

Virtual Summit Podcast Episode 004

What's the one question to ensure you don't get screwed by a virtual summit consultant plus How to remove 90% of the time needed to build out a summit with one single solution.

Hi, I'm Dr. Mark T. Wade, founder of virtual summit software creator of the one day summit formula, and your host on the virtual summit podcast.

I am super excited about this episode today because we are going to be talking about something extremely important, especially if you're considering building out a virtual summit. And even more importantly, if you're thinking about building out your first virtual summit, so you're going to want to stay here with us 'til the end.

Now before we do that, if you're just joining us as if this is your first experience with the virtual summit podcast, I would highly recommend going and checking out episode 001. So you can understand exactly how to get the most out of this, where you're going to be able to find all the resources, who am I as well as what's best, the best way to consume this information.

Now, for those of you who are going to be looking for the links, the information, all the resources we're going to be talking about in this episode, you can get all that information over at the show notes, podcast.virtualsummits.com/004. So that's going to be where all the links, all the information, all the show notes are going to be hosted over at podcast.virtualsummits.com/004.

Now, this is going to be a little bit longer of an episode than normal, but it could possibly be one of the most valuable episodes I record and that you listen to. We're going to be talking specifically about the different ways you can build out your summit, what that looks like, and how to avoid complete disasters, and I promise you, complete disasters happen regularly. So this information is going to help you prevent that. Again, this could be one of the most valuable episodes that you listen to. So be sure to stay with me 'til the end.

It's an episode you'll want to listen there because we are going to be talking about how to save you over 90% of your time and how to avoid one getting screwed by consultants, and the best way to set things up so let's jump right into it. Okay, we're going to be talking specifically about four ways that you could end up building out your virtual summit. And we're going to go into these in depth, I'm going to let you know what to expect, I'm going to tell you the benefits, the negatives, where you're at in your virtual summit journey on which of these is probably the best option and maybe not the best option for you. So, we're going to get really in depth on this and it's going to be really great.

So the four ways that we're going to cover in today's episode is the first one, pay someone else to build it. The second option is build it custom yourself using something like WordPress. The third option is using a generic tool or software to build it out on kind of like Click Funnels, Kajabi, Thinkific. And the fourth option is going to be the virtual summit software, which makes hosting a summit easier than ever before. Now, don't jump to conclusions here. Obviously, virtual summit software is going to be an amazing tool for you to use to build out your summit, but it also depends on what you're looking for.

What is your objective? What are your expectations? So all four of these options are good for certain specific objectives. And we're going to talk through that. So let's not jump to conclusions here. Having someone else build it for you may be the best option for you. And if so, we're going to talk about what the things you specifically need to know before you walk into that agreement. Now just to cover the basics, or the physical components of a summit, so you understand what this is. And I'm going to be talking to you here, as if you've not done this before. So if you're one of my summit hosts, that's already done a couple summits, this may sound familiar to you, but I can promise you, myself having hosted over 25 summits, still, every time I learned from some other host or speaker who's done a summit, I still learned something new. So let's stay in it. And let's have a student of the game type of mindset. So the physical components of a summit – you're going to have a landing page; you're going to have a thank you page; and then upsell page, you're going to have your summit homepage. So this is going to be inside the actual live summit.

Then, you're going to have your individual speaker pages. Now, you're going to have a speaker page for every single speaker. So if you have 40 speakers, you're going to have 40 speaker pages, you're going to have a bonus or a GIFs page. And then you're going to have a sponsor or resources page. Of course, you're going to have a sales page. And then a thank you page. And then some additional aspects, you may have a Frequently Asked Questions page, a support page, or a help desk or a contact page and potentially a group area for group conversation. And then you also may additionally have upsell pages after your sales pages. So those are kind of additional aspects that are not necessarily standard on every single one. But just again, going to have a landing page at summit landing page. You're going to have a summit thank you page with an upsell page. You've got your homepage for your actual live summit, individual speaker pages, a bonus or GIFs page, a sponsors and resources page and then you're also going to have a sales page and then a thank you page.

Now additional aspects you may have a Frequently Asked Questions page, a sort page, help desk, contact page - something to give people you know some help if they need it during your summit, and then possibly group area page so those are additional.

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Alright, so first off before we get into the actual, you know, specifics of these four ways of building out your summit, I think it's super important to understand because we're going to be talking about this throughout the entire podcast. We're going to be interviewing summit hosts, summit speakers, summit sponsors. We're also going to be interviewing summit coaches and summit consultants. So it's important to understand what's the difference between a summit coach and a summit consultant, because we're going to be talking specifically about consultants in this episode. So just to understand the difference, a coach, a virtual summit coach typically sells an online program that gives you information on how you can host your summit.

So, for example, it's going to be an online course that you take and it steps takes you through step by step. Here's how you build out your strategy. Here's how you would create your email campaigns. Here's how you would recruit sponsors, so they're going to give you all the information, but it's pretty much a completely do it yourself. You consume the course and then you put it into action. They typically don't do anything with you or your summit other than give you the online training and sometimes ongoing answers to your questions, but they're not going

to go in and build it. They're not going to go in and help you create any of it, they're just giving you the information. So you still have to build it all yourself.

Now, consultants, virtual summit consultants on the other hand, typically they create most of your summit platform for you. And then they're going to be responsible usually for running the summit. Now, they typically don't do anything outside of creating the summit platform, and then the live summit tech support. So they're not in the marketing side, they're not in the speaker recruitment or, you know, interview side of it, there's specifically going to build out your summit, and then be there for the kind of tech support that happens or is needed.

So coaches are going to be much less expensive as you're just paying for the program and no assistance. Now, consultants are going to be much more expensive depending on the caliber of consultant. So let's jump into it. So options, like the first option on building out your summit, creating your summit that we're going to cover is paying someone else to build it. So this is going to be like a summit consultant.

Now, I only really recommend this if you have disposable resources or you've done successful summits in the past, and you know your conversions, and you can make it profitable. Now the reason for that is, this is going to be an investment. And again, summit consultants aren't going to typically be responsible for making your summit successful, they're just going to be there to set it up for you. Now, if you know what you can convert and know what you can make, especially like on the back end of the summit, this may be the best solution for you because somebody else can just build it out and you have it all done and you just run the summit. And now if you have a you know, a chunk of money set aside, you really just don't want to do the, you know, do the work yourself. This could also be a good option. However, I don't really recommend it unless you've done at least one summit before so you understand the process. Also, that way you can hold the consultant, you know, you can hold them accountable for what they're building what they're doing, and you'll have a better idea of how you will want it done, because a lot of times that summit consultant is going to be asking you how you want it set up, and they're going to build it around your preferences.

So let's look at what the process looks like. So the process with a virtual summit consultant is you're going to find that consultant, they're going to probably do some type of in depth consultation with you to understand, like, what you want what you're looking for, when you're looking to launch your summit, they'll tell you the amount you need to pay them and then you essentially agree to it. They handle most of the heavy lifting as far as building out the site, usually with a pre-packaged kind of template that they've created and used for another summit. Although they will still customize it usually, specifically to you so it doesn't look like the other ones, you're still going to have to do all of the speaker affiliate sponsor, recruiting management, you're still going to have to do all the interviews, you're still going to be essentially responsible for everything outside of building out the summits, so you're going to have to still also pay typically for all the materials that are being built, so essentially, this is a common confusion - you're going to pay your consultant, your summit consultant, and then any additional materials that they're going to need to build it out, you're still going to have to pay for those.

Now, a lot of times, they'll be able to find a way to kind of get you a free trial on a lot of the material. So we're talking about either plugins, online tools, or software's things like

that. So you're not going to feel that expense necessarily at the beginning. And then they're going to help guide you and advise you on insights into the marketing launching, but they're not going to be responsible or do that. It's just the fact that they have done this and run these before. So they can kind of give you guidance and let you know what you should be doing and what it should look at. But they're not going to take responsibility for the success of that. So you're going to have to create all the marketing materials, the ads, the email, copy, and you'll still be responsible for doing the advertising like if you're going to do any Facebook ads or things like that. They're going to handle the technical, any of the technical aspects that arises during the summer.

So any tech issues or things that happen, and then once the summit ends, your arrangement is essentially finished and they're done. And then you're still going to have to pay those monthly fees for all the additional materials that they used to build out the summit. So you're going to essentially be paying monthly fees for all the different software's and things that they use, which is typically generating them affiliate commissions, because they have affiliate links for all the software's that they're going to use. So that's not necessarily a bad thing. It's just important that you understand, so that you can be diligent in the tools that are being used, because the summit consultant is going to be generating income for them through these so they may have a vested interest in using certain tools, or software's or plugins over other ones, where you could potentially lower your expenses by using different tools. So that's just something to keep in mind. So how long does this process take? Typically, a summit consultant can get most of the summit up and built within two to three months. I mean, that's kind of a longer term. If they've got the ability to work on it full time, they can probably get it done in a month, maybe two months. So you're looking at anywhere from about a month to three months depending on their availability to work on your summit and also probably on your demand or need for it to be done. Now, however, you're still going to need a couple months, anywhere from two to four months per speaker recruitment and interviews, marketing creation. So in total, you could most likely launch your summit within three months based on the speed of your speaker recruitment. So that's not bad. 90 days is pretty fast. Like that's usually the fastest we would recommend to do a summit but that usually can happen when using summit consultant because they're handling all of the creation of your summit. And you can just focus on the interviews and the marketing, things like that.

Now, how much does it cost? Well, most good summit consultants are going to be between \$7,000 and \$10,000. And that's just because it isn't a good amount of time. They have a specialized knowledge into a specific niche. So you're looking at about \$7,000 to \$10,000 for a good consultant. Now, there are high-end consultants in specialty niches, those can be upwards of \$35,000 to \$50,000. I've seen some even at 7\$5,000. But a lot of them specifically if it's going to be like lower like \$35,000, these are going to require some kind of profit sharing from the earnings of the summit. But again, the higher up the expense goes or the cost goes, usually they're going to take on more responsibility for the success of the summit, as well as they're going to also want some of the profit share just because they're going to know they're going to get you a successful result.

Any kind of consultant below \$3,000 that's willing to build out your summit like completely are most likely less experienced or not real high quality. Now you could potentially find it you know, a hidden gem in the rough there but just on a normal basis, below \$3,000 for summit consultant to business build out all of your summit, like they're probably just getting started, they don't

have the confidence to charge what they should and they probably don't have the experience to charge more than that. So just know that going into it, you know, you kind of get what you pay for and going cheaper is definitely not always better in some world.

So what are some of the downsides, obvious downsides are going to be the costs. Summits typically don't have huge profit margins from the summit, you know, so you're going to be spending money but not necessarily making a ton of money like in a lot of other areas. You know, like, when you spend a bunch of money, you typically increase your revenue or returns.

This is not exactly how it will work with summits. Now most profit comes in. The reason for that is most of your profit comes from your post summit income. And you can go and check out episode three for more information on that we cover that more in depth there. But your actual summit is typically going to be more like a self-liquidating offer, not necessarily where you're generating your revenue.

So when you're paying out a lot of money to build your summit, you're one decreasing your ability to take home the cash because you're increasing your margins significantly, and two, you're increasing the risk of actually losing money. If your summit doesn't do well, and this is a very plausible possibility, because it really depends on your knowledge, your success, your skill level, your ability to recruit great speakers, get them to actually be on your side and promote it, your marketing capacities, etc, etc. So this is your first summit. And again, this is another reason I don't necessarily recommend consultants on your first summit, is because if it's your first summit, there's a high likelihood that you're potentially going to not get the maximum results that you will on your second, third, fourth, fifth virtual summit, okay? So if you don't do well, you're still going to be responsible for that payment or be out that money so you have a higher risk of actually losing money. So that's another downside.

Consultants will typically remove themselves from the direct relationship of the success of the summit, mainly because they can't guarantee the success and then they don't want to be held responsible. I don't necessarily think that's a great thing, but it's just the reality of it. So they're only going to take responsibility for the creation of the structure, not whether that summit actually succeeds and makes X amount of leads or X amount of income. So that technically means you're ultimately still solely responsible for the success. This is also why typically I don't recommend consultants for your first summit.

I think they're a great opportunity after you know, you can generate results and you know, kind of your numbers and expected outcomes. But before then you're really running a risk of paying a lot of money ultimately not making it back. So the ultimate downside is really just the financial costs and the risk, if these are non issues for you, either because you have disposable finances or you're pretty confident your ability creates success, and this is probably a great option.

So what are the upsides? Well, one, you don't have to do any of the work building the summit, I mean, that's a huge upside, because that's a huge undertaking and decent amount of money. And honestly, it's probably going to look much better if they create it, then you create it. And that's coming from personal experience. It also another upside, it allows you to move much quicker and launching your summit. If you're going to be building it out yourself, you're looking at, you know, months of actual work of you building it out. And that's taking time away from you

working on the promotional aspect, on speaker research, on speaker recruitment, on the interview. So it's going to take you longer to do it.

And if you have... if you're doing it on your own, and if you have a summit consultant, you're going to be able to move much quicker, because while you're doing your speaker research and interviews, they're building out the summit. So you're essentially having two things done at once, you're going to have someone with experience that can help guide you which is always good. Having somebody that has insight into it that can help guide you along the way you, this will also allow you to kind of stay in your zone of genius so someone else can handle the technical aspect while you're really doing what you are, you know what you're good at and then you have someone to turn to if something goes wrong or if you have questions. So you're building out summits on your own, you know, you could be and you don't have anybody else like a coach or you know, somebody else you can ask, then you know, it can feel kind of like what do I do like something's going to happen, you may have some confusions or questions, and not really have anyone to turn to.

Okay, now this next aspect is super important and super valuable for you. So what should you know or ask? Now, this probably is going to be the most important aspect of the hiring a consultant aspect. And it's, again, it's what I use and what I would recommend. So before you ever agree to pay anything with a consultant, here are the things you should know and ask:

One, how many summits Have you run before and please provide some examples. So it's so important, do your research reach out to the summits that they tell you and ask the host about their experience. I mean, this could save you from an ultimate disaster in the long run. Because honestly, if they're a good consultant, they will have done multiple summits before, they should be able to provide you with examples of those. And then it's always good to ask to summit host, I'm telling you, I've interviewed some consultants before, which gave me fake summits. They've told me summits that they didn't actually run. And then they did give me some summits that they run and when I asked the summit host about them, like they said, their results were not great or their experience wasn't great, etc.

Now, good summit consultants will have no problem telling you this and even putting you in touch with those because they got good results and they got good experiences and results for their clients. So a good summit consultant, they're like, absolutely go talk to my past hosts, summit consultants that haven't gotten good results or that don't provide good experiences, they're going to be very hesitant to do this and or they're probably going to lie to you about it. So always do your research. Don't just take it at face value either just because they said oh, I did this summit and I made this amount. Don't just take that, go find the host and check.

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So, if they've run less than five summits they're newer and more risk now, it doesn't mean they can't be good especially at their at like four or five doesn't mean they are not a good opportunity. You just really need to look into it and really do your research on this and make sure it's a good fit but if they've done less than five, they're still on my like on my standards just kind of getting started especially if you're running somebody's summit for them - five summits, you know. If, maybe, they've run more summits and then they've helped other people

that's different, but like if they've only been involved in five summits, that's a newbie, if they've run more than 10 summits, that's an experienced consultant.

Anything over 25 summits is a well experienced consultants. So that's kind of think five is a newbie. 10 is kind of like they're they know what they're doing over 25 is a well experienced consultant.

So next question, what are the average results you typically get from your summit?

Now, if they can't give you an estimate or an average, that means they haven't generated any decent results. So like, you're going to ask them like, what are your typical results? I know, you can't tell me for sure you're going to do this. And they're going to really try and run circles around that question. But they should be able to say, well, you know, on average, most of our summits do over 10,000 leads. We've had one that did 35,000 leads, and we've had one that's done 3000 leads, especially if they're a good consultant, they're not going to be afraid of the bad results they've had because they're going to have learned from that and know why it was bad and be able to tell you why they got those results, and they also have plenty of other areas, experiences or examples where they've gotten great results.

People that don't... I would actually probably add an extra to this is what are your typical results? What was your best? And what was your worst? Now if they don't give you a legitimate worst, or if they say our typical results like 10,000, and really we had one that did like 9000. Like if they don't give you one that's bombed, they're probably lying honestly. But find out what summits they they got good results with and check with those hosts.

If they won't tell you which summit, won't tell you about their summits, then honestly, like I just said they're lying. So always confirm with the summit hosts as well. And many consultants are going to exaggerate the results, which is why you really need to check with the host to find the real answers. But they should be able to give you again, typical results or average results that mean they've worked on the summit. They know what they got from those summits. And if they won't tell you it's because they didn't get good results.

Next question, when was the last summit that you helped create?

So if it's been more than a few years, honestly, it's a red flag, because it probably means they're not. This is not like their main expertise or their main thing that they're doing. So they're probably just trying to like tack this on all of a sudden, maybe, you know, they saw you coming. They're like, Oh, you know, I can throw this on to generate some revenue, some extra income. So if it's been a few years, that's not their full time gig, or at least it's not a main gig. So I would look at that as a big red flag.

Now, it's not uncommon for summit consultants to only do a couple a quarter. But if they're, again, if this is their general like to have a certain capacity, but if this is one of their main expertise is, which is what I would be looking for somebody who like this is what they do. They're running at least one a quarter or more, so they shouldn't be like, Oh, it's been two years.

Next question. When did you learn to create summits or excuse me, where did you learn to create summits?

So this is more in relation to the very first question we had like so if they have minimal experience, you don't have to necessarily rule them out right away, especially if they're like at four or five summits, you know, you can ask them how they learned to run a summit. How do they know how to run a summit? Like if they've had training? You know, like, if they've done programs courses, you know, you can get more information on how they've learned to do this. That's great, but if not, they're just you know, they're just kind of guessing. And then they're gambling with your money. They're like, you know, I haven't done any official training. I've run a couple of summits, which that gives me the experience, which is cool. But you know, if this is your main thing, and you're helping people create summits, they should be a student of the game and constantly learning. So I'm not saying they have to have had formal training, but if they have low experience, like if they haven't ran mini summit, you're going to want to at least see that.

Next question, what exactly are you going to do and what are you not going to do?

So this is such an important question. And it's always very important to have this in writing exactly what they're responsible for doing and not doing to hold them accountable, this should be done before you pay anything, okay, afterwards like if you ask them this after you've paid, they're going to opt out of doing more work, right? They're going to be like, "Oh, no, I only, I don't handle the technical support, I just build it and then you got to do everything on running it".

Now you want to ask them this before you sign or pay anything, because that's when they're going to agree to do more. Also, you know, this is just good to know and be aware of what you're going to need to be ready to do because like I said earlier in this episode, most summit consultants are not going to do like the marketing or speaker recruitment. And if you're going into it thinking that they're going to do this, this and this, but there's then they know they're not going to do it. You guys are going to be set up for failure from the beginning. So it's always extremely important to write out map out exactly what's going to be done before you pay and then agree on it. If you're cool with what they're going to do, and you know, you guys have decided at this Okay, then cool. Now you're ready to go but at least you have it in writing and you know.

Next question. What happens if for some reason this summit bombs?

Now this is a tough question that no one wants to ask. But honestly, it's something that needs to be talked about before you enter in an agreement with a summit consultant. Like what happens in the worst case scenario. Most of the time, people don't talk about, there's just the consultants talking about the pipe dream, here's what we're going for, we're going for, you know, 100,000 leads and 500,000 and you get all excited because that's what you want. But what happens when it doesn't happen?

So, are they holding any of the responsibility for this summit to perform? Well, that's why you want to ask, like, what happens if it bombs like, dude, if they have no responsibility, then you know, all that risk is on your shoulders and honestly, what's there to motivate them to actually

make it perform well, they don't care. They just do what they have to do and then boom, it's on you. Now, they should be willing to at least provide some guidelines and agreeables as to what is a successful summit and okay summit and what a bomb or bad summit is.

So, like, you know, like you guys can decide on that like 100,000 leads is not just an amazing a great summit like that's an out of the ballpark type of summit, you know, less than probably 10% of summits, it's probably even less than that probably less than 5% of summits are going to do 100,000 leads, it's just it's the reality of it. Now, that's not a bad thing, because summits that only generate 2000 leads can still make six figures or more. But you guys need to decide and determine together what is a successful summit look like? So they know that also because they need to know what your expectations are. So they can you know, have an idea what they're shooting for. Maybe for them a 5,000 or 10,000 leads summit is a success and you're shooting for 50,000. Talk about like what's okay like if we just hit this? No, it's not my ultimate goal. But you know, I'd be at least happy doing this. And if it does less than 5,000 leads in my opinion and this is you know, you guys will do decide on it.

I'm not saying this is my opinion. I'm just saying, when you have this decision with them, you guys will decide together that if it's less than this amount, it's considered a bomb, then it should they offer something like I mean, at this point we need to offer some kind of peace of mind or they should be offering a peace of mind like, do they have a little skin in the game? So when you decide on this, what happens if it bombs like what are they willing to do? Like you're going to do everything you can do, like they should be able to do something as well. And of course, they're not going to be responsible, no matter what they're not in this it's just a reality you the summit host needs to understand going into an agreement with a consultant, they are not 100% responsible for the success of your summit.

They're not even 50% responsible in most cases. And I'm not saying because they won't agree to it. I'm just saying summit consultants, like the success of a summit is pretty much going to fall on your shoulders and your ability to recruit great speakers, get those speakers to come on board and 100% want to promote you and actually follow through with promoting you and that your summit topic is original and narrowed down, you know, all the things that go into it, a lot of that is your responsibility. They can build out a great summit. And they can give you insights and they can help you. But a lot of that responsibility is going to fall on your shoulders. So that is super important for you to know. But at the same time it bombs are they going to offer any kind of solution to that like so you should have some kind of peace of mind that if it completely bombs, somehow, some way, they're going to take a little responsibility for that.

Now, I wouldn't expect them to offer refunds or anything like that. It's just unreasonable, and it's not going to happen. So again, I'm having a real talk with you right here. If you don't like the answers to this, you know, this is reality and generally how it's going to be, I just want us, the summit hosts, to get the most success and know what you're walking into. Like my goal is to help you.

So the last question, which is also like ties into the question we just talked about, but will you allow me to pay you partially up front and the rest of the payment from the result of the summit.

So this is this is you, you know, the summit consultant is going to have a fee. Let's say that fee is \$10,000. And they're going to build out your summit over the course of let's say, you know, like your summits going to launch four months from now, let's just say that. And so they're probably going to give you a payment plan, they're going to ask for most of it or more of it up front. So let's say you pay, you know, \$4,000 up front or \$3,000, up front, you'll end up having a payment plan, usually for the rest of that. So month two, you'll pay some, month three, you'll pay some and then month four, you'll typically the way they will set this up is pay the rest of it, and then the summit will launch. Now what I would highly recommend is you come into an agreement where you can pay, let's say, and this is probably a realistic or reasonable offering, but like 75% of their consultant costs before the summit, and then 25% of that of your costs can come from the results of the summit.

So this right here is going to be a huge tell. Like if they're confident about their abilities to help your summit be successful. And they know that they've got a history of getting successful summits, then they can at least put some of that amount, even if a tiny amount, like I said, 25%, but like, even 10%, or 20%, or, you know, upwards of 50% would be ideal. I mean, that's going to be highly unlikely. But if you can put a percent of your payment to be taken out of the results or the profits of the summit, then you know, you're dealing with a professional, because people that are not confident consultants that are not confident in what they can do, are going to say No way. So that should be a red flag, right there doesn't necessarily mean it's going to be a deal breaker, but just know what you know where they stand. So they're completely 100% against this, and don't even at least consider it, then watch out because that means they already believe that your summit isn't going to do well. If they don't think it's going to do well. You really don't want them consulting for you.

So another option with this, which could be beneficial, especially if finances upfront are an issue for you, you could always make kind of an agreement, let me put 25% of the payment of your payment, you know, Mr. consultant from the success or results of the summit. And then you could give them a rev share and will give you 1% of the profits or 10% of the profits or whatever.

A consultant that knows they can get results. That's an amazing deal for them because they know they're going to get paid. And they know then that they're going to get paid even more because they're going to help you do a summit a successful summit and they're going to generate revenue from that. So those are the super important questions that you need to ask before you ever sign or agree to anything. And again, these will be over at the show notes at podcast.virtualsummits.com/004.

Now again, just to recap those questions, how many summits have you run before please provide some examples. What are the average results you typically get from your summits? When was the last summit you helped create? Where did you learn to create summits? What exactly are you going to do and not do for my summit? What happens if this summit bombs? And will you allow me to pay you partially up front and the rest from the results of the summit? Cool.

So how do you get started if this is the option you want to do? So the easiest way is to go over to our resources area at virtualsummits.com and you can see a list of our approved consultants that we vetted and we recommend, if you're a consultant listening to this and want us to check

you out, then get in touch with us, we'd be happy to check you out. And if you are high caliber, high quality, then we'd be happy to recommend you. So you can head over virtuallsummits.com check out on our resource area, our approved consultants.

Additionally, you can reach out to our team and see if you qualify for our Virtual Summits Immersion Programs. We typically only work with clients we know we can generate great results with and we definitely take responsibility for the success of our clients' summits. But we also have limited number of spots we work with for with summit hosts each quarter.

So you can send us a request for more information. If you'd like to have us look at working and consulting for your summit, you can do that at the email info@virtuallsummits.com just request more information on our virtual summits immersion program. Again, that's info@virtuallsummits.com -- all of this information is in the show notes over at podcast.virtuallsummits.com/004. And we'd love to either get you paired up with somebody that fits and works for you or if you're a great fit for us. We'd happily work with you to help you get to the next level. So moving forward.

Next option. So that was hiring a consultant to build it out for you.

Option number two is build it custom yourself.

And this is going to be specifically like along the lines of WordPress or developing like coding this out. So WordPress, obviously you don't have to have codes, or you don't need to be a developer, if you are a developer, you're probably just going to want to code it on something like WordPress or something similar. So this will be a much shorter version to go through because this is only for the bravest of entrepreneurs. Again, it's not going to be one that I recommend at all. So this is really for ones that have either great knowledge and skill and building websites landing page development, all those things like that have great tech skills, or have a lot of experience in creating items from scratch using WordPress. So most likely the entrepreneurs like myself that were out there creating things like creating before things like Click Funnels, Kajabit, and Thinkific were around like, now you have that people being able to build and stuff on WordPress is definitely dropped.

So I just want to reiterate, this is not what I would recommend. There's better options unless you are a developer or great knowledge and skill with that. And really we're going to go through why but like this is really only for those that just want the most customization possible. If you are a customization fanatic, then this is probably going to be your option because anything else is going to have certain standards or templates. Alright, so what's the process look like? So you're going to map out what you want your summit to look like.

First off, you always start with that like don't just start building never stop start building. If you're doing this, you already know it, but map out your summit. What's it going to look like? How many pages how many speaker pages What are your color schemes, your fonts, any special items funnels, you're going to use ThriveCart, Discus for the chat bot, every other technical tool that goes into building out a 100 page event like a multi-day virtual summit. You want to map that all out beforehand.

And then of course, start building it. Spend months and months and months building and then pray nothing breaks and you linked all your links correctly, which you didn't, I can already tell you that. There's no way anybody who builds out a multi-day summit on WordPress, there is always something that breaks or links that are not correct. I know because I've done it.

So how long does it take? If you've never done this type of thing before you can plan on it, taking roughly four months of non stop, we're talking like 30 plus hours a week of creation for at least three to four months, like I mean, we're talking 2,3,4 months depending on how much time you can put into it. And that's not counting the interviews, which will most likely take another one to two months of time at about 15 to 20 hours a week.

So if you run more than one of these, you know, so if this is your first one that's about the time frame, you're looking at about 30 hours a week, for most likely three months, probably more like four months plus another one to two months of interviews at about 15 to 20 hours a week. Obviously if you can stack out 50, 60,70 hour weeks, you may be able to shorten this down.

If you run more than one of these, you can always reuse your original like you can clone it, it's going to save you about a third of the time. But you're still going to have a lot of time because even if you clone it, you still have to edit everything inside of it, you've essentially just clone the pages. So you don't have to go and build out the pages. But you will have to go back in and edit it, edit the colors, edit the images, edit the information, edit the speakers and edit the links, so the links make sense all of that. So you really only save yourself about a third of the time having run more than one. And again, I'm telling you this all from experience.

My first summits were all done like this. So how much does it cost? Like, oh, obviously this should be much, much cheaper, right? If you're building out yourself, you don't have a consultant, etc, etc. So if you're someone who knows, like you, someone that knows how to do this, you're probably going to have your specific tools that you want to use, and you know that you've already got and how, like how you want to build this out, but for somebody, so your cost might be a little bit different, but I'm talking to you the summit host is someone who's looking to run their first summit. So from my experience, when I built my first summit, I had seven software's and 26, plugins, all frankensteined together, it cost me roughly about \$6,700 in total for everything, and I was able to streamline the process after I created the first one down to about \$2,500 to \$4,000. Because I could reuse a lot of the same tools I'd already paid for. So your first time doing it with none of the plugins, none of the software's, you're probably looking at about \$7,000. And then if you're rerunning more summits using that same strategy, it'll probably knock your summits down to about \$2,500 or maybe even less.

But again, that's like a longer term play. So what are the downsides, one, probably the biggest. It takes forever. It really really, really takes a ton of time like it. It's going to take you a lot of time like and if you're trying to do any other projects, forget it, your summit is either going to be delayed or postponed, or you're not going to get the other projects done.

Honestly, and I this is real talk here, it typically doesn't look nearly as professional. I can tell you my first several summits, looked like a third grader built them, even though I spent hundreds and hundreds of hours. And the reason is just like you just like me. I'm not a web designer. I'm not a UX person on what looks good and what doesn't look good. If that's you, maybe you're going to be better. But for most of us, it's not nearly going to look as professional. It still costs a

decent amount of money for the first one. And 100% sure you will have tech issues. I don't care if you've run these before. This is like the 10th summit you're doing there is always tech issues, links not working links being incorrectly linked, you know, to areas etc.

So, what are the upsides? The upside is really the main one is you have total control and customization, you can make it exactly how you want, you can put whatever other little tool you want in there. I know like with Virtual Summit Software, we are constantly being asked, Well, can we use this tool? Can I put this on the landing page? Can I use this in my opt in this, can I use this this this this is honestly the only way you're going to be able to use every single tool you want. No matter which way you do it, whether you haven't a consultant build it out for you, you're having a generic tool or even using Virtual Summit Software, the only way you're going to be able to use every single plugin and little feature tool you want is if you build it custom yourself. So that's real talk for you. Also the upsides are if you plan to run more than one, you've got the framework kind of already set out for you. So what should I know or ask what you should know or ask? Again, I really do not recommend this option unless one you are super skilled and knowledgeable in WordPress creation or any kind of tack or development to you have no other option.

Honestly, if you have no other option where there's, I mean, which is not the case, but like if it was financially like you just have no other option, then this would probably be a good fit. But again, there's always Virtual Summit Software, which I mean, again, you couldn't pay me enough to go back and do it like this. When you have Virtual Summits Software, go back and build it from scratch. And again, I've done at least 10 summits built from scratch, you just couldn't pay me to go back and build it from scratch when there's Virtual Summits Software available.

Alright,, so that rounds that out let's look at the third option. So how to build out a virtual summit using a generic tool or software like Click Funnels, Kajabi or Thinkific, and of course, there's others as well. But those those are probably the three most common ones that I've seen that I've used that I see other people using. So this is in additiona, this is probably overall the most commonly done way for people to host summit. It's just because usually because they go to a coach or a consultant or someone they know.

And they said, hey, use this funnel or this course building tool to host your summit on. So that's usually what happens. Somebody said, hey, I want to build, I want to do a virtual summit, you go to a coach or you go to someone who's done a summit before, and they say, hey, this is how you should do it. Here's my affiliate link, click this, go build it out, and I get paid. I mean, that's honestly what happens. A lot of times, most people that are advising you to use one of these other tools are getting a paid an affiliate commission, if you sign up and use those tools, which is cool, nothing wrong with that, like I've got affiliate links as well. All I'm saying is you need to look at your options here but it is by far one of the most commonly way to host a summit. Now with that being said, it's much much cheaper and easier to do it like this than paying a consultant or doing it from scratch. So that's why this is probably the most commonly done way. So what's this process look like, typically is one of two ways.

First one: You're being referred by someone who gets an affiliate commission, they will typically, so like a coach, virtual summit coach, they're typically going to have some kind of template or generic forms that you can download to use to template out your summit. So if you're with a coach or somebody that's referring you to use this software, because they get an affiliate

commission, they probably got a reason or something that is enticing to use. So that will have templates already built out, still going to have to go in and build everything. However, option number two is you just try and do it on your own. And you have to figure out how to build it yourself. And maybe you already have access to one of these tools already. So either way it looks like this, you sign up for these tools most commonly like Click Funnels, Thinkific, Kajabi, they're going to have pages that can be built, you know, like landing pages. So you need to build a landing page, you're going to need to build out your 80 some odd speakers, Speaker pages, your sales pages, all the upsell pages, your thank you page, your homepage all those pages we talked about. So you need to build those all out, you're going to have links for all of those pages. So when your summit goes live, you got to make sure all of these links for all of these different pages go together. So the incentive here is, is much easier to build a page than it is to do it like in a tool like Click Funnels or Thinkific than it is to build it from scratch in WordPress. So that's easier. However, you're still left with, you have to make sure it all fits together. So you need to make sure those links are all going to the right place. So you got these hundred some odd links. When your summit goes live, you also have to figure out how to turn on and off the links to the pages that they shouldn't have access yet. So essentially, well, we'll get into that in a second.

But this usually requires going into every speaker page for that day of that summit, and activating the link and then at the end of the day, deactivating the link. So you can do this. You'll have to do this every day for three to 14 days. Twice a day for up to 80 speakers. Again, I'm pray you didn't miss anything. Trust me. You did. Everyone always does. It's just real talk.

You definitely missed the link and you will find out about it because when that happens, and you generate typically, if you're generating anywhere from, you know, if you've got several thousand leads, you're going to end you miss a link, trust me, you're going to generate several hundred to several thousand emails from attendees complaining, I know I've had that happen multiple times. So at the end, you're going to drive all your traffic to the sales page and try and generate sales. Then after it's over, you have to duplicate everything. Like if you're really trying to be ethical so that the original attendees still can't see your access all the recordings, you're going to give the new duplicated version to those who upgraded and paid for the recordings. Another way would be to shut it all down, take all the presentations, put them on a membership platform and give those who paid access to the membership platform or the lazy way is shut it all down and give those who paid a link to your Dropbox with all the videos.

Tip: Don't do this, okay? Don't do that.

That's more than just lazy, you won't get people to pay for your next summit. So anyways, like just to reiterate how this works, okay, so you're building out all these pages in these tools, which makes it easier to build out the pages, but you still have to link everything together. And the one thing you're probably not thinking about is, these are not built for actual summits. These are built for landing pages, sales pages, things like that. So what ends up happening the way a summit really runs, and again, if you go to Episode Three, you're going to hear more about that. But if the way a summit it runs, is every day, there's a certain amount of speakers in that day, the attendees get access to those speakers. They don't get access to any of the future days because the summit is run as if it was a real conference or real summit. So day one they get access today. One speaker at the end of day one, those speaker sessions are closed. Day two opens.

At the end of day to day two closes, day three opens. Now on every single day, you've got 5, 10, 20

different speakers going, each of those have links to Speaker pages. So the problem here is, how do you turn on and off the links to allow people to just see, you know, the first day speakers and then after it's over, how do you prevent them from going back and still seeing those speaker pages, because if they can still see the speakers after the days are already past, they have zero incentive to upgrade and pay for ongoing access. So that's the big problem.

We definitely have interviews coming with people who have run summit on tools like this because they didn't really have any other option back in the day. And they will tell you specifically that the hardest, most difficult part with doing a summit like this, keeping track of all the links, making sure they're shut down and turned on. So overall, this is honestly for the cost. One of the best ways to run a summit if the virtual summit software didn't exist. So this is the been the evolution and went from WordPress to using a generic tool. And then of course, there's virtual some software now.

But how long does this take? So typically, this will take roughly as long as it did on WordPress. I mean, that sounds counter-intuitive, but you still have to go through and build everything, it's just going to look more professional. I mean, it's going to take a little bit longer on WordPress, because, you know, some of these tools will have the things already placed in the pages when you start build the page, but you're gonna have to restructure everything, it's just going to be a much more user friendly and won't look like a third grader build it, or maybe it will, I guess, because I've never actually seen your page building skills. So there is always that too. So in general, you're looking at probably one to two months of solid work to build out your summit at a minimum, put in about 20 to 30 hours a week and then another couple months of interviews and marketing. So it may save you again mate, let's just say on a optimistic side about a third of the time. Now obviously, if you're paying for a coach, then it may save you even less time because they've already got templates, but remember those times templates are being used by every other one of their students. So how much does it cost costs are much more reasonable here, this is definitely a good benefit.

So you're probably looking at about \$1,000 to \$3,500 up front costs and about 600 to \$1,000 of reoccurring cost depending on what tools and additional fancy software as you add into it.

Now, again, I'm talking to you, as if this is your first time running a virtual summit. And you're going to go out and get these tools. If you've already got these tools. You know, the cost may be included in this. But still, there's going to be things you're going to need for your virtual summit that you don't have for the other things if you want it to look good and be successful. Of course, I should have said this from the beginning. There's always ways to skip skip and cut costs. But your summit success is going to show as well. Anytime we really kind of try and trim the edges and just go with the cheap or easy way. Your summits not going to stand out it's probably not going to function correctly or properly or as well as it could have in your results are going to show for it. So if you're getting this from coaches are you.

Coaches program, you should also factor another \$1,000 to \$2,000 for their paid online program. So you may go, oh, well, I got the templates, but you're also adding an extra two grand to get those templates. But still, you're going to need software. So it's going to cost you

anywhere from about \$1,000 to \$3,500 plus your coaching fees if you're using a coach, and then afterwards, you're going to have reoccurring fees. So after your summit ends, unless you go through and cancel everything, you're looking at about \$600 to \$1,000 of reoccurring costs. Alright, so what are the downsides, it's still even though it's easier and less, it's still small investment, you still have to build it all which goes, it's going to take you a lot of time, things are going to break and not work. It always happens. I mean, just know that it's so much better to prepare for that than to not expect it like links are not going to be linked correctly. You're going to have mistakes where you put the wrong link somewhere it's going to happen. I promise you; it won't look or function great because it's built on something that's not really designed for summit. So that is it.

Downside: if you're building a summit on a course software, you'll get you'll have something to send people to, but it's not going to look or feel like a real summit. If you're building a summit on a landing page builder, it's going to be great for the landing page. But it's not going to function or act like a real summit, I'll get the job done. This is better than doing nothing. I promise you that. But it's still this is one of the downsides.

So the functionality is not going to feel or look perfect. It will work but trying to do it on a seminar course software landing page doesn't function the way summit is supposed to be run.

What are the upsides? Much quicker than building it custom means it's still going to take time but trying to build a customer like me, that's just don't do that. Don't build a custom. It's going to be cheaper than building a customer going to a consultant. It's going to look better than building it yourself. Unless you're a talented, skilled WordPress designer. It lets you create a summit which will greatly benefit you and your business. So at the bottom line is this is going to let you build a summit which you should do like you should have a summit summit should be a part of your business strategy and business plan. So what should I know we're asked honestly there's nothing super negative to this approach like I've done the same I've used this my progression went from building them custom on WordPress, to using Thinkific and Click Funnels to now using them on virtual summit software.

The only real thing to know is if you're going to build a summit on one of these tools for the same or less costs, you could have just built it and run it quicker and cheaper and better functionality on virtual summit software. That's really the only clause I need to say with that. So how to get started. Again, you can go to our show notes over at podcast.virtualsummits.com/004 and we're going to have the link to all these tools like Thinkific, Click Funnels, so you can get started by clicking those links.

Alright, we're moving into the final aspect of this episode, which brings me to probably my favorite part, which is using the Virtual Summit Software. Most of you are going like Mark, why bother even telling us about the other options virtual summit software is probably the best way to run a virtual summit. Now I can agree with you on that. However, every single one of you that are listening to this episode are at a different part of your journey. And I am not naive enough to think that there aren't some of you that need the other options. So virtual summit software is here for you. And I recommend it. And I believe it's probably going to be the best option for most of you.

However, some of you out there probably need and can get better results by using a consultant. So I just want to make sure that if you're going to use a consultant, you know the risk and you ask the right questions, so that you minimize the risk that's going to happen and increase your success. Same on the other platforms. At the end of the day, I want you to be successful, and I want you to run the most successful virtual summit you can. So let's jump into Virtual Summit Software. So this honestly just makes hosting a virtual summit easier than ever before. The only software designed 100% specifically for running summits which means every aspect about it is ideal for summit hosted in creation. And I've got to reiterate that it's not built to run a webinar. It's not built to run courses.

It's not built to be a funnel software, it is 100% built to be the best option and the best platform at running summit. And you should know that if you're looking at a platform to consider using it for your summit, if it does anything else, other than run summit, like if it does a webinar, if it's like we do summits and webinars, all that means is that they've tried to morph two things into one, and one of those is not going to be done perfectly.

So our summit software is built for that it's literally changed the game when it comes to summits, the power that used to be reserved for those already successful entrepreneurs with big budgets, teams and resources have now been given to every one of us. You don't need a team. You don't need any tech skill. You don't need a big budget or resources. You can literally have a summer.

Get up and ready to launch in a matter of hours, not months. Now, a little history because I love this little history on Virtual Summits Software. As I had mentioned, I've been running summits for about four years. Now if you've listened to Episode One, you know a little bit more about me if you listen to Episode Three, I believe you were able to get the history on summits in general, but I've been running summits for a while now. I've been involved in about 25 summit creations, and that is increasing every quarter. And I used to build them by hand, painfully might I add, and after a few years of wishing there was an easier way to run summits. However, summits were so powerful no matter how painful they were, I still continue to run them because they yielded such a tremendous result.

And again, not just leads and finances and authority and networking. The impact we can create in the world from a summit is tremendous. So but after years of wishing that there was an easier way to run summit, I finally found the number I decided to take it on. So essentially, I was like you can create a webinar with no tech skill and have it up and running in a relatively short amount of time. Why can't we do that with summit? So I decided I was going to take this on, and I was going to build this.

So I went out and I found the number one development company in the US. And we set out to build the perfect solution of hosting the summit. But we didn't just jump in and start building a summit and we didn't just go Well, Mark knows how to run summit. So let's just take all of his knowledge and do it. We actually started out by doing a product discovery, where we interviewed 50 of the best summit creators, asking them their pain points and their solutions to those pain points. We found out that there was actually a massive pain in the same area across the board, not a single solution available to accurately and effectively solve it. So then we set out for the next year building what would become the number one tool for hosting a summit. It literally makes the process so easy that everyone can quickly and simply run a successful

summit. And as of the recording of this episode, we've had over 150 summits run on this software. And that increases every week, and every month. So what's the process look like? So what's it look like if you want to use the virtual summit software? Well, first off, you just head over to virtuallsummits.com. And you can sign up for a free trial so you can test it out for free. You're going to click after inside of it, you're going to click host your first summit. And then you just go through and you type in your summit details. There's a guide that takes you each step, step one for your summit details step two, build out your landing page, step three, recruit your speakers. And it does every single aspect for you. Honestly, it's type and click. So you go to the landing page builder, you choose a template and this has been customized. We have templates customized from the top 100 most successful summits ever run.

So we didn't just like oh, let's just think we can come up with the template. We choose chose our templates, and then design them from the most successful summits that have been run. So those templates there are designed to optimize convert. You fill out your information you want on the landing page, you then go to the speaker section, you start recruiting the speakers you send you just put in their name and their email, the speakers are going to get a request, they click the link, they fill out all their information. It's auto populated throughout the entire summit.

So all the speaker pages are automatically created, the information the speakers put in are automatically filled into this. Literally this this part of it will save you 25 to 40 hours minimum of work because it just does it automatically for you. You decide what levels you want inside your summit, like you know, you have your free level you have your VIP or II elite. You attach your email software, whatever email software you're using, you attach it to that membership with one click of a button. And now all the attendees that opt in for your summit.

They go into your email list automatically and you can set up your email sequences. You can drag and drop those speakers very quickly into the summit scheduler to set who you want on which day and poof! it's done. It's automatically, everything's all set up. That's it. Like it's all done for you like our summit is then your summer is ready to collect leads run and it runs automatically without you having to do anything. I mean in and it collects the cash generated for the summit and puts it directly into your bank account. So like literally it runs the summit for you.

You don't have to worry about the links working you don't have to worry about it. The links are collected, you don't have to unlock/lock anything. The summit software does that automatically. So when I say it makes hosting a summit easier than ever before, like I mean easier than ever before. So how long does it take? Honestly, I've created a summit, full summit in under an hour. I mean, if you've ever done a virtual summit, you should be like mouth completely open right now because you know, when I was saying you'll spend up to 100 hours minimum of work, you know that that's what it is. You can have a summit up and ready to rock in under an hour. Now my partner in my other company, she runs one day summits at least once a quarter like she loves this one day summit formula created.

She runs these constantly in her business. And she's probably the least techie person you'll ever meet in your life. I mean, like, I had to teach her how to use text message, text, messaging on her phone, like that's how un-techie she is. And she can have a summit up and ready to run in a matter of two hours. If she can do that, trust me, anyone can do it.

Obviously your first time the software might take you a few hours, you know, to figure out where things are at how to you know, flow through it. I mean, we have an entire guides, we have training videos we have how to like all that there. But no matter how you look at it a few hours versus the alternative of 100 plus hours. I mean, no matter how you look at it, it's pretty awesome. So how much does it cost? This is the insane part, It does not cost \$10,000 it does not cost \$5,000 It doesn't even cost \$1,000 the highest offering that's available in the Virtual Summits Software fully unlocked unlimited summits with the ever summit feature is the exact same price as any of those other software solutions we were previously talking about, like Click Funnels Thinkific, it's the same or less price as the other options you were even considering doing that weren't built for it. And it's even less.

For example, if you're using like the standard Ops, so it's really just a no brainer. So what are the downsides. Now honestly, there really are very few downsides, if any, like it's just the case of it. It's built for summits. Now, if I really had to try and make anything to make something that would, I would say in terms of the summits software, probably the only real downside I could say is it's relatively young, which means we don't have thousands of features built out yet. But it does every single thing you need to do to run a summit. So it's relatively young. It's actually kind of a positive really, when you think about it, because every week the Virtual Summits Software's releasing new and cool features and the people that are in the summit software right now. They're the ones that are requesting features, which they're the ones driving the direction that the virtual summit software goes and what we create. So it's really kind of cool.

But at the moment of this recording of this episode, the probably the biggest downside, I could say if I had to pick something for the Virtual Summits Software is there's really not as much customization options as there will be. So that's one of the only things I can say like, you can have everything done and ready to run in a couple hours. But there's not as many customization options, for example, if you were wanting to do it on WordPress, but those are coming. And that's probably the only downside I could say. Now, what are the upsides? I mean, essentially everything. It's cheaper, it's easier. It's faster, there's less tech problems. There's less tech in general, to host a summit. It's designed specifically for hosting and running summit. So everything about it is seamless, and the way a summit should run. So what should I know or ask? Well, there's one other thing I should have mentioned which will cover it right now. It's called the ever summit feature, which is exclusive to virtual summit software. And essentially, with one click of a button, the software will automatically rerun your summit as if it was live, ongoing forever

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What's so cool about this is that human nature has us subconsciously think that anything that is old is no longer good. Even though you and I know that those videos that you recorded last week are still good. People who see that it's over will choose not to opt in for it. So the ever summit feature allows anyone who comes to the landing page like any of your attendees that come to this landing page to see that the summit is run next week, for example, you can choose you want to run weekly, twice a month, once a month, whatever is run next week, they opt in, then the software processes them, they automatically unlocks and locks each days and sessions appropriately incorrectly. And then when it's over, it locks it down again.

And if that attendee tries to go back to the landing page, so just sneak in and rewatch it again, it shows them the summit's ended, and they have to upgrade to get access. But all new traffic that goes to the landing page sees that the summit starts next week. So it essentially allows your summit to become the beginning of your customer journey and allows you to scale your business quicker. So it's going to be good forever. Like one of the worst parts about summits in general, is you put a lot of time, energy, and effort into them and then when they're over, they're just done. Now all you usually what you do in any of the other options and we talk about this more in Episode Three, but most of the options like you just have to sell them. And you know, sometimes they're great for that.

But it's not what they were designed for their design mainly to be a lead generating tool. So with the ever-summit feature now they remain to be a lead generator, and you can use more permanent strategy. So instead of just using paid advertising, you can do blogs, you can do podcasts, things like YouTube videos that will stay live forever and constantly drive traffic to your summit. So how do I get started, you head over to virtualsummits.com. And you can sign up for free trial tested out yourself. Get started building out your next summit. So in closing here, my summit hosts out there listening is there are no necessarily right or wrong answers to these options. Okay. My goal here was to shed an in depth light and the options that there are, what's great about them and what's not so great about them. It's up to you to decide which option is best for you and your situation, no matter what. You're a summit host and you have a message that needs to get out to the world. So don't wait.

Choose whatever option makes the most sense to you and is the easiest to get started and just start moving forward. I'm going to constantly provide you with my best insight, my information, some gems for our summit hosts and summit heroes. I'm going to have interviews with some of the top summit hosts, summit sponsors, summit speakers, consultants, and coaches and marketers, and I'm going to squeeze out their top insights and secrets so that you get them right here on The Virtual Summit Podcast. And I'm going to constantly and continually do that for free. All I'm asking you, is to help me here. First, subscribe to this podcast and leave me a five star review. This really helps me be able to reach more summit hosts and help them which is the overall goal of this podcast is to help more summit hosts be successful and raise the overall quality and standard of summit. The second thing I would ask you is please please please share this podcast with anyone you know who's done or wants to do a summit. That's all I asked. I'm going to give you the best insights and knowledge.

I can just all I ask is subscribe to this podcast, leave a five star review and then share it with a friend. So some of you want to get in touch with me. I'm always looking for feedback. So if you have that, please send it my way. If you have questions you can send them to me and if I start getting enough questions, we'll start doing a monthly Q & A episode. Now if you want to be a guest on this podcast, please reach out let me know and if you know someone I should interview please put me in touch with them. And you can do all of that through our email: podcast@virtualsummits.com again, that's our email podcast@virtualsummits.com Now don't forget to head over to the show notes which is podcast.virtualsummits.com/004. It's going to have links to all the episodes here everything we talked about. Additionally, you can check out our resources area where we have our One Day Summit Starter Guide, we have our Virtual Summit Framework. I got my Plug and Play guides there as well as there's access to the free trial Virtual Summits Software so you can get all that over there.

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 Summits 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.