

## **Episode 142: How To Overcome That Pre-Summit Nervousness & Absolutely CRUSH Your Summit.**

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Dr. Mark T. Wade: Hey summit hosts. Dr. Mark T. Wade here, founder of Virtual Summits Software and your host on the Virtual Summit Podcast and I am stoked for today's episode. We're going to be getting into some very interesting information, some summit gems, some really valuable takeaways and some mistakes to avoid on your summit. So this is going to be pretty foundational. Get your pens out, get ready to rock, and it's all going to be possible because we got legendary Tim Corcoran here with us. How are you doing today, Tim?

Tim Corcoran: I'm doing great. Thanks Mark.

Dr. Mark: Absolutely. I'm stoked to have you here. I can't wait to dig into your summit. Some of the things you've learned, how it progressed in some of the mistakes that were made and learned from. But before we get into those summit goodies, I'd love for you to take just a quick second and tell the audience just a little bit more about yourself.

Tim: Yeah, absolutely. Thank you. And again, just great to be here. So I am a, I serve as a coach, helping people to discover their purpose. Um, I've actually got a background as a wilderness guide. My wife and I started a wilderness school here where we live in Idaho 15 years ago. And what I found through the years was that as I help people connect with nature and wilderness, they made a deep spiritual connection and connection to why they're here and what they're really here for. And so, I don't know, maybe five years ago I made a transition to explicitly helping people to discover their purpose, uh, which I love doing. And so with this, uh, this virtual summit that I hosted just a mid-February, I just finished it up last month. Um, it was my first one and it was really explicitly designed, um, to put my name out there in a bigger way and reach out to more people. Yeah. So, um, so love, love this process. So great and grateful to be here with you.

Dr. Mark: Absolutely. Tim, we are stoked to have you here. I love Idaho. I forgot to mention we actually have a ski house in Sun Valley, Idaho.

Tim: Oh, nice.

Dr. Mark: So familiar with the terrain out there and I can see why people could have a spiritual awakening out there. It's an absolutely beautiful place. What's also absolutely beautiful is summits. So we're going to jump into your summit, your virtual summit. So tell us about that. First off, how did you come up with the idea to do the summit and what was the summit about?

Tim: Yeah, yeah, absolutely. So I've been thinking about virtual summits honestly since 2011. Um, so that's what, nine years. And I always had a sense since I first heard about them, I was just like, you know, I don't know what it was. I just knew like, someday I'm going to have to do this. And um, for me it was a big step. I mean, I had to really take a step forward in terms of my confidence and my willingness to put myself out there. I've got

all those little gremlins just like everybody else. And I, I really knew that when I was gonna when I did it, I wanted to do it well. I wanted to do it right. I want it to be tight. Well, well-designed, professional, good speakers, um, just a really solid offering. So, uh, so I've been thinking about it for years and, uh, I got involved with a coach who helped me, uh, you know, had some experience with virtual summits and helped me get organized.

Tim: And one of the first things I had to do, I'm sure you're very familiar with this, was narrowed down my niche, right? Because at first I was thinking, okay, I'm just going to put it out there. Like, I help people discover their purpose. And the way I do that is by helping people connect with nature. So like, yeah, people who love nature and want to discover why they're really here. And I was thinking that would be enough. And uh, and so with good advice from my coach, you know, she was like, no, you can't do that too broad. You gotta tighten it up. And of course, that's a common thing I think for folks getting started. So what I did, so I've been doing this work, um, for a few years, Mark, and what I, what I did is I just looked at, okay, let's look at who my clients have been over these last few years since I kind of rebranded myself and what's the, what are the patterns, Ben?

Tim: And for me it was really clear. Wow. I, I'm getting a lot of men in midlife, right? Men in midlife transitions not feeling fulfilled in work or maybe going through a divorce or whatnot. Now, it's not that I didn't have younger folks or older folks or women, um, that as clients cause I did, but it was probably, I don't know, 75% of the people that were coming to me. Right. The people who were attracted by my message, my, uh, my perspective were guys in midlife transitions. So I just took the big step, you know, and it was a nervous one. I had some anxiety about it, but I said, you know what, I'm just going to go for it. Men in midlife transitions. That's going to be my niche. And uh, and so then with the title I went with the Men's Midlife Revolution online summit.

Dr. Mark: Oh, I love that. And I want to actually come back to the being nervous and the anxiety part because there's probably a lot of the, you know, our listeners right now, summit hosts are probably right there in that, in that, that phase where they're a little worried about it. Maybe nervous, right topic, not right topic. Do it now, not do it now. So actually take us back to a little bit about that feeling, what like maybe what were some of those even limiting beliefs that were going through your mind and then we'll come back and see how we squash those.

Tim: Yeah, absolutely. I mean, the big thing for me was just, um, gosh, you know, who am I to do this? And uh, and, and really, wow, it feels so vulnerable to put myself out there. I mean, even like a year ago, I just didn't have a lot of experience doing this Zoom calls and mic and being in front of the camera and the whole thing and all, I think all of those classes fears what, right, what they stay safe. One of the biggest fears for human beings is speaking on a stage. And what does that mean? You know what, what it means is people are gonna see me. And so what, what's the question? Well, what if they don't like what they see? Well, okay. Yeah. Some people won't, you know, and, and frankly, some people didn't, but you know what a lot of people did, a lot of people did.

Tim: And so for me it was about, you know, and this is actually part of the work. I do, professionals helping people through that. But it was really about just owning it and saying, you know what? Okay, yeah, I'm scary. And just owning up to it. Yeah, I'm scared. And that doesn't have to stop me. So getting support, I'm, I'm lucky to have a lot of support in my life. A great wife and great men's work I'm a part of and a leader in. And, you know, I went to the people and coaches, I went to people and just, you know, ask for help and I got it. Um, but for me, I think Mark, it was really about my passion and my yearning to really put myself out there in the world and not for me, but to help others that became stronger than whatever fear I had of people judging me or whatnot.

Dr. Mark: This is like such an important point, important topic that we actually haven't really even touched on on this podcast. Um, and so I'm glad we're, we're diving into this a little bit because every single summit, I mean I even summit hosts that are veterans in the summit world that have done it, they still get worried, they still get anxious, they still get nervous. So I love that you talked about that and, and you talked about how you got support, you got some help, you got some people to support you there. What, let's dive into that even a little bit more. Like what was maybe something specifically that either coach or your wife or somebody in your world did that helped make you feel better and even transition that mindset. And then also was there any kind of little things you did on a day to day basis? Like when before you did your interview or just any kind of thing to pump you up, music or whatever.

Tim: Yeah, yeah, totally. Uh, so great question and I love this topic. So I'll tell you this. I felt like I had this amazing experience Mark, uh, cause my summit, all of the sessions were prerecorded. I did about 25 speaker sessions and the hardest part for me, the hardest part, no question was recording that very first Zoom interview. The very first one, I was so nervous, Oh my God. But I'll tell you this, when I got through it at the end of that, like I, you know, stopped, hit the stop recording button and hung up the line. I felt like a complete success. I did. I mean that was a magic moment from us. Like, Oh my God, I did it. If I can do one, I can do a hundred of these, I can do a million of these things. I mean, yeah, it takes time and it's busy work and all that.

Tim: But man, I got through it and so, yeah. How did I get through it? Well, I'm a big believer on working with fear and resistance, meaning I think intuitively what, what just kind of automatically comes to people is, okay, I'm afraid. Uh, I'm feeling anxious, so I just got to ignore that and put it aside and whatever, put on my game face and just go. For me for whatever reasons. That hasn't been an approach that's worked and I've had to really spend more time facing that. And that's again, a big part of what I do professionally in my coaching, helping others. And so what I do, you know, is I have a little exercise where this is kind of like getting into some psyche, working with this inner psyche and all of that. Some people might find this a bit, but you know what? It works for me and I bet it would work for others.

Tim: And so it's such a simple idea that, okay, we're comprised of parts. So I've got part of me that feels really vulnerable. It feels scared. Okay. And so A, it's just admitting that, just acknowledging, okay, you know, I've got a part of me that's afraid. It's okay. There's nothing wrong with me, just as a human being thing, you know, it happens to all of us. And then B, okay, I've got another part of me that is really excited, that's pumped up,

that wants to get out there and put out this message, help people. Right. And see, okay. I've also got a part that can actually have some real empathy and compassion for myself. Maybe like a mature part inside me, like an inner father or something. And that can just be, I can just be there for myself. So what I did before that first session that, you know, and I'm a big, uh, as I said, background as a wilderness guy, so big, big into nature.

Tim: I just took a walk, you know, I took a walk for half an hour and I just allowed myself to have all those feelings of fear and I let it all out, you know? And uh, as I was doing that, I was just like kind of holding space for myself and just like, okay, it's all right. You know, it's all right. Yeah. Nervous, anxious, but it's all right. And I just, I just made space for it. Um, now that was kind of my enterprise in terms of support from others. Again, I think the key is just acknowledging it. So yeah, in my men's group or with my wife or whatnot with my coaches, it's always about admitting, acknowledging it. And when we can admit that to someone else, like, you know, it takes a certain amount of courage for me to say this to you and to all of our listeners right now, but when we can do that, it normalizes it.

Tim: And guess what everybody responds with as you just did. Oh that's so funny. You know, I have that same feeling and everyone I've talked to has that same feeling and then we start to feel like it's more normalized because it's so easy to convince ourselves that we're the only one and you know, we're a screw up or whatever it is and everyone else has got this together. Cause we only see people's brilliance. I mean we only see when the recording button is pushed, right? We don't see all the darkness and all the hardships and all the work that it takes to get there. And so when we just kind of normalize it and recognize, you know, everyone has this and if I'm just starting out, yeah, I'll probably have a little bit more. And as I progressed, it's a skill I can learn and I'll get more and more comfortable with this. Um, yeah. So I think the compassion, the empathy, finding people who can support that in meaningful ways and receiving that from others and then as well, you know, giving that to ourselves, showing up for ourselves in that way.

Dr. Mark: I love it and I'm glad we, we dove into that. I think we all needed a little, a little mental pep talk here. Pick us up and, and keep going. So, um, let's, let's not like dig into a little bit of the, into the summit. Like, let's actually look at, um, essentially some factors that you did in your summit that stood out, some, maybe something special or unique that you did that worked well for your summit.

Tim: Sure. Uh, well, so I, I mean, I'll say this, I'm no master at summits. This was my first one. I'm certainly familiar with summits. Um, I've been a part of many of them as part, as a participant and what I found, I mean, so a few different things. One, I knew that I wanted to have this be a high quality experience on all fronts, so I didn't want to rush into it too much. Um, and I wanted to take my time and really create something beautiful. So design was really important. I feel proud of my design. Everybody who saw it, I got nothing but good feedback, positive feedback on the, on the actual design itself. So photograph qualities, choosing the right fonts and a good color scheme and uh, just the whole layout on the, on the website, all of that.

Tim: Um, so design was really important and I think for me, honestly it's something Mark that I didn't, I think before the summit I, I didn't even realize how much design communicates to people. Like, we look at a webpage and it's like a microsecond and there's like all kinds of judgments that come, come forward. Like is this professional or not? And then we, we extend that to the person. Well, if the website isn't professional, are they going to be? Is the quality of audio and video going to be professional? If, if the, if the design is not, I mean, all of those, you know, is the content going to be solid if the design is not, I mean, I think there's a lot of links there. And so I knew, okay, I really want this to be tight. That was one thing. Um, let's see what else, uh, unique pieces to.

Dr. Mark: I want to jump back into this for a second with the design, because now everybody's thinking, well, okay, how do I, how do I do just good design? Like, so do you have any tips, strategies or suggestions that come to you or even that you used as a standard for your summit on how to, how to kind of make sure that it was up to from a design standpoint?

Tim: That's a great, great question. Um, I think the reality is it's important to get other eyes on it. It's, I think it's all too easy for us to just dive in and create the, the site ourselves. I mean, I had a VA who was helping, but um, I think it's all too easy to just kind of get in lone wolf mode and like, okay, this is what I think is good and so we're just going to go with that. But I was really big on in while I was in the design process asking for feedback, just straight up. And again, what's that? That's going to take more time. It's going to take more vulnerability I think because you gotta be open to people saying, you know, gosh I don't really like this Tim. Maybe some changes here, but I did, I asked for feedback and I, and I was willing to accept it.

Tim: And you know, when I was, I dunno, like a simple little thing I was, I was using Divi, you know, for my design thing and I was just figuring out how they have all those cool section dividers. And you can do waves or you can do angles, all this stuff. And I was kind of like a kid in a candy store. I was like, Oh, this is so cool. I'm going to do this, this will make money. I had like 10 different dividers and it made it look just kind of crappy, kind of low quality. And so, and so I got some feedback, you know, pick one Tim and stick with that. And I was like, okay, cool. That was just a simple example. But yeah, getting feedback, get some other eyes on it and, and get some people who understand design. If that means hiring a coach, if that means reaching out to someone you know, that has, that is skilled in this area, you know, call a spade a spade. If you're not a designer, don't, don't pretend to be. Right. Um, so those are some thoughts.

Dr. Mark: That's so true. You're not a designer. Don't pretend to be. This is not one of those areas where you want to fake it until you make it, especially on your summit. I love that. Well let's keep moving with the, uh, with your summit. You did a unique, um, strategy that I've honestly, uh, haven't seen before, uh, with your summit and you have some good success on it for when people came to the summit and maybe they didn't opt in. So let's talk about that strategy, how it evolved and how it did for you.

Tim: Sure. So what the strategy was, I mean, the basic idea of the summit is this, there's an, I'm sure our listeners know there's an opt in page. Um, on that main opt in page, there is no offer for any, any recordings to purchase, right? The only offer, there's one action to

take. The call to action is enter your email address and name in or in exchange for free access. Then on the thank you page, that's where the upsell comes. And classically, that's where we would see, okay, you know, you can buy the recordings for 47.99, or whatever it is. So as I thought about that, I said, okay, you know, that's a good, that's a best practice and I'm getting behind this. But I also thought about my audience, and this is where, again, taking our time, I would say taking our time as summit hosts and really understanding our audiences.

Tim: So I've got my audience is men in midlife transition, busy guys, we're working. Um, and we, we it simple, we like it clean. We don't want a lot of fluff, right? So I said, gosh, you know, I'm sure there's going to be people that are going to see this summit. They're going to see the dates and they're going and what about those folks that were, the dates don't work for them. And I didn't want to lose those people, right? So I thought, well, what if I just make right on the front end, on the phone, the first opt in page? What if I make an offer to offer the recordings to them at a, at a, at the lowest cost possible? Like my lowest price point that I would offer it at as just a way of getting in there. So I did, so I created a simple pop-up 30 second time delay.

Tim: So I'm intentionally targeting people who are interested. They've been on the site for 30 seconds, but they have not yet signed up and thinking that that would be like the most likely time when someone might be open to this. And then the offer was really simple. It was like, Hey, interested, but the dates don't work. You can grab the full recordings, lifetime access right here, 47 bucks. And so that would then there was a button, right? And they click on that and that takes them right to the checkout. Now it performed really well. I'd probably had, Oh gosh, percentage wise, maybe a third of my sales came from that. I had that offered at 47 bucks. And then I had the, the main, um, offer on the thank you page after most people opted in. And that was actually priced at 67. So I was giving it away at \$20 less. And that was the only place they could access it at that price point. And you could maybe argue, okay, did I lose a few dollars? Maybe I did, but did I gain more people? Uh, I think so. And is it, can I prove that I didn't have the tracking in place to be able to prove that? And I think that'd be a difficult one to track out. But I think for my audience, right guys who are busy and maybe the dates don't, I think it's a good way to go.

Dr. Mark: Yeah. I think a third of sales from that like, I mean that's a, forget the opt-ins, the list build on that. You made a third of sales from people that were not even going to opt in. Like those sales would have never happened. They were like, ah, can't work. I'm out. See ya. So that is a very intelligent uh, option right there. Um, the one thing I would hesitate all summit hosts who are listening to this with is if you're going to run Facebook traffic to your opt in page, a pop up is actually against the community standards. So it can cause some problems with that, which can segue us into the second aspects. Mistakes made, lessons learned.

Tim: Yeah, absolutely. Um, so this was my first time working with a VA. I had a virtual assistant, um, clash that had been the guy who's done it all myself, right? So with this summit I knew, okay, this is going to be a huge, huge endeavor. And I just knew it was time for me to get some help. So everyone I talked to said give yourself at least three months from the point at which you're very getting very serious about this, for a summit

of this size. Now my summit was 25 speakers, all prerecorded sessions, right? And then it went live for five days. So everyone told me to take three months. Tim take three months. Well, given my schedule and just the way things played out, I knew that I wanted to do it this. If I wanted to do it this year, I had to pull it off in two months.

Tim: And so I, you know, I know how to, how to buckle down and, and make, make stuff happen. And so I said, you know, I'm going to do it in two. And everyone was like, don't do it and two, don't do it in two, it's kinda like building a house, right? It takes like twice as long as you think. And so, well, I did it in two. So what happened was Mark, I mean once, once you get started, right? Once you, you've done that first interview. Okay, my speakers, some of the sessions have been recorded. It's happening. I can't stop this thing. It's a train in motion. You know what, once you get to that point, I mean I suppose somebody could stop it, but that would just be a horrible idea. And so once I was on that trainer, it was, I was committed and I realized, Oh my God, like this is where the VA, right. Working hard, doing a lot of the technical stuff. It was still a tremendous amount of work for me. And I find myself working weekends, working nights, not showing up for my family and I'm a big family man. So that was really tough. Honestly, no, again, it was a horrible thing. No. Did I, did I recover? Are we okay? Yeah, absolutely. But I would definitely say give it enough time. Right. Um, and don't, don't procrastinate.

Dr. Mark: I love that given enough time for sure. I'm in two months. Wow man. Even when we recommend one day summits, we say 60 days. So pumping that out in two months. Here it was a rockstar over there, Tim. Yes. So don't go running with Tim. He's like one of those fast paced guys up there. Well, let's, um, let's kinda as we're rounding this out here, let's talk about the post summit offer. You had a, you had a post summit offer. I feel like it was very well aligned with your, um, summit. So talk about us. Talk about that, how either one came from the other or how you crafted what it was is and how you crafted your summit around that because it is very perfectly aligned.

Tim: Absolutely. Um, so just to be clear, I had, I mean, there was either two post summit offers. The first was simply the final offer for the recording upsell. Um, but the main post summit offer was my 12 week coaching package, right. To help people discover their purpose. And that's a coaching package I've been offering for two years. Right? And so I had a lot of with that. It wasn't like I had never done that before, but, um, I knew that I wanted to increase my prices and with the greater audience I had, I felt like I could do that. And so I did, I increased my cost on that by 20%. And, um, and I had a great success. And so, you know, for me, again, it goes back to choosing my niche and choosing men in midlife transitions. Well, I knew that men in midlife transitions are, that's a group of people that classically are really asking for my services when, you know, what is my purpose?

Tim: What am I here to do? You know? And so I knew that was a good match. And so there it was the end of the summit. I had, you know, I did pretty well. I didn't do crazy good. My guy at 1600 people is how many that signed up and which I felt good about. And so now I've got 1600 more people on my email list, um, total that have made a total connection with me. They, they understand me. They feel like they know me and so I put out, let's see, how did I do it? Um, I did four days for five days after the summit, uh, immediate five days following. I just did the upsell on the recording, so I gave everyone one last

chance before I increased the price. Then I waited two or three days after that. And this was honestly probably a bit rushed because of just the timing of my schedule.

Tim: If I had like a do it again, I would've maybe given a few more days in here. But I waited just like two or three days after that. And then I laid out my offer. And so I think I sent, I don't know, I pushed it kind of hard. I feel like for my audience, I put out one email a day for like five or six days and I got some feedback that hey, that was a little much for my particular audience. So I probably would have cut that back to maybe just one email every other day. Um, but I did really well, you know, I mean comparatively. So I offered this same coaching package last year at the same time in February, March of 2019 and I had like eight people respond. I offered at this time and I had like 35 or 40 people respond. Now. All of those were not, um, good matches. So I took the time and you know, qualified them and made sure that, um, made sure they were going to be a good match, uh, both in terms of, you know, uh, interest level and financially and everything else. But I was able to get a full client load and meet, uh, meet my goal and, and still had people that were asking for it that I turned down. So that was pretty good.

Dr. Mark: Never a bad thing when you have to turn down clients. I mean that's a, that's a good problem to have I guess is a better way of saying that. So that is great. And that, and that just goes to show the power one of what a summit can do, but two, when you have it crafted in alignment with like with that and it's, that's a common mistake I see in the summit world is hosts will create a summit because they think it's cool, it sounds cool, whatever, but it doesn't match or align with whatever their product suite or offering is after that. And it's like you just did a bunch of work time and energy, but you can't really convert that into the customer journey afterwards. So the, I liked that you let us highlight that there. Um, so last topic I really want to kind of touch on here is you had some pretty big name speakers on your summit and also like Marcus on our Aubrey Marcus on there. So Garrett Gunderson, um, I would love to kind of just hear some tips or strategies you use to get some of these kind of higher profile speakers.

Tim: Sure. Uh, and, and full disclosure, I mean, I have relations, I had preexisting relationships with some of those folks based on, uh, the wilderness programs that run in particular. I run a father son wilderness program where I take dads and boys out and give them this whole wilderness survival adventure. And, uh, and I, in years past, I've had had, had some of those folks come out for that. And so I had, and I've been hosted on some of their podcasts before, so I had some preexisting relationships and I knew that with some of those big, bigger names, Mark, I, I was, you know, almost sure that they were not going to send out, not gonna send out email, not gonna put out Facebook blast. Um, but I said, you know, I want to have some of these names. That's more of a positioning thing, right?

Tim: Like, okay, so here's Tim alongside these other big names that's going to do well for my positioning. Um, and I, and I said, you know, could I have had somebody else and they have sent on an email list of, I don't know, 5,000 people or something. I probably could have, um, but I wouldn't have had this, it wouldn't have had the same positioning impact. So I was kind of blending this idea of I wasn't just pushing for emails. I was also balancing that with, um, with the positioning impact of having those bigger names. But a lot of those guys I didn't have relationships with. And so, I mean it was pretty common

sense. I got commitments from the individuals I did have relationships with first and then I, I made sure to highlight that when I put my initial emails out to the other folks.

Tim: Like, Hey, here's some other names that have already committed that are on this. Um, and that creates, I don't know, I think maybe a bit of fear of missing out on for those other speakers. Like, Hey, okay, well, so and so's doing it. Maybe I should get on this too. Um, so that, but I was also just really genuine remember, a really genuine guy. You can probably tell. And I was just like, Hey, you know, I really believe in this work. Again, I was very focused on the service element and wanting to partner. Um, and that was great. Did I have some folks that I invited that said no? Yeah I did, but it was very few Mark I had, I mean if my 25 I probably started off with like 30 people that I was shooting for and then I got like 25 of them and everybody who said no it was either, it was, it was never because of me or, or the topic. It was always like, well they're in the middle of writing a book right now and they're saying no to everything or something along those lines. So I felt really good about that. And again, big part of that was just really being genuine and again, being centered from a place of service and yeah, using some names that are already committed as a, as support in that process

Dr. Mark: Absolutely. And there's absolutely nothing wrong with that strategy as well. And um, last thing I want to kinda hit before we wrap this episode up is, um, you want to be your speakers we're talking about in our pre-interview chat had some really great success on their social media promotion. So I would love to kind of hear from, from your perspective why that was, how that worked and if there was any kind of takeaways we could get from that.

Tim: Absolutely. Uh, so I'm, I'm a tracking geek, right? I was tracking everything. I gave everyone unique links, uh, through an affiliate program and I did everything I could to track, um, where people were coming from. So I could tell, you know, if I had 200 people sign up from one speaker and 50 sign up from another speaker, so long as they were using the unique links that I was giving him.

Tim: Um, and my assumption going into this was that the real way I was going to build my email list was through speakers sending. Um, I also wanted to do Facebook ads and I didn't have a Facebook ad campaign. But aside from that, I mean, I, I knew, I was like, okay, everything I had heard was the way you're really going to build your list is through those speakers sending, I mean, that's the idea of a summit, right? And so I also gave speakers the opportunity to share and encourage them to share on social media. And I did all the best practices. I created a promo kit and made it easy and made beautiful professional graphics featuring each speaker, et cetera, et cetera, and all the pre-written content and everything for their emails. And then of course told them, Hey, you can use this or you can adapt it as, as needed or you can rewrite it.

Tim: Um, but I was really thinking Mark was like, okay, um, I had one guy, he was really well known, you know, 50,000 plus on his email list. And like, I don't know more than that, like 60 or 70,000 people followers on his Facebook page. And for whatever reason I just, it just didn't click for me cause he, I asked him what he, what he said and I was so hoping was, Oh please send, please send. Well he didn't set and I was totally deflated. I was totally bummed. Oh my God, you know, this would have been huge. 50,000. Well

what he did was he, he said, I'll promote on Facebook and he, what did he do? I think he, he put like three or four different posts out. It wasn't crazy, you know, a crazy big focus. But he put them out there and I think he was really cool.

Tim: He did pin one of those to the top of his page. Right. You know, you can do that on Facebook pinned to the top. And I was, I was tracking all those, watching that closely, you know, and seeing how many people are liking it and sharing it. And it wasn't crazy, but I don't know, there was like 50 or 70 likes or something and 20 shares or something. But I'll tell you what his over over the course of it, I had several hundred people sign up just on his link through his unique affiliate link and that, that actually outperformed others who were sending to email lists of 10,000 plus. And that shocked me. Now granted he had a big, big Facebook following, but I don't know, I just didn't think that Facebook could do that. I did not expect that to come from social media. Absolutely did. And so it was a real lesson of, Oh my, you know, this is a big deal. And if you do your homework, it's not the end of the world if somebody doesn't send, and I think that's really common, right? The big names out there probably don't want to send as much. Um, but they're willing to post on Facebook. That's a, that's a big deal.

Dr. Mark: That is very interesting to have learned. I'm glad you shared that with us, Tim. This has been absolutely phenomenal. I know people are sitting there right now going like, Mark, how can I get more Tim in my life? Where's he hanging out at? So why don't you let everybody know where you're hanging out with at and the best plate way to get in touch with you.

Tim: Yeah, absolutely. So if people are interested, they can just check out my main website. It's purposemountain.com just like it sounds. P-U-R-P-O-S-E-M-O-U-N-T-A-I-N.com. Purposemountain.com. And if folks are interested in my work, I've got a free PDF download on their purpose discovery kit. They can check it out, get a little sampling and get in touch with me if anyone's interested. Yeah.

Dr. Mark: Absolutely. Go check Tim out over there. Tim, thanks again. Before we round this out though, I'll let you leave us with one parting piece of wisdom that you have for our summit hosts that are listening in right now.

Tim: Yeah, great man. Well, I'll just say, um, you know, as we're recording this, uh, the whole Corona virus epidemic is getting crazy and going out of control. And we were talking about that before, before we got started here. And I'm always a big believer in, in difficult times and asking, okay, what is the positive that can come out of this? And to me what I see is that in terms of one positive from Corona virus is that, you know, we're, we, we're, we still need each other. And with the social distancing and everything that's happening on the online forum is, is I think even more important than ever right now. And so if you're somebody who's out there, you're thinking about running up a summit, you haven't done that. Um, focus on the people that you can serve. I mean, I touched hundreds, thousands of lives. I had so many people just reach out and say, thank you Tim. Oh my God, this has changed my life. This changed everything for me. And as long as you're being authentic and you care, you're going to have a positive impact.

Tim: I mean, just do it. And don't think so much about, you know, back to our early come earlier conversation. Don't worry so much about, Oh, you know, people are gonna like me or not. Yeah. Anywhere you go. So some people are not going to like you, some people are, but think about those people that you, whose lives you're going to touch, the difference you can make and let that be the North star to allow you to just step in and go for it.

Dr. Mark: Love it. So good. Thank you Tim, so much for being here with us today.

Tim: Absolutely. It's absolutely been my pleasure. Thank you so much Mark.

Dr. Mark: Of course, and thank you all you summit hosts for hanging out with Tim and I. I'm Dr. Mark T. Wade, your host here on the virtual zone podcast and just remember your message matters. So go out there and make an impact in the world. Don't forget to check out all these amazing goodies that Tim just shared with us over in the show notes at [podcast.virtualsummits.com/142](http://podcast.virtualsummits.com/142) and we'll see you on the next episode.

Dr. Mark: Now, I want in this episode by saying to all the summit hosts listening right now, I believe in you and you can do this. Summits are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money, and most importantly, make an impact in the world, even if you're just getting started. So don't get caught up in analysis paralysis because the world needs to hear your message, and there are people who are waiting for you to help them just get started because imperfect action is always better than no action. Thank you and see you on the next episode.