

## Episode 001: Your Virtual Summit Journey Starts Here

Hello and welcome to the Virtual Summit Podcast! I'm your host, Dr. Mark T. Wade. If you're ready to grow your list and launch a program, make more money, and make an impact in the world, then, this podcast is for you. I'm excited to be your host here on the Virtual Summit Podcast and take you along your Virtual Summit Journey. So, this year, Episode 001 is going to be an introductory episode. It's going to let you know the overall podcast: What will be the format and we are going to be doing this and running this. So – what you're going to get out of it and what to expect? I just wanted to start off by saying I am extremely excited to have you here listening to this podcast and I have a lot of high expectations on what you're going to be able to deal in your business because of the training you're going to get to run your virtual summit.

So, I want to start off with "Who is Dr. Mark T. Wade?" So, I'm the Founder of the Virtual Summits Software and the creator of the One Day Summit Formula. I run Virtual Summits Software. I've also got a brand called Hustle & Scale. But who am I? First of all, you've obviously noted there's a "Doctor" in front of my name. So, I'm from the healthcare industry by trade. I have a couple of doctorates. I am a Postural Neurologist. And I ran one of the most successful Postural Correction Clinics in the country. And there is when my first summit journey actually started. Like most of us in the entrepreneurial space, I wanted to help more people and I wanted to be able to impact the world. I knew I wasn't going to be able to do that by just continuing to help people solely in my clinic. So, that's when I started looking at other options and my, kind of, my online business or online entrepreneurship journey, started. I ended up founding the American Posture Institute with my partner, Dr. Krista Burns, which became a multimillion-dollar business and is still running today. It's one of the top companies in its industry, helping health care professionals in that realm. But, one of the things that I did to grow the American Posture Institute or one of the main reasons it became the success it did was because of Virtual Summits. So, you can see summits go all the way back to the beginning. For me, they're near and dear to my heart. I've been running them for over five years.

And I've done over 25 summits, both multi-day, traditional virtual summits, and one-day summits. Now, if you're confused what a summit is, don't worry. We're going to have a lot more information on that in upcoming episodes.

For this episode, I just want to – kind of get you comfortable, understanding "Who I am?" and what you're going to get from this podcast, and how it's going to impact and help you increase your success in your business. So, again, I ran virtual summits to build my own business, built it into a multimillion-dollar company that's still out there making massive impact in the world. But, for years, I was hand-building those summits. And, I granted – I got a lot of great education through medical school but I did not get any business or online business education. So, I was trying to build virtual summits hand by hand, took me hundreds of hours, a lot of money, and it's still like a third grader built them. So eventually, I just kept wishing. I was just, kept thinking like "How come there's not a piece of software or something you can do to create a professional and successful summit?" Just like, there are, for example, for webinars or landing pages, or things like that. And I thought about that for a– over a year, like I started to have dreams about what that would look like, I could – I could see how this kind of technology would work and run. And, then, eventually, I said, "You know what? I'm going to go out and I'm going to create it." And, that's when I actually paid higher than paid for the virtual summit software to be created.

And, it – it took a while. It was an adventure and a journey. It became a SAS Founder or a Software As A Service Founder. But, eventually, the software was created. And, we were able to continue to run our summits through the American Posture Institute very successfully and now very quickly and very inexpensively. And, then, I started having friends at – in college reach out to use the software. And, now, I spend a majority of my time running the virtual summit software and helping summit hosts, like yourself, scale and launch their summits successfully.

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Through that is where my brand Hustle & Scale came where I actually helped entrepreneurs to scale their businesses through strategies, like the One Day Summit Formula. Now, I want to let you know about the purpose of this podcast and if you are in the right place or not. So, the purpose of this podcast is to help enlighten those in hosting a summit and how to successfully create virtual summit from those who have already done that, now, the overview of this is – I'm going to be interviewing some hosts, speakers, sponsors, consultants, coaches and attendees on their feedback, on their experiences – feedback, failures and successes with weekly sessions from me, Dr. Mark T. Wade.

So, let's talk a little bit about what to expect– how this is going to roll out, what's the timing; things like that. So, every week, you're going to get strategy sessions from me. We're going to dig in to a specific topic. And, I'm going to keep trying to keep those around 20 minutes so they're really consumable, really practical, and really implementable. So, you're going to get something teachable from me every week. And, I'm also going to do interviews with the summit creators, hosts, and participants. So, you're going to be able to learn from their mistakes and grow from their successes. Now, trust me. I've Been talking to summit hosts for years and there's not been a single time that I didn't walk away with some kind of a gem that I could implement into a future summit. So, please know that this is going to be an extremely valuable resource both the teaching and the interviews because we're going to go deep and I'm going to make sure that they give you everything they got on the interview.

My goal is to ensure your success. So, I'm going to go deep with these hosts, with these consultants, with these coaches, with these speakers and we're going to dig deep into their insights, into their experiences. And you're going to walk away with a gem from every episode. Additionally, there's going to be show notes because we're going to be having information when I teach you, there's going to be information from the interviews, there's going to be links and tools, and in ongoing resources, and how to connect with some of these experts– you'll be able to get all of that information at the show notes which is going to be located at [podcast.virtualsummits.com](http://podcast.virtualsummits.com). So, you just head over to [podcasts at virtualsummits.com](http://podcasts.virtualsummits.com) it's going to have information for you there. You're going to be able to see show notes from both my sessions, as well as the interviews, and for those of you looking for resources, looking for help, you will be able to get resources both from me and resources that I approved for you from other experts and consultants out there in the summit world. Now, you're going to be able to get that over at [podcast.virtualsummits.com/resource](http://podcast.virtualsummits.com/resource). So, all that's going to be available over there.

Now, why I am doing this? Like, you may ask like “Mark, why are you spending time doing podcasts?” I obviously, I’m juggling a lot of things at this moment. But it kind of came to me as I was helping these entrepreneurs, as I was helping people, I have resources that are available for purchase. I have courses, I have my own summits, I have ongoing lead magnets and guides and cheat sheets and resources, there is this software, I have coaching available. But I want to help more entrepreneurs. And I know there's a lot of you out there that need help and want help. But, maybe you're not ready to purchase one of the courses or maybe you're not ready to do some one--on--one coaching or group coaching. So, I want to be able to help you, entrepreneurs. I want to be able to help you summit hosts, improve not just your summit but the quality of your virtual summit across the board. If we all raise as a group, we're going to increase the success and quality of virtual summits. And, it's going to help all of our summits long term.

But, even more important, the reason I'm really doing this, the reason I want to help entrepreneurs and summit hosts, the reason I'm doing this podcast is because there are people who are suffering. Everyday someone is suffering. And I personally believe and know because I've seen that virtual summits are one of the best ways to help these people who are suffering to get access to the solution from experts that they would have not otherwise had accessed or even known about through these virtual summits.

**I think this may be a great opportunity to give a shout out to our sponsor: [Virtual Summits Software](#).**

This is such a profound thing when you stop and think about it that what you're doing, what you're creating with your summit is not just about growing your list, making more money, and becoming an authority. Yes, of course Virtual Summits are probably the most powerful way to do that. But, even more importantly, every time you create a summit or speak on a summit, there is someone out there that is getting information that is going to change their lives. I've got some examples of that. Chandler Bolt from the self--publishing school. He found two of his best employees who have created massive impact in his business because they attended his virtual summit. Ryan Wohlfert -- Dr. Ryan Wohlfert was able to change the life of a parent who was suffering from brain health because they attended and heard the information from his virtual summit. Nagina -- now, excuse me, Nagina Abdullah was able to help a -- help a woman lose weight. Not just lose weight but then become happy again-- and has been happy again for a long time because she heard her speak on her virtual summit. And I have seen entrepreneurs over and over again finally become noticed and get their message out to the world.

So, that's why I'm doing that. That's why this is so important. And, that's why we're going to be creating a mission and a revolution around summiting. You, the summit host, you have a massive responsibility to ensure that your summit is on the highest caliber possible. But, even more importantly, that you get your summit out to the world. People need to hear from you and need the message you have. They need the impact you're going to create and they need the change you're going to cause in the world. And, I'm still doing this because I still run summits and I am a student of the game so I want to keep learning. As I learn, I'm going to help and ensure that you learn too.

So, what's my goal for you? My goal for you is each week, you, the summit host, the summit speaker, the summit consultant, are going to learn something new that will greatly improve your summit. Whether you're creating your

first summit or your tenth summit, we can always improve. And, this information is going to be available for you, free, so that you can continue to improve your summits. So, my request: I'm going to be giving away all of my best insights, I'm going to be finding some of the top summit hosts, creators, consultants, and speakers, and I'm going to make them give away their top insights and gems all for free here in on the Virtual Summit Podcast. But, what I need from you is I need your help. So, I need you to first subscribe to this podcast and then leave me a five--star review in iTunes. That's really going to help me be able to reach more summit hosts and then again the overall mission is increasing the quality of summits across the board. And then my second request is *please* share this podcast with anyone you know who's done this or who wants to do a summit. That's my ultimate goal is to be able to help more people. Please, subscribe, leave a five--star review, and then share this podcast. That's all I ask.

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Now, somewhere, you're going to be asking how can I get in touch? I'm always looking for feedback. So, please, don't ever hesitate to give me constructive criticism. If you have questions, send them to me. I'm going to start doing a special Q & A monthly episode as the questions start to roll in. Now, if you want to be a guest on this podcast, excellent! Reach out and let me know and let's see if you're a great fit for the podcast, and for my summit hosts that are listening. Now, if you know someone that I should interview please put me in touch with them. I'm always looking for recommendations and referrals. And, you can do all of this by sending me an email at [podcast@virtualsummits.com](mailto:podcast@virtualsummits.com). So, feel free to get in touch with me, send me some feedback, send me your questions, let me know if you wanted to be a guest, and let me know anybody you think I should be interviewing over at [podcast@virtualsummits.com](mailto:podcast@virtualsummits.com).

Now, additionally, I've got resources for you. So, you can go to [podcast.virtualsummits.com/resource](http://podcast.virtualsummits.com/resource). You're going to be able to find all my goodies, all my free stuff, all my information for you. Whether you want to run a one--day summit, you've got my One--Day Summit Guide, my checklist, my cheat sheet, and my Virtual Summit Framework for those of you who are trying to run a multi--day summit I've even got our Plug and Play Strategy Guide which is going to show you how you can implement this in the all areas of your business. And, then, of course, we have free trials to the Virtual Summit Software which allows you to host virtual summits easier than ever before. I've seen people being able to go from start to finish with the virtual summit in a couple hours because the Virtual Summit Software has made that possible and is available for them.

If you want it to try for free, you can get that over at [virtualsummits.com](http://virtualsummits.com) as well. So, all of that's going to be on my resources area, we're going to have more information coming up in future episodes, on specifics like "What is a Virtual Summit?", "What is a One--Day Summit?". We're going to go in depth on how to recruit speakers, how to create your strategy, how to narrow down your theme and your topic. We're going to cover all of this information on upcoming episodes. And, I am extremely excited about it. So, make sure you don't miss any of these episodes coming up. Make sure you subscribe, leave a five--star review, share this podcast with your friends and colleagues, and get ready for these future episodes. I got an amazing lineup of interviews already coming and I've got some amazing strategies that I'm looking forward to teaching you

Now, I want to end this episode by saying I believe in you. As a summit host, you can do this! Summits are, by far, one of the most powerful ways to quickly grow your list, launch your platform, and make more money even if you're just getting started, and more importantly, make an impact to the world and help those who are suffering. Don't get caught up in an analysis--paralysis because the world needs to hear your message and there are people who are waiting for you to help them. So, just get started. Imperfect action is always better than doing nothing. Thank you and I'll see you on the next episode.