

Episode 110: How to create transformation through a Virtual Summit

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Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here, your host on the Virtual Summit Podcast and founder of Virtual Summits Software. We are in for a treat today. I am so excited about this episode that we're going to be releasing to you because I've got legendary Krista Miller with me today on the Virtual Summit Podcast. Thank you so much for taking some time to be here with us today Krista.

Krista Miller: Thank you so much for having me. I'm pumped to be able to talk summits with another summit expert.

Dr. Mark: Oh Krista, you and I could probably talk to summit for hours, but what we're going to do, we're going to like dive deep in some of this really important gems that we both know these summit hosts need to hear and, and I love talking with other summit coaches and consultants like yourself who are doing amazing things in the summit space. Now before we dive into all of these really cool topics, we're going to be talking about which all you summit hosts listening in here, get ready because we're going to be talking about a couple specific things that are going to help you boost the engagement of your summit. But we're also going to talk about a couple of big no-nos and unfortunately a lot of summit hosts are doing. So strap in. Stay tuned for that. Before we jump there, Krista, what I would love for you to do is let our summit host know just a little bit more about yourself.

Krista: Yeah. So I started my business back in 2015 doing WordPress development for designers and you know, after a couple of years of doing that, I found myself like, okay, this business thing is working. I'm making the money I need to what now I'm kind of bored, you know, it's working. Um, and after a lot of fighting back and forth with myself a summit is what came to mind. I was like, okay, get some new leads, hopefully make some new connections, become the go-to developer for designers. Let's see what happens. So I gave it a try expecting to make about \$3,000 was my goal for my first summit, hoping for \$3,000 a couple hundred email subscribers. And I came out of it with a \$16,000 summit my first time with a tiny audience going into it. And I was like, Oh, this is cool. This works. I mean, there are so many other benefits that I had, I found after that.

Krista: But the thing that happened was I was having all kinds of speakers, attendees, people watching from the sidelines being like, can you teach me how to do that? I was like, no, I can't teach you how to do that. That was a lot of work, like leave me alone. Um, and after a couple of months though, I'm dealing with that. I was like, you know, I could kind of be fun to teach people how to do this. Um, so what was it? Six, seven months later I finally was like, okay, I'll show you guys what I got. I have all these templates made, all this stuff. I'll put it out there, see what you think. And people have loved it. So now I have really gotten deep into teaching other people how to run summits and I have a very like, organized process focused mind. So I'm able to take all my random processes, give them to people, all these templates for everything that goes into a summit and give

it to people. And it's been so much fun. Right now I'm working on my fourth summit still for that development and business. And just love the world of summits.

Dr. Mark: I mean, that is so awesome and I love that you can take something which we both know is very complex and it can be quite difficult if you don't know what you're doing and structure it in a very organized way, which is so needed and so important. So I love this. Now you mentioned something already right here where I want to jump into because I think it's, it's a point that most summit hosts are not thinking about. They're actually thinking about the opposite. Uh, and I think it's a reality that we should be focused on, but it's a good reality. And you said, you know, you wanted 3000, you got 16,000, which was a great summit. You got it from a tiny audience. I think we all out. Like there's a lot of, some of the hosts out there that think you got to have a 10,000 to 20,000 person summit for it to be a success. Can we talk through this concept Krista? What's your thoughts on that and, and how did you have the success, even with what you said, quote unquote, a tiny audience?

Krista: I love this question because I'm watching, this is something I'd really love to talk about because people come to me saying, what do I need to host a successful summit? And I'll tell them a couple of things but never will I say, you need, need this an audience of this size. You need this big budget. You do not need those things. Um, and I think, you know, the power that comes from having as small is you really know your people, not that people with big audiences don't, but you kinda, you have to, you're emailing back and forth with these people. There's only a couple of people you have to pay attention to. Um, so at the time I had three or 400 people on my email list, maybe 600 Instagram followers. Those were my main places, so relatively tiny. Um, so that's why I had those small goals, but I was able to get on a few calls with people.

Krista: I was actually planning on hosting a completely different summit still for that audience. But I got on calls with a few people asking, you know, what are you struggling with? What do you need help with? And they get to keep telling me, Oh my business is all complicated. I need more time. I'm not making, you know, I'm not profiting enough. My, all right, your summit's going to be about that. So I was able to craft the summit for my very specific and very small audience to solve one of their very specific problems that I knew they were having because I asked them and that's all it took. It didn't matter that my audience was small because I had something that they really wanted. And that made it easier to promote as well for everybody because they know exactly who they were talking to, what they were saying these people were going to get out of it.

Krista: And it just, it just makes it so much more valuable for everybody. And I've been able to, my results and lots of customer results from people who have, you know, small or large audiences with these specific niches. And I'm seeing the people who are getting more, who are having a more broad summit. For example, summit for all online business owners to help them grow their business. A lot of them are seeing conversion rates for their all access pass. It's like 5%. Um, and the results, I'm seeing a lot of these other people who are getting specific, we're seeing between 15 and 20% conversion rates for all access pass. So you don't need a huge, you know, attendee list if you're getting those high conversion rates. And I mean, I could go on and on, but the power is right there.

Dr. Mark: I couldn't agree with you more. I mean, I still remember one of my first launches I did, I, I generated \$136,000 and it was from a list of 900 people that I had generated from a one day summit. I mean \$136,000 from 900 people. So it is so important to understand that the power is not in the size of the list, it's in the engagement of the list. And I think this pulls us straight into another topic which we were talking about in our pre-interview chat, which is the importance of engagement. So let's kinda, I'd love to hear your thoughts on what do you think the normal, majority of summits are doing out there kind of wrong from an engagement standpoint and then how can we improve that? How can we increase it?

Krista: Oh, I love that question too. You're full of good questions. Um, I feel like a lot of summits, you'll sign up for them. Uh, sometimes you don't even know who the host is. You'll like me going through the page, like I don't know who is hosting this thing, but it sounds cool. You sign up and all you get them are emails after that. You're getting emailed about here's what's coming up, here's the presentation for the day. The presentations are pre-recorded. There's literally no way for you to interact with anybody. It's like, okay, you can still get great information out of that, but that's not the kind of thing that's going to create transformations for people. That's not what's going to get people excited. So I think right there is the biggest thing that people are doing wrong is just you're talking at your people, you're not giving them the opportunity to talk back.

Dr. Mark: That is so good. And, and you mentioned transformation. So like how can we help our audience? Like let's say we're putting on a summit, what are a couple ideas, one that we can do to allow our audience to talk back or to be engaged and how can we even come at it from the mindset at the beginning of creating transformations for our audience?

Krista: So good. Um, so I feel like the first piece of transformation is that topic you choose making sure it's a topic that's related to a problem they're having, not just something that kind of sounds cool and catchy and like it would give you lots of options for presentations, but it's a topic that is designed to solve the biggest problem they're having because then you have opened up the opportunity for a transformation that they actually need. And then as far as you know, the engagement part is, is an important part to play in that because the more engaged someone is, the more involved they're going to be in their summit, the more they're going to see that we'll let them get that transformation. So a big part, I like a big couple of big things I like to do to create that engagement. First I focus a lot on video and then second, I have a community for my summits.

Krista: So I'll start with the video part first. I think the more video you can incorporate into your summit, the better. Both live and prerecorded. But I love to see like a video on the registration page. Step one. There are so many people coming into your summit who have never heard of you before. Have a video with your face like I'm going at one or two minutes is all it needs to be, but that's the first time someone's going to get to know you. Show them a smiling welcome, welcoming face and get them involved in your event. After someone registers for my summits, I take them right to a special offer for my all access pass and that's another place I love to have another video there. Thanks

for registering. Thanks for being here. Here's what's next. Hey, I have this thing for you as well.

Krista: Another chance for them to see your face and then you know, I kind of incorporate that kind of thing all throughout the summit, but when someone joins in that email sequence, they start getting afterwards. I start inviting them to a Facebook group just for the summit and inviting them and really encouraging them to participate in that. And I really focus on facilitating discussion because when people start talking, they're going to be talking to each other, they're going to be talking to you. That's when they start feeling like they're a part of something. And now just kind of watching something from the sidelines. So I feel like that community and then the community where you're facilitating the discussion is such a huge part of engagement and you know, the connections people make in there and the more involved they are in their summit because of that is just so powerful.

Dr. Mark: This is so good. I want to keep diving into this because I think we, we can, uh, we can go even deeper here and get some really good gems. So when we're talking about going towards the Facebook group, we're taking that and we're building this community. Do you keep, let's say now you're on your fourth summit or, and, or you're going to be running a variety of different summits. What's your thoughts or suggestions on you keep the Facebook group, you said you create this for the summit, you keep it open after the summit. Do you take them to a different group? Do you have a variety of different Facebook groups for every summit? One group? Kind of talk us through the different potential scenarios and what you would suggest on those.

Krista: Yeah, so there are two routes I would recommend the route I take. I already have a Facebook group that I run with a co-owner or a cohost, I guess of that group for designers, but there's someone else in charge of that group. So I have never taken over that group for my summit. So I've always started a new one. Uh, we're in there, we're talking throughout the summit, I have it open for three weeks before the summit, during the summit, and then about a week after at the end of that, I'm encouraging them, go over to this other group, let's keep talking, let's keep making progress on this together. Um, you know, not a huge percentage of them do, but the most engaged people always jump over to that other group. Um, and then as for the summit group, I just archive it and save it for next time.

Krista: I open it up a little bit before I start promotion being like, Hey guys, we're getting started again. Here's what's going to happen. But I already have, you know, right now I have a thousand people who have group waiting for my next summit to come up. And it's a great way to get a good start on your summit. If I didn't already have that other group, I would certainly be keeping my summit Facebook group open and just using it as a way to stay connected with these people. Stay engaged. Is there a new problem that has come up that they need help with? Maybe I do a different topic for my summit next time around. I think it's such a great way to keep an engaged audience for your business as well as your summit by utilizing the group you've created.

Dr. Mark: It's a yeah, and I agree completely with that. And so I liked that even being able to archive the group when you're open. And we talk a lot about like One-Day Summit and

Summit Series. So even having this so that you can archive it, reopen it for the different series. I love, I really enjoy that, that concept there. Um, I'd like to circle back to the, um, the engagement of what you're doing in the group. You said you, you like to stimulate in create conversation. Like what are some specific things you're doing? Like maybe you have some, some go-tos as far as questions or are you doing different variety of content or things that you're putting in there? Talk us through some of those strategies.

Krista: Oh, so many things. I love my Facebook group and I love seeing the people light up through it. So the first thing I do is of course I have a welcome video letting them know, kind of a similar to what I had on the registration page. Here's what the summit is, here's when it's taking place. But at the end I always say, please come in and introduce yourself. Get started. And a lot of them do. Like they're so excited about the idea of the summit. They're going to introduce themselves and I'm going to start a conversation with them and I'm not just going to respond and say, Oh welcome in to have you. I'm going to ask them a question or point out something I really like about, they say what they say to just get them talking because when you can get a couple of people talking a lot more people are more likely to join in because they feel more comfortable doing it.

Krista: So on top of that, during the promotion period for my summit, while the group was open, I do daily discussion prompts and most of these are not me asking like market research tech questions. It's like, what's your favorite drink at Starbucks? Do you work on the weekends? Do you need silence when you work or do you like background noise? Just little really simple things. But people love answering those kinds of questions about themselves. Like they just get so excited to tell everybody their favorite thing, you know? And again, when someone talks once, they are so much more likely to talk again in something that's more important and I say in air quotes for your summit. Um, so that's something I really liked to do that really gets people pumped up and I think helps a lot once someone actually starts. Another thing I do engagement in my Facebook group is leading up to the summit.

Krista: I'll do usually about two uh, videos per week, teaching them something. So when someone joins my Facebook group, I ask what are you struggling with the most in your design business? And if I see something that keeps coming up that I don't have a presentation for, I'll use that as a topic. I'll go live in the group before the summit starts and do a little mini training to just get them excited, get them learning something right away and get that face to face connection with them. And they love it and it's so fun for me to be able to engage with them during this exciting time while all registrations are rolling in for your summit. A couple more things. I do live opening and closing calls on either end of the summit. Um, you know, the opening call, I call it a kick off call I guess.

Krista: And that's just get to get people hyped up, but also to tell them in one more place how it's all gonna work. Cause I feel like no matter how many places you tell someone exactly where to go for the lengths and how everything works, they're still going to have questions. So I like that as one more place. I give away prizes on that call to get them excited and to get them joining and talking to each other. I'm usually, that call has hundreds and hundreds of comments even from my relatively small summits that, you know, they're just pumped and excited to be there. And then the closing call at the end is kind of similar. Shut things down, get them making progress on what they've learned,

pitch the all access pass. Um, and then during the summit I'm actually, um, I encourage my speakers to go live after their presentation airs to do a Q and A, because I have chat boxes with all my presentations and I say, you know, if you guys are getting lots of questions, feel free to go live in this group. Uh, answer their questions, do a Q and A and they love the heck out of that. Um, the speak both the speakers and the attendees getting the chance to chat him out. Right. So I think I covered most of it. I love my group and it's been so worth it to put that work in to get that extra engagement.

Dr. Mark: I really like how you, you've talked about like for those who are maybe concerned with being able to keep it up and like, you know, putting information in there ongoing or maybe they already have a couple other groups can always archive it after it. But the power during the summit is, is what's important. Now. I want to kind of go get back over into the transformation aspect, which is what we were diving down into. Because I do think it one, it's so important to be focused on it. Matter of fact, it's one of our KPIs in our businesses, our summits and our business is any program, project or campaign we do. We look at, you know, how many lives were changed now? Maybe it's like you changed my business. You change this, you change this, you transform that. But that's, that's how much we believe it's important. So let's jump into that transformation. What are some of the things that you do that you or look at as transformation and, and, and gets you excited about the summit and running the summits?

Krista: Yeah, so I want to see my attendees even taking one step forward to that goal we set for us on it. So my summits are, I want you to simplify your design business so you can be more efficient, profitable, and stress free. Because when they're more efficient and stress free, they enjoy their business more. They can enjoy their family more, they can have more downtime when they're profitable. I mean, we all want more profits, right? It's going to do the same thing for them. So my goal is to see each person take at least one step towards that, whether it means their client onboarding process that's currently taking them three hours goes down and taking them 15 minutes. I'm good with that. That means I've saved them two hours and 45 minutes for every single client. That is one big step forward. So when I'm planning my summits, of course that's where that topic comes in.

Krista: I want a topic where I can make that transformation and I'm also getting my speakers in the loop with this goal that we are here to make transformations. So each speaker I pitch, I pitched them my specific topic that I know they're an expert in that aligns with this goal where I can say, if an attendee watches this and does these action steps, they are getting closer to this transformation that we want. That's my goal with every single presentation that the attendees can take, that you can get one step closer to this goal. Um, and I, and then throughout the Facebook group and that engagement, we're facilitating that as well. We're asking each day like, you know what, what's your biggest takeaway from your presentation today? What action are you going to take? I've started doing co-working sessions during my summits as well to get people on and taking action during the summit on these things they're learning so I can see them, you know, making progress with these transformations.

Krista: And I don't know, just just seeing this happen is just, just so worth it. I've had people email me afterwards and I've had someone literally say, I was having trouble putting

food on the table before your summit. Right now I have three clients book. You literally changed my life and it's just mind blowing. You don't expect that going into your summit. You expect cool things to happen. But even to this day, it surprises me every single time when I see stuff like that happens. And there is nothing better about hosting a summit and seeing yourself change lives through this event.

Dr. Mark: Well let's keep moving with that because one, you're making me feel so positive and happy over here. Like what are some of like, what are the benefits that you've seen with some of your students that you've helped coach, um, in their summits? Like, like give us one or two examples of like where, you know, maybe like even best case scenario where one person started here and then all of the different results and maybe one other specific niche case.

Krista: Yeah, so I have a, um, one person I helped quite a bit with their summit. She sells WordPress themes and when she came to me saying she wanted to do something, I was like, all right, how are we going to make this unique? But she did a great job with it. She had another very small audience, but again, that let her give these people like just so much incredible attention. And she was able to coach these people a little more than maybe than she would've been otherwise with this huge summit. And she had, um, uh, presentations that were really targeted to those newer business owners, people that, you know, they're probably still working your nine to five, uh, but they're hustling hard. They just want this thing to work and they're just so passionate about it. And she had presentations focused on how to get clients.

Krista: Um, so she's, you know, how to get clients through Instagram, how to get clients through whatever it was. Her presentation was, how to get clients through your website basically. Um, but she was getting emails from people after. If I'm literally saying I've never had a client before, I have my first client and boom, for a lot of us that one client like, okay, but when it's your first client that is life changing, that's when you can see that this thing is possible. Like, I can actually, I can do this. I can, you know, set this goal to quit my full time job. I can provide with my family. You're able to see that with the, with that one, with that one client you get. And that's the one that lights me up the most to the hits close to home just with like the audience I target too. I love that so much.

Dr. Mark: That is, and you're right. It is life changing there. And so you've brought up multiple times now, um, the topic and being able to, when you have even when you have a small audience or talking to that audience, being able to find out what they really want. So it's, it's, it's apparent and I agree with you that it's important to pick a specific niche and the theme and topic, how important those are. Like talk us through that for some of our summit hosts that are listening who are struggling on what, how should I come up with my topic? How should I come up with the theme of my summit? What advice would you give them?

Krista: Yeah, so this can be hard for people who have a more broad business. Maybe you are targeting all business owners and doing business coaching. So you know, the natural summit topic would be how to grow your business. But like, especially I feel like people with really huge audiences can get away with stuff like that and see decent results. But

if you're starting with a smaller audience, getting specific is just so key. So how I like to do that is I encourage you to look at your audience and see if you can split them up into subsets. Who have you worked with? Who's buying your courses? What do those people classify as? Are they photographers? Are they course creators specifically are, you know, what are those people? Can you bring it down, break it down into subgroups. And then I encourage people to pick one of those.

Krista: And that can be really scary to say, okay, I'm kind of ignoring in a way the rest of the rest of my audience. Um, but you're going to catch people's attention so much more. And you can pitch speakers so much more effectively. You can pitch speakers who target that subset of people. When your speakers target the same people that you do, everything just multiplies in your success. So that's where I suggest people to start. Some people like just can't make themselves do that. I was like, okay, that's fine, but if you can just pick a subset, start there and we move into the topic and I think with choosing your topic, it really is so important to talk to your people. Uh, I am super introverted. I don't want to get on calls with people. I just want to sit in my little office and have silence all day long.

Krista: Um, but you know, at the very least I encourage people to send out surveys. But the power of getting on even five, 10 to 15 minute calls and just talking to somebody about their problem, asking them follow up questions, what are you struggling with? You're going to see themes when that happens. Even if you do have a more broad audience that you're, you decided to target with your summit. When you start talking to these people and really diving down into it, you're going to start seeing themes of problems that are coming up, things I need help with and things that you can help with for your summit. So talking to your people is way are going to get your really profitable topic idea.

Dr. Mark: Yeah. And it is so important. And like you just said, going deep, going niche is so important right now. We've become as a society ninjas at deflecting information. So we have to get super specific at giving the person what they want. And again, I feel like the theme keeps coming back up. It's not about targeting 10 million people. It's targeting those 100 those 1000 people that have the problem you're trying to solve. I love that. So I want to throw like kind of a little curve ball at you here in, in, in from your experience with the, the summits that you've run in the summit hosts that you've helped and all the summits you've seen, what do you see as one of the biggest mistakes that keeps popping up or keeps recurring on these summits?

Krista: I feel I'm going to cheat, but I feel like not getting that niche is the problem. When you're targeting everybody, nobody cares about what you're doing. Maybe the super beginner level business owners are going to be interested in that summit for everybody, but the people who are a little farther down the road willing to spend money on your all access pass, any upsells you have, any funnels you put them in afterwards, they don't care about a really general summit where all of your presentations have to be one on one level because you're targeting everybody. Uh, so I feel like that is the thing. When I see someone start planning a summit and I look at that niche and topic or I hear someone say they ran a summit and it didn't work, I'm looking at that niche and topic and so much of the time that's where the issue comes in and that's the difference

between three to 5% conversion rates and 15 to 20% conversion rates is that niche and topic in it. It's just the biggest issue for sure.

Dr. Mark: I love that. Okay, I'm working. I'm going to keep throwing some of these curve balls at you because you're doing so good with them. So what's, if you were, if you're thinking, let's think completely outside the box here, something you've never seen happen on a summit, but you thought, you know, if somebody did that, that would be super cool. Like what's an idea that you've never seen that somebody should go out there and try and do

Krista: Like a summit topic or like an idea as a part of a summit?

Dr. Mark: Like you know, for example, I'll kick us off here. One of the things that I've been wanting to experiment with, and it just hasn't worked on any of the summits I've currently been running, is to mimic a live conference where I have a trainer's, a coaching corner and during the summit allow people to actually call in and talk to somebody live and get coaching, a coaching call throughout the summit. And then of course that can be used to sell them into a larger program. So anybody listening into that that wants to run with that, just let me know you do it so I can see how it works. But anything like that, what's some cool, far out there? Crazy that you've never seen done that somebody should try to do.

Krista: Yeah, so I kind of have something somewhat similar along the same line of thinking where I've been thinking how can I make summits more like those live in person events and what's missing in the online summits that we have in the in person conferences and to me it's the networking. When you go to a conference you leave knowing new people, having new connections, having new leads maybe even, and I'm thinking how can I do that as soon as a part of my summit, so I'm actually in the works for my fourth summit right now. We're going to try it. I'm going to have networking sessions where my speakers can go, my attendees can go. Even certain level sponsors can go and we're going to get on his own product, this and then Zoom has this breakout session feature that I'm going to try where you can break them up into small groups and they can actually talk like they are live in person.

Krista: I'm thinking like four to five person, really small groups for, I don't know, maybe 20 minutes at a time and then do like three of those within an hour period. Have some give them some discussion prompts so they're not just like sitting there awkwardly wondering what to talk about and let them get to know each other and like, cause I feel like you know, engagement is my thing. I want to engage to summit, what can I do that's going to be more engaging than that. Having them talk to each other, get excited about the progress they're making, talk to the speakers, be able to ask the speakers questions if they get thrown in a room with them. And that's something I'm really excited about that I think would be fun to try. So again, if anyone listening tries that, let me know because I'm excited about the idea.

Dr. Mark: Yeah, I love that. And I, and it actually sets up perfectly the next kind of question that I wanted to ask you, which is, how do you see summits evolving in the future? Where do you think we're going? What needs to happen?

Krista: I think we are going in the direction of more engagement needed and more like more strategic on the marketing side. You can't just invite people into this event and then just pound them with marketing without really, you know, having a bigger underlying goal and thing for them to get out of it, um, as a part of your summit. Uh, so I think engagement is just going to keep rising and we're gonna keep needing to do the work to be more and more like in person conferences because people are seeing the importance of that connection and they want it in their business. So we need to keep going in that direction. I also think we're going to need to continue putting more and more of a focus on how our speakers are going to benefit because I feel like the bigger summits get, the more people say someone's don't work because they hosted a crappy summit or something or they were part of a crappy summit.

Krista: Um, and so speakers, when we're pitching them, they're a little more careful. They're like, okay, this last summit I did didn't really do anything for me. So I don't know if I want to do this one again. So we're going to need to put more and more attention on what is, what are each of my speakers going to get out of participating in this? It can't just be that they're going to have like eyes on their presentation and those people will go over to their website. It has to be more than that. So I think we're going to have to continue paying more attention to that as well.

Dr. Mark: And then let's, as we start to round out this episode here, what's one of the things that you would attribute the most like that has, has given you the most success in your summits or your students' summits?

Krista: The niche and topic once again. Um, you know, I took my list of 400 people for my first summit. I got I think 1300 registrants. That was huge, but I was able to turn that into \$16,000 and that's coming from a business. I was making three, \$4,000 a month at a time. That's \$16,000 summit. That blew my mind. I decided to take like take a seat and be like, do I really see those numbers right. Um, so I just think getting so specific on, on your niche and topic and I'm paying attention to your people so they can, you know, be a part of it and want to buy what you're selling. That's why my summits have worked.

Dr. Mark: I just find that so inspiring and I hope everybody else listening in does as well. You don't have to do a 10, 30, 50,000. And honestly, I did a summit, uh, about six months ago that did 26,000 leads and it was not the most successful summit we've run out of all of them considering. So sometimes even having more leads does not nest because you lose some of the engagement as well. So I love this. This is super inspiring now Krista. So this has been absolutely phenomenal and I've loved being able to pick your brain. I could keep picking your brain all day, but we're going to have to wrap this episode up now. Before we, I have like one kind of final question for you. Before we do that, I would love for you to let all of our summit hosts knowing listening in right now they're probably thinking like, how can I follow Krista? How can I get into one of those groups of hers and pick her brain even further? What's the best way for them to get in touch with you and where are you hanging out?

Krista: Yeah, so my website is summitinabox.co, and I'm most active on Instagram at [summitinabox](https://www.instagram.com/summitinabox). I also have a Facebook community where people are always picking my

brain like crazy. It's called the Summit Host Hangout search for it on Facebook. You'll find out. I love answering questions about summits and chatting all things on it in there.

Dr. Mark: Incredible. And we'll post all of that over in the show notes as well at podcast.virtualsummits.com. And Krista, so wrap us out with this. What's one final parting piece of wisdom that our summit hosts need to know?

Krista: Yeah, I want you guys to think of your summits as more than a way to grow your email list or more than a way to get income. How can you create transformations for everybody? That's a part of it. And that includes you as well. How will summit transform your business? Whether it's through the new connections you make or the bigger things you're able to dream of, maybe because of the extra income you get through your summer, how is it going to transform you? How is it going to transform your speakers? What does it, what is being a part of your summit going to do for these people? What are they going to get out of it other than a few eyes on their presentation, even if it's a few hundred eyes on their presentation. And then for me, most importantly, closest to my heart is what are your attendees going to get out of it? We don't want them coming watching a couple of presentations and going on with their lives like nothing happened. How can you make sure that these people move forward with something different? Even if they don't notice it all the time, you'll, you'll be able to know that, okay, these people are leaving with this. I changed their life or their business in this way. Keep those things in mind. Keep it at the forefront of all your summit planning. Try to see how you can infuse transformations in everything about your summit.

Dr. Mark: Such excellent parting wisdom right there. Thank you so much Krista. This has been a phenomenal time. I've had a blast. We've learned a lot. It's been great. Thank you.

Krista: Thank you.

Dr. Mark: And thank you all you summit hosts for hanging out and spending this time with Krista and I. I'm Dr. Mark T. Wade, your host here on the Virtual Summit Podcast and remember your message matters. So go out there and make an impact in the world. Uh, don't forget to check out all the information we just talked about, links to everything Krista has mentioned, how you get access to her over in the show notes and we'll see you on the next episode.

Dr. Mark: Now, I want to end this episode by saying to all the summit hosts listening right now, I believe in you and you can do this. Summits are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money, and most importantly, make an impact 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.