

Virtual summits are the most powerful online marketing tool available to grow your list, launch your platform, make more money and create an impact in the world, even if you're just getting started. If you are ready to take your summit to the next level, then tune in to the virtual summit podcast with 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 host, get your summit out to the world in a powerful and impactful way. So let's get started.

Virtual Summit Podcast Episode 005

MARK: Hey guys! Dr. Mark T. Wade here, founder of virtual summit software, and I am thrilled about this episode. I've got my friend here. Chandler Bolt joining us. How are you doing today, Chandler?

CHANDLER: I'm great, Mark. Thanks for having me. Good to be here.

MARK: Oh, man, it is so exciting to have you on this podcast, the virtual summit success podcast and to pick your brain on this. You've had some extreme success, not only in summits, but all across the board. So I know you're going to be given some extremely valuable insight to our audience to our summit hosts. So guys, get out your notepad, get out your pen, get ready to write down some goals. Now before we jump into the actual details of your summit and what you've done with that, let's let the audience know a little bit about you tell us something special and interesting about who you are, what you do and where they can find you.

CHANDLER: Cool. Yeah, so my name is Chandler Bolt, I'm originally from a small town in the middle of nowhere called Walhalla, South Carolina; college dropout, C-level English student that somehow now runs a company called self-publishing school. And we've taught thousands of people to write and publish their books and self-publishing schools and online education program. We help people write and publish their book. I've done six books myself, including my most recent book called *Published*, and so kind of came all the way through that and went from someone who hated writing and hated reading to now someone who is a huge advocate for it. I call it a \$15 mentor, right? You can get someone's life's work. Everyone wants a mentor, and they're confused about how to get one. Well, there's tons of them called books, you can get him for 15 bucks. And you can, you know, you can learn all the best things from people in those books. So that's kind of my background. And we've been building self publishing school from zero to over \$10 million. In the last four years, we've grown a ton. And I'm sure what we'll dive into here is a big part of that growth was virtual summit. So I'm sure we'll talk about this, but literally doubled my business for the year, in 2015. In one month, in July of 2015. We doubled our revenue for the entire year. And we were able to hire our first employee based off of summit and really our summit that year and our summit the next year kicked off this whole thing with self publishing school. So pretty, it's been a pretty wild ride since then.

MARK: That's incredible. Who wouldn't want to double their yearly income in one month? I mean, I know we've got our host or summit hosts on the edge of their seats now and before we continue moving forward that where can they find you?

CHANDLER: Yeah, so I'm on Facebook and at self-publishingschool.com. So that's our main site: self-publishingschool.com, we've got the blog. We've got a really awesome blog there, ton of helpful content there. And then I do have a, it's a principals YouTube channel, like kind of a fun little side project if you've read principles by Ray Dalio. So it's kind of you know, my principles from going from zero to 10 million plus in four years. So I do two videos a week there. And so there's my life principles videos on Tuesday, and then my business principles videos on Thursday, Friday. And that's been a fun project, just kind of like a give back for entrepreneurs who are looking, you know, about scaling or just kind of life principles.

MARK: That's awesome. And guys, if you want to access that, if you're in the car driving or at the gym right now, don't worry, you can go over to podcast.virtualsummits.com for the show notes. And we're going to link to Chandler's book and all of his social platforms as well. So you guys can follow him there. I know. I follow Chandler. And he's got amazing content that he's putting out all the time. And I love your videos on Facebook and YouTube channel. I do enjoy the joy those quite a bit. So let's let's jump into it. Let's talk about that self publishing success summit. Can you give us a little bit of the background? Like how you decided to do it? And then what was it? How many days? How many people like just tell us some of the details with it?

CHANDLER: Yeah, so my friend and a Vemo, as he was like, Hey, man, summits are doing really, really well. You got to do it. And I was hesitant at first, but he convinced me to do it. He said, it's really going to work for your business. I was like, What are you talking about? What first off? What is this summit? And then how is this going to grow my business? This sounds like a ton of time, and effort and all this stuff. But really, I mean, it did I mentioned doubled, doubling the business. And it wasn't small numbers, I want to say it was it's funny and prep for this interview, I was trying to think of what the actual numbers were I know it was, I want to say it was 330,000. It was somewhere between 300 and \$500,000 in business within the first 30 days. So I know that we had done a, I said want to say two \$300,000 up into that point from January to July. And then in July of 2015. I'm, I'm pretty sure it was 330 thousand dollars in that 30 day window. And then it kicks. I mean, this built our email list, we had an opt in goal of I think it was 10,000 leads and we hit 25,000 or like a few is a little bit more than that. And then you know, so really, it just kicked off. I mentioned we were able to hire our first employee, which is awesome. His name's Omer, he still works with us today. He's the man and just as totally changed our company. And so all those things kind of came out of that. And then the big thing for me to was made all these connections. So I started you know, I got some pretty big names. We did it for two years. So we did 2015, 2016 and I mean, I Gary Vaynerchuck on there, had Grant Cardone, had Jeff Walker had Russell Brunson, had just like Ryan in the back... ton of people on there. And it really helped there. But then, and I'm sure we'll get into this later summit probably over answering your question. I mean, dive in like a bunch of different things. But one of the big things too, is I was very intentional. I knew that I wanted to repurpose the content. So actually, in every summit interview, I didn't you No, I didn't say hey, channel roll here. Welcome to the summit. Day one. I've got Mark Wade here, I didn't do that. I said, Hey, Chandler bolt here. And joining me today is Dr. Mark Wade. And then I knew that I could pop a bumper on the front and do the summit. But then I also repurpose all those interviews. So we have a pretty successful podcast called the self publishing school podcasts. And that's actually all the summit interviews. So I haven't done a single podcast interview. It was all summit interviews that we used, and we just, you know, took the audio versus the video. And then we released all those as podcast episodes. And people. I mean, it's a different medium, right. So now, you know, people get a lot of value out of those. And it's all because you know, we first we first did the summit.

MARK: This has been some amazing information. Now let's have a quick word from our sponsor.

Gap 1

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MARK: Now that you bring up an amazing point there one that deserves us kind of highlighting is when you run your summit as challenges said, you don't need to just think summit here, you can repurpose that content, as Chandler did with a podcast. You can also you know, pop that into rev and have a transcript have blogs going on there. You could use that into videos, so your YouTube channel as well as you know, we teach a strategy where you take those concepts and you can actually map out a framework for an actual course based on the modules and the concepts and stuff. So it's really intelligent way of doing it. Obviously, it's done very, very well for you, Chandler. Let's look at one

specific point. What's something you loved about that summit? Like when you ran this summer? What was something that other than the leads in the money? Like what was something that was really beneficial for you?

CHANDLER: Oh, man, so much momentum relationships for my business. So I mean, just really getting to know people that I wouldn't have otherwise known and getting introduced to all those those folks, I know you and I were at a mastermind, and Grant Cardone right hand guy was there. And he's like, Oh, yeah, we talked. And I actually had totally forgotten that we talk as hard as the summit does is like, hey, great to meet. She's like, Oh, I met you before you. Like, oh, yeah, oh, my gosh, you're totally right. And so you know, it's just all these relationships with people that I you know, would have never otherwise met. So that was really helpful from just, you know, coming into the industry and getting known and all that stuff. But then also just the momentum. I mean, those people are bought in the people who watch these summits like, actually, right now, just thinking of this as we're talking. One of my best employees right now. She's incredible. She first heard about us from the summit. And then a year and a half later, she worked. She joined our team, she brought in \$1.6 million in sales last year. She's our sales team. For that is just one example of just like the hidden benefits that you would never would have expected.

MARK: That's such a great point there, Chandler. Absolutely love that relationships are so important. Obviously, for me, one of my core values is your net worth pins on your network. So looking at the relationship aspect is so important. But let's look at the other side of this. What's one thing now with your experience having run two extremely successful summits, what's one thing you would change about the summit you ran?

CHANDLER: Oh, man, one thing I would change, gosh, there's a lot of things I would change. And there's a lot of things that you learn kind of the hard way, and you screw it up and all that stuff. So one of our core values is self publishing. So it's fail fast, fail forward, fail often. So I'm just a firm believer, if you don't fail, you're not learning. It kind of similar to if I love snowboarding. And if I'm not falling on the mountain, then I'm not going fast enough. Right? So we're a firm believer in failure. And so with this, I failed a lot. And so one of the things is we didn't have enough server space. So our website actually kept crashing, we would do you know, the the interviews would be launched live, so or they would be it you know, you could air them at x time, they were all pre recorded, but you could air them accent. So everyone will be sitting there refreshing the thing. And so we I mean, we had we were weren't expecting, you know, but 10,000 people, and then there are 25,000 people. And so over our first employee, we handed him a Zendesk login. And we said, hey, we've never used zendesk, we just set it up, there's 1000 support tickets in there have added. And there's all these people who the server was crashing. So that, you know, that was one thing, I'd probably change. One thing that I've seen that people are doing really well is having a limited time offer on the thank you page for the all access pass. So the all access pass, you know, being the recordings and all those things, we did that. But we didn't have a one time offer on the thank you page, which I know that a lot of folks that have used that to seriously up the conversion on the thank you page. So instead of having, hey, 99 bucks for the all access pass or something like that, for the first four days, you know that a lot of folks, hey, there's a 15 minute timer, and then you can even get it for less than that if you purchase it immediately. And I know a bunch of folks that have had really good success with that. So that's probably one thing that I would I would change. And then I don't know, maybe one thing that we did well is I feel like we because I feel like there were a lot of things that we were very intentional about. And I know this isn't exactly your question. I'll just detour on this for a second a circle circle back. But I feel like I don't know, I asked myself when we came into the summit. I said, All right. I don't want to just do a summit the way everyone else does, I want to just raise the bar and have a high high high quality bar. And so you know, we didn't have any pitches besides me at the very end for self publishing school. So that was like the only thing. So we didn't allow people to pitch. We also i themed it. So it was very clear both for me the interviewer and the interviewee what I was going to ask them about, and we framed it that in a way that lined up with self publishing school. So there was a writing, like two days on writing, it was two days on marketing. There was two days on scaling your business using a book. And so it was very clear. And I feel like that helped people to get more out of the summit as attendees because they knew what they were getting. It wasn't just here's Grant Cardone. And like, just calm because he's popular. You know, it was like, hey, Grant, Cardone is going

to talk about seller be sold and how you can use sales skills to sell more books, right? It was, like always very specific, like, here's the exact thing that you're going to get. And here's where that fits in the grand scheme of things. Or like, here's how this author, you know, like Jay Pappas, on to the one thing uses time blocking to get to actually get your book done. So it's like combo, the one thing okay, I love that book. But more specifically, here's how this is going to help you with your book. And then we've got the author here, that's, you know, doing the interview. So I feel like that's one thing we're very intentional about.

MARK: That's genius. I love that. And especially me, you know, I talk strategies a lot on like the one day summit, and one of the core things we talked about as being extremely specific with the problem you're solving. So this is actually great example, for our summit hosts that are doing multi day summit. It's how you can still be specific for each of those days, and even each of those categories. That's a great example there. Let's look at the promotion side of things. Because this is an area that a lot of summit hosts have concerns or uncertainties with, what what did you guys do to promote your summit? And maybe what was the most effective thing that you did?

CHANDLER: Yeah, great question. So we had, I think it was Matt McWilliams, at the time, was running our affiliate program, those guys did an awesome job. And one of the, you know, there's a bunch of different things that we did, we were very upfront about it. And I know, I think the big mistake that a lot of people make is they try to just slip it in the back door, like right after the interview or anything like that. And they're like, oh, by the way, you need to promote this. And and I just was very clear, like from the get go, either this was someone who was going to promote or someone who wasn't, and it was a requirement for just about everyone. Now I know, people have differing opinions on that it worked decently well for us. But the big thing is, I guess maybe two main takeaways is number one, will three, I guess, be very clear up front. And so we did that, but then the two other ones would be just making it a huge win for the affiliate. So you know, we said, hey, you're going to get I think it's 40 or 50%, off the all access pass, but then also a standard Commission on self publishing school. So you know, when you recommend people for the summit, you know that it's it's a two tiered thing. So you know that there was actually serious upside. And I think we gave them a one year cookie or something like that, where it's like, hey, if they buy anytime within a year, you're going to get credit. So making it be a legitimate win for them. That's one thing that we did well, also on the getting people to agree to it, I always try to frame things up and mindset of are in the mind frame of like someone already does or is familiar with. So I recognize that, especially when I was doing summits, people had no clue what they were a lot of them. And so I didn't say Will you be on my summit, I said, hey, it's kind of like a podcast interview, except it gets way more exposure. And people are watching via video. So any link that we drop below that video is going to give you way more traffic than someone's listening on a podcast, and they're like on there on the drive or in the gym. And they can't just click so it's like a more engaged audience and it just like a podcast, except, you know, lower risk, or I forget how it seems like it's going to move more. So I was like, I always try to tie things back to why is it a win for them? Not just Hey, will you come do my thing. And so that's probably the second thing. And then the third thing is we have seen this has been very much copied since then. I've been asked on a bajillion summits. And a lot of us this I'm like, this looks exactly like my thing. But it's it was a one pager, it was just a very clean one pager. It's like, here's what the summit's about in one or two sentences. Here's what the target demographic is, here's, you know, here's the affiliate details, here's the dates, here's the commission structure, here's who to get in contact with blah, blah, blah, just all in one page, super simple. And I would just would attach that as a PDF. Now they can very clearly see, is this a fit for my audience? Is there upside that makes sense for me financially? And just, you know, what are the next steps? What are the dates that I need to block out. And so it just made it very simple in that way.

MARK: That's actually I mean, that's genius, you're probably going to see that now thousand more times that we've just mentioned that. But if you have that available, and you don't mind sharing with the audience, I'd love to link to an image of that. But going, going even into that you bring up a great point, which is kind of the how you contact the potential speakers. So you're sending them, you know, a one pager with the details that they can just quickly look at, can you tell us a little bit about like that email? Or how you what you would put in that email when you contacted them?

CHANDLER: Yes. So I think, gosh, I think we had there was some templates that kind of created that I would send out. But it was it was very personal. It was the subject line was offline, let's talk about your book, or helping out with your book launch or like something that was you, you or them just like so as I especially realized early on that I could get the biggest names if they had a book launch coming up, and people will do crazy stuff. And they're launching a book. So you know, that's what I can get yeses. So I was like, hey, let's help out with your book coming out soon. And we're, like, move some books. And then that was the frame. And then oh, by the way, it's you know, and it's a summit. So it was not like subject line. Will you come interview for my summit? You know, is there like my summit? Me, me, me, me, me right now. It's your book, let's talk about books, or let's talk about your book. And so I just framed it up in that way. And then it was, you know, say, Hey, here's the thing, here's a here's the thing, here's how many people that were expecting, here are people that are in for this. And I kind of use the stair step approach. So I've talked about this a little bit before, but kind of like CB and a level influencers or speakers. So I always go for like, what's the personal connection to someone, I have this a highest up on the ladder. So whether it's CB or a and what are the easy yeses. So that's what it is I got easy yeses from as big names as possible. And then I would go two people that they knew that were, you know, a rung above the ladder, or whatever B, C, A level, you know, just just using generalities here. And then I'd say hey, so and so's and for this are you into, and so then that helped me kind of layer up. And then I was able to get my biggest names at the end, when we already had a ton of momentum, and a ton of recognizable names on the list. And I would always cater the list of people, I would think that they would know. And then I would ask, I would tell them very specifically what I wanted to interview them about. So it's like, hey, you've done a really good job of X, Y, Z of like, you know, scaling, you're using your book to drive a ton of sales for your service based business. And I want to talk to you about that or something. So it wasn't not, it wasn't just like, Hey, can you come interview? And then lastly was like, hey, why this is like something that you've already done and do all the time, which is a podcast interview. And I might even say, like, Hey, you were on a pie, I saw you doing a bunch of podcast interview. So this just like that. And the good news is, we're gonna be able to, you know, like, it's way more engaged, because they're via video, I kind of what I was saying a second ago. And then I think I made it, the call to action was was very simple. It was like, Oh, I made it. It's kind of like a takeaway sale, or like, making it super easy for them. So it's like, literally, this will only take 45 minutes, just like reply to this email. Yes, that sounds interesting. I'll do all the heavy lifting, like, it'll be super quick. And I just like overemphasize, I'm going to go out of my way to make this an awesome experience, and as little of your time as possible, and all that and just like a punchy email that makes it you know, a no brainer for the new if it's a fit.

MARK: That is such cold right there. Like I'm over here taking notes, because some of those things I'm like, that's genius. Going with this, like now, I mean, when you were first doing your summit, you're just getting started, you hadn't even hired your first person yet. Like if you were to do a summit, now you have a team, what aspects of that outreach? Like how would you actually set that up with your team? Like the research, the contact, the initial contact, the follow up? How would you kind of spread that out? Because I would imagine you wouldn't be doing all of that?

CHANDLER: Yeah, yeah. Great, great question. So yeah, if I were to reset it up from scratch, I would batch all the research, and I would have like our CB and a list of people and I would have a top 20 that we're targeting. And then I would probably have, you know, I'd have the general template that I could work from, but I would probably be in charge of sending out the first email because nothing pisses me off more than just getting this like, obviously, can template from someone who I obviously know, like, it's not that person that says that. It's like, what an easy way to break trust. Okay, cool. You had your VA send me, you know, send me this, like unsubscribe, delete, archive, you know, all that stuff. So I would probably come there and then, but then it as soon as I get a yes, that's when it would probably pass off. So it's like, Oh, awesome. Like, sometimes I'll even be up front about this. And this is probably how it approaches like, perfect. Can you connect me with your assistant will get this booked on your calendar, so I'm giving them permission to pass me off? Because sometimes people won't reply because they feel weird. They're like, Oh, cc my assistant. And you know, I don't know, like, it is weird when you're not used to that, like, oh, man, it feels like I just got a stiff arm. And that's, but it's like, Okay, look, you're busy. So if you can just introduce me to your assistant will get a time lock

down again, want to make this as easy as possible for you. So that's probably how I would do it. So the part that I would be most involved with is the first email and the research.

MARK: That's some great insight. Now let's have a word from our sponsor.

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MARK: That's a great way of looking at it. And you know, and I think busy, especially high level busy entrepreneurs, they expect you know, that they're not going to sit there and answer all the emails just just as you mentioned. So I think it's totally doable. But I love how you talk about just being transparent up front with it. So they're like, oh, cool, great. You're going to put your system my assistant awesome. With that, actually, like, you've just got my mind going. I know, like these ideas that are questions that I want to ask you about. As far as the customer service side, okay, because, you know, you're planning for 10,000; 25,000, like, let's talk about the nightmare aspect. Let's be fully transparent, like, what was some of the nightmare aspect of having that kind of influx? And then how could How could somebody prepared to take that on?

CHANDLER: Yeah, I mean, I think I mean, obviously, the preface, is this a great problem to have, right? If your worst problem from your summit, is that you have too many people watching and too many support tickets. It's like, okay, that's the first little problem. But, uh, yeah, so I mean, I think it's a good problem to have, but, uh, definitely a problem nonetheless. And we just weren't prepared. So, you know, our response times were way too long on our tickets, we had frustrated people were like, yo, what's the deal? Like, we can't watch this. And so one of the things, lessons that we learned kind of from that, and since then, is measure twice, cut once. So just how if you have if you have a customer support team, the most important thing, especially in a summit, when you got a bajillion interviews happening is check every single link, because if you're drowning, it's like, you got a team that's drowning, and then you just pour more water on them, right? By sending a link that are sending an email with the broken link. It's like now they're going to get you know, if you get 10,000 people, they're going to get like 234 or 500 emails back from that saying, hey, Link doesn't work. And we definitely screwed that up. So before every email, checking incognito window, like now it's this habit for me, anytime I send any email or anything to other people, I'm checking incognito window, you know, just making sure that we train our people that as well as, hey, make sure you take that extra step before you clicks in. Because we've just had enough times where our customer support and student success team are like, yo, guys, WTF, like, I got 350 support tickets over here. You didn't check the link. So it's just like, that's what probably one of the biggest things that we learned?

MARK: Well, to dive in that just for our some hosts that maybe aren't familiar or don't understand why why did you say you check it in an incognito window?

CHANDLER: Yeah. Because you might be logged into WordPress and your your student or your viewer? Your some of your is not? Right, or I've just seen so many things, whether it's a YouTube link, whether it's a WordPress link, whether it's just, you know, a link, like any other type of link, whether it's, I mean, gosh, any any link, really, there's a potential that you're logged into something that's affecting how you view it. So an incognito window basically says, No cookies, no cash, no, any of those things? How is someone else going to randomly See this? And if you really wanted to go the extra mile, you would say, let me look at it on mobile. And let me look at in Firefox, and let me look at it whatever else, I found that, you know, the 8020 is one incognito browser. And that that's kind of like a nice mix between I'm measuring twice cut and once but also I'm not taking, you know, an hour and a half to check every possible scenario.

MARK: No, that's it's such a good point. Great point. I haven't even heard anybody mentioned that previously. I'm glad you brought that up. I know I've had that same aspect. For example, with our virtual summit software, when I'm logged in as the administrator, I get immediate access to everything with every link. But obviously, you know, an attendee or whatnot, if they click the link, they're going to see something completely different. So that is such a good and powerful lesson right there. Let's take it a little bit more from an impactful or personal approach. You mentioned this kind of already with the woman who now works with you. But can you give me another example of someone's whose life has changed, because in a positive way, from accessing your summit?

CHANDLER: Oh, gosh. So I mean, so many, we had so many people that joined self publishing school as a result of it, and then went on to do a lot of amazing things. We had so many people who, it's amazing. I've been traveling around doing speaking a lot lately, and so many people come up to me, they're like, Hey, I was on your summit. And so just to see that personal connection, and and there's, you know, obviously, the owners and the leases and of the world that have come on, to work at self publishing school, become coaches, the self publishing school. So it's kind of that that ripple effect of like people who wrote their book, just from the summit, people who became students, people who became students, and then employees or people who became employees, it's kind of like this, this circle of life that I always talk about from a business perspective is really cool is when you own a business, you're able to change the lives of your customers, you're able to change the lives of your employees. And then you're able to change the lives of a whole another group of people. And the sense of like, we take the outflow of some of our profits and like, you know, go into nonprofits build, we build a school to Pencils of Promise, we're building houses through news story, like there's just all this kind of outflow that happens in three different directions, which is kind of really cool.

MARK: Yeah, that's what this is one of my favorite questions to find out about when I talk to summit host people who have host summits. Because, for me, it's one of the main drivers. For me, I look at it as you know, virtual summits allow people who are suffering to get access to the solution from experts that they may not have otherwise had the opportunity yet. And this is a perfect example of that. So let's talk about the technical aspect. We talked about, like customer support nightmares, but let's talk about you know, how did you build this out? What was good about it? And what was like, ah, never again.

CHANDLER: Yeah, we did your software. Because I mean, it was just, yeah, from a technical perspective, we just redneck reg this thing together, bubblegum and get and duct tape. I mean, it was just, I think it was WishList Member. We had a WordPress site, we had someone working on it. But I mean, it was just a nightmare with how many pages we had. I mean, it's probably a whole reason you created the software in the first place is like, oh, all of your pages, you're going to basically be the same. So like, why don't we just be able to toggle and then bend? And and and then do you want this to open here, close here, all that I mean, but we're having to manually do all those things, scheduling WordPress edits, where it's like, oh, make this available at x time, closed down this page at x time, you know, all these things. And luckily, we had a good team, because I don't have a clue how to do any of that. But I mean, we probably spent, I don't know, 5, 10, 15 times what we could have just paid to use your software. And we could have had, you know, probably someone on the team internally or an intern or something like that, set it up. So that that was definitely a lesson learned. And not to mention, I mean, we wouldn't have had all the support tickets and server mistakes if we we've been using the software like this. So that alone, like if it was even in the same amount of setup time, same amount of all those things just to have the server support and flexibility. If you know if it ebbs and flows, that would have been a big difference. But it was definitely a learning curve. And the second year was like slightly better because we just had system and processes and all that stuff. But I mean, it was kind of it was kind of a repeating for in terms of it was definitely our work.

MARK: Yeah, we've definitely come a long way since 2015. But like you were one of the pioneers out there. And and the fact that you created the success you did is just outstanding. So hats off to you from that aspect as well. So like now knowing what you know, having run two extremely successful summits, what would you go back and tell yourself right before you were to run your summit?

CHANDLER: Hmm. So many things, the whole, you know, doing it, doing the one time offer temporary thing on the on the thank you page, that was a big difference. Oh, man.

MARK: Is there anything from a mental standpoint, maybe mental, emotional, or, you know, even preparation?

CHANDLER: I mean, I would say from a confidence perspective, I mean, I've gotten a lot better in interviewing since then. So I mean, my brain always goes towards tactical stuff. It's like, okay, you know, we could have done that one time offer, we could have done, you know, XYZ differently. So I probably would have embedded more stuff from self publishing school earlier in the summit, and given people an opportunity to buy, because we waited to the end. And just sometimes people lose interest when you have a longer summit, like we did. I mean, it's like a long summer, it was seven or 10 days or something. It was it was a long time, and a lot of interviews. So interview fatigue, I think is a real thing. I think, you know, looking back at the beginning, and at the end, those are the places where you have the most people's attention. So making sure that you utilize that. And that's one thing. And then from a mental emotional perspective, I think really just, you know, there's a great audio book called extreme confidence by Jack Canfield that I would probably listened to before I did that, or I wish I would have listened to before I did that, and then just having guiding questions and not being too scripted. So I you know, I think this is something I did pretty well, but not maybe not necessarily for the first few interviews. But I was able to Evan flow, get my confidence going because I had guard rails, but it wasn't like, Oh, this is the next question that I've got to ask even though what you just said was super interesting. So that was one of the feedback. The feedback I got is that it didn't feel scripted, or it didn't feel all that because it would ebb and flow. And then we had guiding principles and intentionality to the questions that were being asked.

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MARK: Well, you actually that brings up a great point, because you you know, you've had the benefit of being both a host and you've been on a lot of summits and podcasts like how is it what is something that our summit hosts do to help improve their, their interview abilities?

CHANDLER: So the biggest thing for me kind of being an interviewee that I would recommend is just being very clear before the interview on what's the intention of the interview, and then who's the audience that you're speaking to? So those are two things, you know, as a speaker, or as someone who's being interviewed, those are the two things that if I know that I feel like I can perform at a high level, if I don't, it's hard for me to perform at a high level. And I know certain people have certain preferences, which is some people want to show up and have, you know, every single question scripted and they know it ahead of time. And I certainly had some of my big, I think one or two of my bigger time guests, they'd be like, send me the questions at a time they were very prepared to answer those questions. I like to be a little bit more off the cuff. But at the same time, if I don't know who I'm talking to, and you know what the intention of the interview is, it's hard for you to do well. So I just had this help with confidence as well, especially when you have big names. As I had a 92nd spiel that I gave to every one I was like, hey, there's going to be 45 minutes at the most here you're speaking to blah, blah, blah, here's the intention. So I'm going to really ask you a lot about this. I also mention I said hey, this is going to be evergreen, and we're going to promote this and a bunch of different ways and podcast and all that so please do not miss anything that has a date or you know anything like this that would date this interview because we want to make sure we get you as many eyeballs as possible.

So we're going to keep using this for years. And then Alright, sounds good. Cool. Any questions? All right, let's do it. And so just being respectful of people's time setting expectations and diving straight into it I think that makes for much greater interviews.

MARK: So good right there and that in that goes right back to what we were originally talking about being able to multi purpose the content so yeah, that's key it's kind of hard you know if people throw the dates in there or you know it's snowing out today or whatnot so I do love that well I'm we're going to be wrapping this up here and I know our summit hosts are always looking for speakers and Chandler you're an expert on your topic and your niche what would be something that they could reach out to you about that you would want to interview be interviewed on? And where would they get in touch with you for that?

CHANDLER: Yeah, so all day every day I'm talking about how to write and publish a book and how to use the book to grow your business so we've got me we've got actually a few people on the on the speaking team here at self publishing school. So you can go to self-publishingschool.com and then in the footer, it says book Chandler Bolt to speak. And there's kind of details on that it's our speaking page on me and our speakers. And then or you can email pedro@self-publishingschool.com. So Pedro's on the team at self publishing school, and he handles all of our speaking stuff. So that's a great, that's great first step.

MARK: Pedro's awesome. I had the pleasure of meeting him as well. So that's great, guys. I know you're going to be reaching out to Chandler, we're going to we're going to wrap this up. Chandler Do you have any other final words of wisdom or anything you'd like to let the audience know about?

CHANDLER: Fail fast, fail forward, fail often, if you're thinking about doing a summit and do it and don't worry about screwing it up? I certainly screwed it up a lot. But then there were a lot of things that did really well. So that would be my biggest piece of advice. If you're thinking about writing a book and we can help you head on over to self-publishingschool.com/free, we've got some free training there. We've also got a blog posts on how to write a book that's just really, really good. If you search how to write a book, I think it's like number one or number two on there. And that's those are kind of the two most helpful resources that we have.

MARK: I just want to say thank you again, so much channel this is and I know you got a busy schedule and taking your time out to share this knowledge wisdom is so valuable for our summit host. So thank you so much for that.

CHANDLER: Yeah, Mark. Thank you for having me. You're the man, I appreciate you.

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 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. There are people who are waiting for you to help them. So just get started. Because imperfect action is always better than no action. Thank you and see you on the next episode.