

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 014

DR. MARK T. WADE: Hey guys, Dr. Mark T. Wade here, founder of virtual summit software and I am super excited about this episode. I have with me Nagina Abdulla. Why don't you say hello real quick.

NAGINA ABDULLA: I am so excited to be here. This is going to be so awesome. I am really excited about this.

MARK: Not only because we have like Super summit guru speaker here, but because you've got an insight that I haven't really pulled out yet on this podcast, and I am so excited for our audience and our summit hosts here, because in my opinion, it's probably one of the most valuable pieces of information that they can walk away with. So not to put any pressure on you over there, but I'm super excited about this. Um, why don't you go ahead and tell our, like our audience, just a little bit more about you something, special about who you are and what you do.

NAGINA: Okay, great. Well, so it's Nina. I'm doula and I'm the founder of masala body calm. I help busy women lose weight without counting calories without counting portion sizes and without feeling deprived and get the bodies of their dreams. I personally lost 40 pounds after having two kids. And as a result of that, so many people started asking me how I looked like I didn't have kids and I looked like I was 10 years younger because of the weight that I lost. So I started a blog and I started a business I called it the solid body calm because a lot of the foods I used to lose weight were full of spices and they were really delicious. And so I started sharing my recipes online and it grew into a premium coaching business. And I now have an online program where I help women lose weight. And so I have really been very much using virtual summits as a main growth driver for my business. And it's been amazing. It's just one of my favorite ways to grow my business. And I'm excited to share more about that today.

MARK: Oh, yeah, this is so cool. Because you have been using this as a specific strategy. We were talking before we hit record as a specific strategy to grow your businesses. And this is, you know, another aspect for our summit hosts not only when they're considering building out their summit, but also a strategy they can use outside of their summit. So I'm really excited for this. Why don't you also let them know where they can find you on social or where you're hanging out at in case they want reach out to you.

NAGINA: Yes, absolutely. Well my website - it's MasalaBody.com I do have a free gift I'm going to talk about later so definitely hang out for that because you won't want to miss this. You can find me on Instagram at Masala Body where I share daily posts and lots of really cool information about being healthy losing weight and eating delicious food which I think all of us like to do when you know when we can so that's where you can check me out.

MARK: Excellent, super cool. And guys do go check her out. We're also going to be talking about how you can get in touch with her later for all my summit hosts out there looking for some experts to have on their summit. But let's jump into this; let's talk about what are some of the summits that you've recently spoken on some of the ones you've loved some of the ones maybe you haven't.

NAGINA: Yes. Well, I really love, honestly, I really love almost all of the summits I go on because I get amazing traffic from these summits, like, a summit is just one of the best ways you're bringing together so many speakers in a specific niche and when they listen, when people are listening to you, they are dialed in. And they're really focused on the topic of the summit. So when people join my list afterwards, because I always give away a good free gift that people will want to have, people join it. And they've already heard my interview. So they're really like, they're just very engaged in who I am and what I'm teaching them. So that's why almost all of the summits that I've been on have been amazing, just because they're bringing together such amazing experts and bringing together people that are interested in what I'm talking about. Some of the really cool summits I've been on recently, a lot of them are I appear on health summits. So a lot of times I'll appear on feminine weight loss or feminine health or Women's reinvention summits. I recently was on one called I Am Mom summit, and it was all about being a mom and all the things like how to make it just all the tips for being a mom. So I talked about healthy cooking hacks on that like five healthy cooking hacks to save five hours in the kitchen and spend more time with your kids which is what moms want to do. And then I always appeared on this one that was really great called metabolic con. And it's about increasing your metabolism burning fat faster. And so I got to talk about anti-inflammatory foods, anti-inflammatory spices. And that was really fun because there was a lot of social engagement during that one. So I not only was able to grow my social, but I was also able to connect with other speakers in the summit. And that's really valuable because those are future relationships that I can grow as well. So those are a few of the ones that I've appeared on. And then sometimes I appear on really specialized summits. Like for example, there was one called the menopause and methods series. And that's where I brought my expertise, which is around weight loss and around healthy foods. But I did some research and I talked about how it can apply to women in menopause. And so that opened me up as a speaker to a whole new area and a whole new audience, which was really valuable to me.

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

Gap 1

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MARK: That's incredible. And that just show how you know as a summit speaker as an expert, how you can specialize your information to a specific summit. And I actually from a host perspective, we talked about this as far as making your summit very specific and targeted towards a specific audience as well. So this is a great example of the difference perspective as a speaker and how even though if you're recruiting a speaker that, you know, an expert in weight loss, how they can target that towards your summit as well. I want to kind of go back to something you said and go a little bit deeper into it. You talked about one of the summits that you love the social engagement. Can you tell me more about that, what it looked like, and what was so great about it from your perspective, so some hosts can maybe take some ideas away?

NAGINA: Absolutely. So when I was on the summit metabolic con, and also a few others, including the I Am mom summit, so the host took responsibility on themselves to send me Instagram pictures, like pictures that were already ready for Instagram pictures that were already ready for Facebook and then a banner that I could put in my emails. And I want to share that I'm on this because it makes me look good. And I'm also proud of being on a summit because I'm with all these other experts speakers as well. So it definitely elevates me because I'm with these like, you know, with so many other people on this online conference. So there's been other summits that I've been on where they have not provided me with like Instagram photos, and it just takes a little extra time that I don't always have so I just won't post it on Instagram. But if I'm given that then I can put it on there then not only do I put it on my Instagram but I tagged the host then she gets traffic from me. And then I get traffic from her because she's tagging me on her Instagram. And that's a really big thing for a lot of us who want to grow our socials who want to grow our email list. Any way we can grow, we want it you know, that's a smart thing to do. So when you can do it on social, it's just it's so easy because you're just tagging each other. So I did that on Instagram, it was really well worked really well and then also on Facebook. So what we do is we put a picture of us she created a picture of us and said like, "Nikita Doula speaking at metabolic con", and then I did it tagged her and then she also tagged me and then she tagged other speakers. So the other speakers got to know who I was. And some of them started following me and vice versa. So I really was able to expand my network not only from a larger audience who is interested in what I'm talking about, but also with peers that I can partner with in the future in different ways.

MARK: That's such a great gem right there. All of you listening right now take away that not just giving the social images which in my opinion, should be mandatory, you should be doing that at a minimum. But also, I love that little tip about not just tagging the one speaker in the image, but tagging the other speakers in the image to it almost creates that kind of cross promotion and jumping into the other audience. This is a really, really great point for our summit hosts out there. One of the main kind of struggles they have with running the summit is if a speaker doesn't promote it, how do I engage their audience? That's right, there's like a little inside tip. I love that. So let's jump into some of the meat and potatoes of this. Let's go with it. So what's the best way for someone to actually recruit a speaker for their summit? Aside from a warm lead? We all know that warm introductions, the best way to do it. Let's say I'm reaching out to you cold. What's some of the best ways for me to be able to do that?

NAGINA: Yep. Okay, so I've been hearing on the streets, that it's definitely it. You do want to put in some effort to recruit your speakers. It's not like time consuming effort. It's just being smart about the way that you reach out to people. Because when you reach out for summits, the timing often has to

work for the speaker because they need to promote it. So they need to make sure that their content calendar is clear enough so that they can promote it at least you know, once or twice through their email and then hopefully through social as well. And so that timing is often something that holds people back from committing to a summit. For me personally, since summits are a growth driver, I pretty much commit as if I can if I can do it, I'll do it. Like there's almost no summit that I say no to because I know how great the people are that come to summits. But what I've noticed is there's definitely summits that reach out to me where I take notice and I will put like, I'll even put more attention into it and more more effort into helping them get more traffic because the way they reached out to me the relationship they created with me. So the number one key thing is that they know who I am like, it's not a canned email that they're sending to me. They're not just put, like cutting and pasting a template and saying sending it to me like 80% of the email can be it can template. But if there's one paragraph meaning like two sentences even on the top that says Like, why they are asking me to be on the summit and maybe where they found me, then that makes me feel special. And that makes me feel like this is a personalized reach out. And so there's a few people who told me like they it wasn't even the person necessarily doesn't even have to be the host to reaches out, you could actually hire someone to help you reach out someone that can do the research for you and can write, you know, in a somewhat effective way. So the one of the best emails that I ever got was from someone's VA, and she told me she said that she was the host VA. And she said that she had found me on an article that I had written for a really big author named Gretchen Rubin. And then she talked about how my advice really helped her and then she's saying it from the VA's perspective. And then she also told me that about one other thing that I had done so when I read it, I'm like, Oh, my God, she really knows who I am. She knows my message and she definitely wants me on the summit. She's not just like reaching out to anyone she can get. And so I not only said yes, I actually like talk to this person, and I hired her myself because she was so good. I'd never seen anyone be so good. And then also for the summit, I actually did a lot of reach out because I felt so personal. Like, I felt that the invitation was so personalized, that I did extra email. So I did a two solo emails are supposed to do one to two solo emails. I did two solo emails. And then I also put it in the PS of like, several of my newsletters, and then I did talk about it on social. So that isn't, that's a really key thing is that email, make it personal. And you don't have to spend a lot of time but you should research your speakers a little bit, just google them and see where they've appeared and then bring that up in your email, you know, and then that's going to give you that extra touch that Believe me, most people don't do that, which is really surprising. So that's the one thing I have a couple more things I could talk about, but that's one of the key things. I think that's a quick win.

MARK: I'm going to make you talk about those other things because right now you are giving us pure gold. For you summit hosts out there, you need to have your summit VA is listen to this episode as well, because that's golden. I mean, I always do personalized, I always go for warm intros when possible. But like adding that extra touch like in typically I always include why they're on there that that's normal for me, but like that right there to where you found them and make them feel special about it. Especially because most of our summit hosts. I'm reiterating what you've already said. But most of our summit hosts feel like they and I know I felt this way, I have to be the one to reach out to the speaker because maybe it's my name that they're going to recognize her they're going to feel like I don't care. Like I don't care if I'm just having my VA email them instead of me. That is such great information. And if you can do that, that can eliminate so much of your time as a summit host that can be spent, you know, doing the interviews or whatnot. So throw me another one or two of those tips. Let's go with it.

NAGINA: Okay, definitely. So then after you do book, like after you do get someone to commit, I've seen speakers or I've seen hosts, either the first time you meet with them is at the actual interview, or there's a different way of doing it, which is the host has a quick 15 minute meeting with you first, so

that you can run through your topics and just get on the same page about what you want to talk about. Now, first of all, both of them can work I've done both and they both can work. But if you really want to craft your summit and make it like make it your brand and really bring out the topics that are going to be what you want to communicate to the audience, and having that 15 minute touch base first is going to add so much value. And in addition, it's going to create a real bond with the speaker. So the people that did reach out to me and did the 15 minute talk, I promoted for them much more because I knew them before I did the interview and we didn't only talk about interview questions, we also talked we also got to know each other a little bit and have some laughs and you know know how we connected and so you always want to want to promote more for people that you know, because you know each other, you want to help them versus this person that you've never met before that, you know, it's just a business transaction. So it's like, how can you add that relationship and that that personal touch to every element of this, it doesn't have to be a lot of time. But you could do that 15 minute talk, rate that relationship with the speaker. And then not only that, but go through the topics that they're going to they're going to talk about. So the ones that the people that did that with me, when I got into the actual interview, I felt so much more prepared, because I knew exactly what we were talking about. And I knew that it was going to be a really valuable interview versus the person just like going with it and asking me like not even knowing exactly what I'm going to say, or not even knowing exactly what topics we're going to bring up. So that's why I think just doing that little extra touch is really, really valuable. So that's really good. And then finally, one other thing I think is important to do is to check on if your speakers are sending out their promo emails because things can happen as a speaker, things can slip, and it can be a mistake, you may have thought that you send something out, but maybe you didn't. But either way, if the speakers appearing on your summit, they have a responsibility to promote because they're being promoted. Like they're being put like I, when I'm on summit, I know that I being put in front of a whole new audience. And the least that I can do is send out my promo email and like one, you know, social media engagement. And I can do more than that if I want to. So I know that that's my responsibility. And if someone hasn't done it by certain day, just sending them an email and saying, Hey, I noticed that your options were low, I just want to check to make sure everything's okay. That might give them a little reminder. But I think keeping the purpose of the summit in mind is important. And that's often to grow your audience and to bring people together. So you want to make sure the speakers are helping you do that. And it's okay to email them and ask them about that.

MARK: That is such a good idea. And you actually just gave me an idea that I'll share with our listeners as well. So I love the idea of following up ahead of time with the 15 minute interview. I think that definitely creates relationship which is what I'm all about. That's a foundation of my teachings building relationship. Additionally, you can always use some of our technology these days like *bom bom* videos or video for like to take a video of yourself. And thank the speaker maybe after they've already they've agreed to do it or even after they've done their presentation as a follow up just a way to be different and special and show something personalized that matters. So how would you feel about that?

NAGINA: That would be amazing. I mean, I can tell you hardly anybody does that. And just that it's like seems sometimes so simple. Oh, well, they watch another video. Yeah, they will like I will watch another video if you're emailing me to thank me like thank you for bringing a little bit of brightness to my day and thanking me instead of asking me for something which most of us that's what it is throughout the day. So yes, absolutely. I've seen that. I've also seen people just send a hand. There have been a few people send handwritten note to my like actual snail mail and I can tell you those things they take that takes a little more time. So it's really like, what can you do. But for the people that have done that, I remember them. And I know that if they asked me for anything, I will do it for them because they like they really valued me. I think really looking at these, these interviews, as beyond only the interview is like, that's the key because post interview, that's where there's a lot of gold that can happen. Because if you connect with a speaker, or if as a speaker, if you connect with

the host, you can do more things together. Like you could do a mini summit together, you could do like you could just interview each other, you could promote each other's products, there's so many things that can come out. And a summit really is like it really just helps accelerate you creating a relationship with so many people all at once. And so really just like knowing that you're doing that and taking advantage of it and looking at it as a long term investment, as well can get you really far because you can connect with so many people in a short amount of time and do some things and more things with them in the future.

MARK: Excellent point. Now let's have a quick word from our sponsor - virtual summit software.

Gap2

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MARK: That's such great information. I love this. Now I'm all excited I got all these ideas going in my head. Let's keep moving forward with this because what I'd like to get at this point, so we've got some great information, great tips on what to do after you've gotten like the speaker to commit essentially, what's one or two things that you know, our summit host can do to increase their chances of getting the speaker to say yes, so we've talked a little bit about the VA but a part of just like a personalized email like what's something maybe that's happened to you that stands out but to increase their chances of getting a speaker to say yes.

NAGINA: Okay, so one of the key things is to do it in advance. So as advance if you're going to do a summit next month, it's going to be a lot harder for you to find people just because their calendars are going to be busy, it's still not impossible, it's still can happen. But if you can do it a few months out, that is going to increase your chances of getting speakers because their calendars will be available to promote and to interview. And it's also going to be easier on you as a host, because I've talked with many hosts, as I'm interviewing, and I asked them all the questions like, and they tell me like just doing it, having some time to do it is really helpful. Another thing I've seen is that so I was talking before about how I was hearing on the streets, the date is like that can often be the the reason that a speaker will say they can't do it. So having it far out will help that but the other thing is if you are doing more than one summit in a year, it's actually really good, because if they can't be on this summit, you could say okay, well I'm going to have one in about six months from now or seven months from now as well on these dates, could that work for you? And so a lot of times this because you're already contacting so many people, if you've been able to think about another summit, which is hard, especially if it's your first summit to think about two summits, but maybe even if you could say, well, if I'm doing a future summit can I reach out to you like, keep that person in your network don't just like they don't have to be released completely. So really having that is another thing. And I think if you're not hearing back from them, send them follow ups. A lot of times, it's not personal, like they don't want to ignore you. They just have a lot of emails in their email box, that's all and if you can be creative, like I would suggest sending one email waiting about a week and then sending a follow up

email waiting a couple days and then if you want send another one because really, it's okay. Like when when people are in summits, they get a lot of benefits from it. So it's not like you're making them be on a summit. They get a lot of great stuff from it. But then I think after doing like two or three reach outs, and you can try it a different platform, like find them on Facebook or find them on Instagram or Twitter, and just send them a message and always make it personal like always say, like, Hey, I just saw this cool article that you wrote, or I just saw this interview, you can just Google them quickly before you do that, so that they know you know them, and you're not just doing a generic reach out, and then they may get back to from that platform a little bit better. So I really think that keep your head up and know that there's a lot of benefits for the speaker to be on the summit. So just sometimes they're just busy. And that that's really all it is.

MARK: That's such great information right there. Like I had a coach that said success is in the follow up. So I love that. So I want to take a slightly different angle here. Now, as a speaker, what's one of the most common pain points or mistakes that you see hosts make when they're interviewing you?

NAGINA: Okay, so this happened to me recently on a summit that I was interviewed for where there was no 15 minute conversation in the beginning, but they did the host or her VA came up with a topic for me to talk about which I actually liked. Because what I like is I always find it interesting if people want me to talk about something, because that shows me that that's a topic that's really standing out. And so I'm happy to talk about it or so you don't have to do that, though. Hardly anyone does that. But if it happens, if you want to actually craft the topics, that's okay. But what happened is that when I actually got to the interview, the person who interviewed me her question was really like, how do you do this? And it was like a big it was like my topic title. And so it's like, you know, like, how do you how do you decrease sugar cravings, which was like, that was my topic. So that was just like a big question to start with. So I would say I could tell that that person was not prepared because they just asked me the title like, how do you do this? You know, well, you really want to get to the answer. You want to have a conversation about it. So even if she had like three or four questions that she had just written down, like, tell me more about how you like, tell me more about the problem. Tell me more about what the typical challenges are like you could even have some kind of template that that you could personalize. But I think really having some more special, like more specific questions is really good because it makes you look better as a host. You know, that's it, I was able to say I was able to talk about whatever I want to talk about. But that might not be the best thing you want to still as a host, you want to show your expertise, you know, you want to be interviewing that person, you want to show that you know what you're talking about. So if you have some questions, and you're able to get into the conversation, that's a really great way for you to brand yourself as a host.

MARK: So good. Yes, definitely summit hosts, do your homework come prepared spins up, I think as host and I can understand because I've sat in that seat many times. we're so busy trying to get everything done and ready, that we actually neglect probably one of the most important aspects which is the actual interview. So that was great feedback. Let's flip it. What's one of the best experience this can be from an interview or just in general, but one of the best experiences you've had as a speaker and why was it so great?

NAGINA: One of the best experiences I had was recently I was on a summit called the feminine fat loss masterclass. And that was where we had had a 15 minute interview and the woman who interviewed me, she didn't want me to talk about the things that I usually talk about, which I loved. I love that because I'm like, now I can talk about something different. Like I can get my voice out there in a different way. And we came up with, it was like six, six hacks for busy women to lose weight. And it

was really specifically geared around busy women which was like very different than the other advice that we hear. And so we came up with those six on our 15 minute call. So when we went into the call it this since this was a new topic for me, I mean, a new topic that I talked about. I had my list that I had taken notes on from our 15 minute interview and so I was I felt so low stress, I didn't feel any, like I didn't feel any nervousness or anything. I just felt so prepared going into the interview because I had my list ready. And then I just went on and she and I had already agreed to them. And she had some she had some insight and some feedback on some of the tips that I was giving, because she knew that some would go over better with with the audience. And so I knew that they worked for her as well, which is important to me, I want to work with my host as a speaker. So I like to just be able to go into the interview and kind of know what I was going to say already. Because we've done that quick prep work before hands.

MARK: That's such a good example of that. And something that most of you should be taking notes on that is listening right now. So I want to go from this from a slightly different angle, because as most of us as some hosts as speakers, you know, all of us out there, you know, in the end of the day, we're entrepreneurs so a lot of time we're talking about, you know, the reach, the leads, the the financial aspect, and, you know, even from your perspective, like it's a really great way to reach your audience. But I think we all do this, especially those of us in the health field originally I was in the health field originally as well. We do this because we want to help people. That's at the end of the day. Can you give an example of someone's life that you've changed that you found by speaking on a summit?

NAGINA: Okay. Yes, absolutely. So I was recently on this on this summit from this group called health talks online. And it was called the super human brain masterclass. And so, this is another example of like, it doesn't have to be exactly the same topic, but it was super human brain. So I talked about how the foods and spices that I know about how to actually improve your brain function, and they improve and they help you get healthier and lose weight. So I was able to like, find it and I did a masterclass for them about that. And so someone heard me and then she signed up for my email list for my free gift. And then she got onto my email list. And then she became a one on one client with me, and this woman had not lost weight. She had been hanging on to an extra 50 pounds for the last 20 years and she had kids and as we started working together because she really connected with what I was talking about, she's been able to release her weight because of mindsets that she had to like that she had to become aware that she was holding on to. And then also just knowing what foods to eat that were not deprivation that she didn't learn about before. She has now she's already down 10 pounds, and she's has a goal that she can lose 50 pounds, but she didn't even have that goal before she was so scared. And she said nothing had worked for her before. But my voice and my message really spoke to her. And that's why she continued to follow me. And so that's one example where I never would have found her and she would have never found me if I wasn't speaking but she was looking for something. That's why she was going to that master class. And then the words that I said they worked with her and so she continued to work with me and now she's reached this whole new place in her life where she can see things that could happen for her that are completely shifting and transforming the way she lives every day. So I would assume that not only has she lost the way but she probably feels more confident, more happy, it's probably affected her family life, as well in her personal and business like, that's why we all do this. And at the end of the day, that's why I love summits so much because it takes people who are suffering and gives them access to the solution from experts that they may not have ever had the opportunity to see it, which you've given a perfect example of. So I love that. Let's jump into this. So what's, you know, as some hosts, we have to get very comfortable with rejection, because, you know, there's a lot of speakers for whatever reason that cannot do it. As you mentioned, a lot of times it could be calendar, or timing issues. But can you give us like, what are some of the common rejections that you give to a host? And what does that actually mean? So because I'm assuming you're not saying like, I'm not interested in your summit, like what's something that you

give, but what does it actually mean? So that way us host can start to translate what's speakers or meaning maybe find a way to create that win win?

NAGINA: Yes, yes. Okay. I mean, a lot of times it would be the cat like it could you could say it's the calendar, but it may not be the calendar. But it could be I feel like, for me, I try to make them work because I really want to get the visibility into my exact audience. So for me, I make it work. So if someone is saying that their calendar doesn't work, maybe they don't realize the benefits of why they should be on the summit. And and that's where like, not everyone realizes that they think that they have to send out emails and they think that they you know, they It looks good, maybe but what do they get out of it? Well, for me like one of the main things and the benefits and the reason I really try to make it work is because of the number of email subscribers I get that are really focused. And so saying that and in your reach out or in a response, you could say like, usually people get an average of this or we're really working on getting you valuable email subscribers to grow your list and to buy your programs that's like, Okay, well, yes, please. You know, that's kind of like what everyone what everyone entrepreneur is looking for. So I think speaking in that language could be really helpful. So the calendar could actually be a reason because it because people's calendars are really booked. And it is if you really want to promote something, you do want to do it the right way. But it can sometimes mean that they don't see the benefit of it. And then sometimes people will say, well, the message is not aligned with my message. I think that's just like exploring that further and saying, well, like just really showing the speaker that the audience is, is their type of audience and there's going to be different talks, but that those people interested will, you know, will look it will see your talk. And so you're really being you're getting out into bigger numbers of people that are your type of people.

MARK: Now, let's have a quick word from our sponsor.

Gap3

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MARK: Excellent. I've heard some of those rejections before. So I appreciate you being transparent and going through those with us. I also want to circle back real quick and give a notice to the two people you mentioned - the super brain summit with our buddy Ryan, who is also interviewed on the virtual summit success podcast and Bobby over there with health talks who's also interviewed will link to their interviews in the show notes which you guys can get over at podcast.virtualsummits.com. All right, we're getting towards the end of this interview. This has been extremely valuable. I'm telling you I've got like so many notes written down over here. But before we wrap this up, I really want to hear from your perspective. What's something that every summit host needs to know in regards to either recruiting interviewing or following up with a speaker like what's just like a golden gem that if they forget all else, do this.

NAGINA: I think the person really appreciates feedback on their interview, they appreciate feedback on their topic. It even though these like the people you have may seem like experts who just know everything they're talking about; everyone loves feedback. And like for example recently on the IM mom summit after I did my summit, after I did my interview, they emailed me back and said just something really, really personal to me. They're like your interview was so amazing. It's one of our team favorites. We're so happy that you're part of the summit and i'm going to always remember that and when they if they have a summit next year I'll be on their summit, you know, because they really personally took care of me. And then also they had a lot of people that came; I grew my email list significantly, and the whole experience was really, really good. And that's a relationship I can take with me now. So the other thing is to really look at virtual summit interviews as, as seeded the start of a future relationship that you can do so much with and meaning you can grow your business even more with that relationship. And also, you can just really get to know these really great people and just be in touch with that. So a virtual summit can really set that can really like set the stage for so many relationships that you can grow over time.

MARK: Again, that was unbelievable. That is so perfect. And one of the best ways to kind of wrap this interview up: I want to let the audience know because we have some hosts out there that are looking for speakers and there's probably a lot of them out there in the health field, the health space what's what's a way they can get in touch with you, we kind of talked on you know, your expertise in the weight loss but like, you know, specifically what should they reach out to you to speak on and how can they get in touch with you.

NAGINA: Okay, perfect. Well, I love being a speaker. I love doing interviews I feel like I really connect with a lot of the hosts that I work with. I talk about a lot of things around as a busy woman losing weight as a busy woman, I also talk about foods like anti-inflammatory foods and anti-inflammatory spices. And then I also do talk about my business growth and how I've grown my business into an online business that stands out in a very crowded marketplace of weight loss and how I've been able to do that and so I do appear on business summits to talk about that as well. And so that's some of the topics I can talk about or anything else around that I can usually be pretty creative with how I can come up with with ways to work work my topic into the summit, and I do have a free gift you can I share that? and this is also a way to get in touch with me if you go to masalabody.com/virtualsummitpodcast. I have a special free gift for listeners of this podcast that I created, and you'll be able to see, it's specifically for you who's listening. And that's a virtual summit growth tracker. And this is a done for you worksheet template to leverage virtual summits as a growth engine for your business. The tracker includes top categories that speakers should be monitoring and measuring as they appear on summits to grow their business quickly, data to document, to build relationships with hosts and speakers for long term growth and also trackable columns to ensure that you or speakers have provided the information needed to communicate your brand to everyone and that's available at masalabody.com/virtualsummitpodcast and after that, you'll be on my I'll send you some more emails for my email list and you can just reply to those and I will get your email.

MARK: That is incredible. I am so signing up for that myself, guys. It'll be in the show notes. You've got the link right there but you can also catch it in the show notes. That is something you should take it advantage of. It's so valuable. Thank you again so much for taking the time out of your schedule to be on our podcast. The I know the audience got amazing value out of it. I got amazing value out of it. I just want to say thank you one more time.

NAGINA: Thank you. It's been so enjoyable talking with you.

MARK: Alright guys, go check the show notes over at virtual podcast virtual summit calm and I'll catch you in the next episode.

Thanks for listening. Don't forget to subscribe and leave a five star review on the virtual summit podcast. Head over to the show notes to check out all the links and resources from this episode. And be sure to grab your free trial of the virtual summit software.

Now, I want to end this episode by saying to all the summit hosts 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.