on that thing.

Tad: There's a meme that I can share. Just send it to me, you know? Um, and if you, even God, if you, I'll just kiss your feet if you personalize it. Like I'm being interviewed on this topic. Here's some of the other people being interviewed. Don't send me something where my name's in it. Here's some of my colleagues being interviewed. Tad Hargrave. No, that's, you know, if you personalize a little bit, I'd be so grateful. I'll just say thank you so much. I'm so busy. You have an idea. Oh, but apparently you do have an idea because you, you took care of me in this way.

Dr. Mark: Oh my. I'm just dying over here on the other side of this. Mike, for everybody listening in to this Tad, you are cracking me up, but you're being brutal. You're being honest. You'll, you're adding a little humor into there as well. I love that. But it's true. Just assume all of your speakers are on the verge of a nervous breakdown. If you think of it like that, as you're preparing to help them, you will do it. You will over-deliver. I guarantee you they will remember you. And probably like tad said, potentially kiss your feet. At least be willing to collaborate in the future. And I love that you brought up Milana. Um, she is for those listening in, she was the first person ever to run an online summit. She called them telesummits. As you've heard Tad talking about here, we actually interviewed her on episode 43 so if you want to check that out.

Dr. Mark: That was a proud moment and my virtual summit podcast history here. But let's keep, let's keep going. We've got a little bit of a few minutes left [00:24:00] here. Tad, I'd like to get into some of the brutal truths, maybe from some it's aspects around the marketing side since you have some experience there, some, some, you know, you, you play in that playground quite a bit. Are there any things you're seeing from, from the summits, the way they're marketed? Not just how, like we're reaching out to speakers, things like that, but maybe, you know, what are some incorrect ways or ways we could be improving how we're marketing our summits?

Tad: Well, you know, always to me it's, I think people look at marketing like there's some magical marketing power you can sprinkle on stuff. You know, you just put lipstick on a pig and all of a sudden it's not a pig anymore. No offense to pigs. But it's this, to me, so

much of it starts with the niche and the point of view. So is it, if it's really clear who it's for, what it is, how are you going and better what your angle on it is? That's honestly most of it. I think that's 90% of the marketing. It's the icing on the cake is the sort of technology side of it. You know, and I'm sure there's lots of ways on a practical level to marketing, but it's Facebook ads or getting people to email their lists or carrier pigeon. I don't know. There's probably lots of ways to do it.

Tad: But if that's clear, um, you know, it comes back to if I feel like I'm a part of something exciting that's really breaking new ground as a, as a, as somebody being interviewed, I just want to share it and I'll share it in the ways that make the most sense to me. Uh, given my, my business on my list, I mean, hell, if I think it's really a great sign, I might even do a Facebook ad on it, you know, just to boost it and promote it and not because it's gonna make me more money to do it just because this is an important thing. This is a conversation that has to happen. I'm glad that it's finally happening, you know, in involve me in something like that. I just want to spread the word. Um, but yeah, I mean, gosh, let's see. Just in terms of the marketing also, um, it's, I've seen them get over done. I don't know the solution to this one honestly, but I've seen them some tell us some of just the overly promoted, I don't know if that's possible, but it's overexposed. There's just so many people and they're all sending the same email, the same cut and paste text. I see that less, but I did see that more, I think probably earlier on. These were on the, on the rise. Gosh, I'm trying to.

Dr. Mark: No worries. So let's, uh, let's kinda as we're starting to wrap this up here, what are some ways we can now flip this a little bit? We've talked about, uh, you know, and you have mentioned some of the ways to do it differently, but if you were going to say like, Hey, summit hosts, here's how I would recommend making this different. We've talked about unique angles, but like if you could give us that kind of like, just talk us through those steps for these aspiring summit hosts.

Tad: All right, this is my dream situation. Somebody reaches out and it's clearly not a templated email. You know, it's clearly this is too mean. And there's something in email that saying like, that lets me know that they know who I am. Uh, they've been following me for a while or whatever, but so I get an email that's personal. Let's just chill this low key, just, Hey, we've got this telesummit. We know there's so many. Um, we would be so thrilled to, to interview you about this. Here's our unique angle, here's the unique topic. Here's the way we're going in it. Um, and let me know right away, you know, you have this first summit and, and we're not, uh, there's no requirement to email, but we know we can, we cook you real. Uh, but this is the thing, here's the topic and the thing we'd like to interview you on.

Tad: I get this kind of email saying, okay, I'm at least open to talking with you about this. So if that first email is, I mean, it's a brief clear what this is, what's unique about it, why you want me involved personally, uh, that in some way. I mean, if you can make me feel like, how could this telesummit happen without you? We need your voice in particular on this. It's so important that your angle gets heard. I mean, then I'm just, okay. So then I feel like, Oh, this is something I'm excited about. And then you say, um, so yeah, here's the, here's the details. You know, here's when the interview will happen. Make that

easy for me as you did the reminders, you know, those automated systems just here's the Zoom call, here's the link because I'm busy, I'm as loud.

Tad: Oh, you're still like right. Easy. And then, um, but yeah, then, then I get an email saying, thanks so much for the interview. Um, here's, uh, here's the prewritten text. Here's the pre-written everything. Here's the memes for you. Uh, we did it, you know, let's know if you'd like to have any changes, feel free to edit it yourself. And, um, you know, here's what it's going to go live. Just make it real simple and easy for me. And, uh, yeah, I'm so thrilled. I'm just happy to be a part of it. But that's the thing that, you know, people want to be a part of the things they just, they don't want to suffer doing it. They don't want it to be add to the burden of their lives. Um, and I just, I've found this with so many summits, it's, Oh, you're just making my life harder.

Tad: I don't see how I'm winning from this. I don't see how my list is going to win from this. Uh, and I see how you win from it though. That's all I'm seeing is that you win. You know, my colleague, George Kao talked about the three wins you've got to win your clients have to, or like if you're partnering with somebody, you win, the partner wins. And there are people in all three of those things have to be in place. And if I can really feel like, yeah, and then you get it, how busy I am, if that's clear, I mean I would literally just encourage you to write that everyone listening to put that in the email. We know you must be insanely busy. We know you must have so much on the go. And so we're just, we want to make this really easy for you.

Tad: I'm, part of the easy thing is I wrote this blog post years ago. I think it's, if you go to marketingforhippies.com/rice-bowl, it might ask for a password, which is just rice-bowl. Anyways, it's a no, that's not it. Anyways, there's about, maybe I'll send it to you afterwards, but it's been stop wasting people's time. The incredible cost to being fuzzy. When you reach out to somebody that telesummit hosts with summit that's so nebulous about what it is or what the angle is, and you make me work to try to figure this out and try to unpack, wait, so are you talking about this angle or is it this thing? Well, you know, it's a little bit above. If it's fuzzy for me, you've just given me a job, which is to clarify it and then it's you send me texts. That's that fuzzy to what you've given me is the job to rewrite your copy because I'm not going to share that because it's too unclear.

Tad: You know, I had colleagues who, it wasn't a tech summit, but they came to Edmonton to do a workshop and I knew a bit about their work and I went to the Facebook event and it was so unclear. I thought, I can't share this Facebook event. There's no one will understand. It's too much to new age jargon. No one's going to get it. So I had to rewrite it and after the workshop was done, we went for a tender. I sat down with them and said, I will never do that again. No one, you know, will ever do that again for you. This is too hard. Why are you making me work to translate as if from another language into English what you're doing. But when it's clear and it's easy. Oh boy, it's such a, I mean it's a joy. I was so happy to be in it too.

Tad: And interviewed for these, uh, the telesummits on the travel travel wall working as is great. And here's the other thing. I mean, I've heard of summits doing this. I think it's such great idea. So I haven't had the pleasure of being on the receiving end of it where it's like, Hey, every once in a while we're going to do a panel discussion where you and

other colleagues can talk about this. Man, if there's a topic, I'm interested, I'd be so excited. I get to be on a panel with those people. I'm going to learn something. I get to meet some new people. I'd be so amped about that. Um, cause that, you know, that's fun for me as somebody who's being interviewed as opposed to, uh, I'm, yeah, I'm just another speaker in your summit you don't care about, you don't really know about, um, yeah, it's fun to collaborate.

Tad: I mean I think, and here's the other thing, you know, I would maybe assume it's probably true for a lot of the people you want to interview on telesummits, they're lonely, they're solopreneurs, they're doing whatever they do, probably a lot of them, they do it on their own. And so they don't have that feeling of collaboration all the time. That's certainly true for me. I'm everyone's fall code, do a workshop with somebody alive where, and it's so much fun to do and I love the conversations cause I just, I'm sitting on my laptop, you know, all day at a cafe by myself and so a chance to be a part of a panel. It's a tiny thing but it's, it's a delight for me. You know, it's a rare opportunity. So I'm a, I'm a fan of that at least part of the model of the summit.

Dr. Mark: Tad, this has been absolutely phenomenal. I've loved the, the, the raw, the real, the even vulnerable aspects of this. Thank you so much for, for taking the time to share all of this with us today.

Tad: Yeah. Thanks for having me. It's a, Oh man. If I can help other people not suffer from bad approaches of telesummit, I'm into it.

Dr. Mark: I love that. And so I'm sure everybody listening in here is like now on the edge of their seats. Like this has got us all thinking and they're probably interested in checking out you further. Where's the best place they can go to to find you hanging out where they can get in touch with you, maybe, uh, correctly contact you for a virtual summit or more?

Tad: Well there's two places. One, my main website is marketingforhippies.com but you know, of course the niche thing is so big for telesummits and there's a website I've got nichingspiral.com and that's uh, there's a lot of free stuff on it. Just thoughts around niching and figuring out lots of examples of good niches. Um, let me, should I, um, so yeah, those are the two main places.

Dr. Mark: Excellent. Thank you again Tad for being here with us today.

Tad: What a pleasure. Real fun

Dr. Mark: And thank you all you summit hosts for spending this time on the episode with Tad and I am Dr. Mark T. Wade, founder of Virtual Summits Software and remember your message matters. So go out there and make an impact in the world. Don't forget to check out all of these resources we've just been talking about and this episode over the show notes at podcast.virtualsummits.com/097. This is episode number 97 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 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. 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.