

Episode 205: Shining A New Approach To A Niche Industry With A Virtual Summit

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Speaker: Sophia Clark

Dr. Mark T. Wade:

Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host here on the Virtual Summit Podcast. We are in for a treat. We got legendary Sophia Clark here with us today. We're going to be diving into some pretty important topics and looking at how you can incorporate some live sessions into your prerecorded summit. Now, before we jump into all of that, I'm going to just take a moment and say, ah, you can hear a little difference in my voice. I understand those of you who've been following us very closely you'll know. Last week was Summit Fest Live down in New Orleans was a blast, but I think I left my voice there. So we're going to get through this. Sophia's a champ, she's a professional, so she'll work with me here now, Sophia, before we jump into all of the amazing summit, goodness, we're going to talk about, I'd love for you to give our summit hosts. Just a little bit more information about yourself.

Sophia Clark:

Absolutely. Thank you so much for having me. This is such a treat. Um, I am Sophia Clark. I am the founder and creative director of Galiatea, where we design and curate luxury furniture handmade by underrepresented artists and globally using sustainable materials. And we also provide, um, design services and we have a 12 week workshop program where we incorporate feng shui and design to take you from point a discovering your design style and integrating energy all the way to implementing it into your space. So it's kind of a different business, probably, that you've had on this type of a summit. That it's definitely fun and I've loved doing summits, especially for my business. So can't wait to talk about it.

Dr. Mark:

Well, I got to say you just, you just wowed me right there, Sophia. I can't believe, I didn't even think to ask about that before we hopped in here. This is phenomenal. Now I've got even more questions to ask and all our summit hosts listening in right now. If you think you can do it in your niche, you can do it in your niche. That's one of the things I love about virtual summit now speaking virtual summit. So if you let's, let's just do a quick overview of what your summit was. Help our summit hosts understand what was the topic? How many days? Kind of give us just a general overview of it.

Sophia:

Yeah, absolutely. So, um, the topic was abundance by design, how to optimize your space to thrive mentally, physically and financially. So there are so many ways we could go about that because it's, it's very all encompassing and it could have been very design, just design oriented. However, to keep it more interesting and appeal to a broader spectrum of people. Um, we included a lot of different people and I will definitely dive into that. Um, but it was, uh, 18 speakers over two days. Um, most of it was prerecorded, however, just because of the topics and the depth of their knowledge, I had to bring more people on for extensive Q and A's just because I knew that that that was a topic that would be of massive benefit for people to, um, ask questions during the Q and A.

Dr. Mark:

So how did you think about like, I mean, where did a summit come into your sphere when you're sitting here helping these, uh, these artists, these, these luxury furniture designers and feng shui, how did you

go, you know what, I think a summit would be great for this. Kind of talk us through that original thought process.

Sophia:

Well, yeah, like I, I'm going to be super honest and blunt and I that's just how I am. Um, no one knows me. I'm kind of like still, you know, developing my brand, my, who I am as a, you know, person in my industry. And I was like, you know what, uh, partnering up with experts in my industry and will bring me to the same stage that they are on will introduce me to their audiences will give me credibility. So that's kind of like on an, on the selfish note, but it was just an it's easier to approach those experts from that standpoint then from like meet me as a peer and, you know, let's do this thing together where you'll get exposure. I get exposure rather than, um, trying to get just a meeting with them. And so I was able to meet some incredible people through different industries by doing that is just because, and also with the pandemic, I think that this was a topic that, um, I was seeing a lot of clients struggle with, especially like being stuck at home.

Sophia:

A lot of people were working from home for the first time and they just had a really hard time adapting to that kind of way of life of living and working in the same space. And I was like, okay, what can I do on a broad scale, which is free. It's just value, just wanting to generate value, wanting to give something, because there's only so much you can give in this situation. And I thought, this is what I can do right now that can help the most amount of people and bring all these experts together and deliver something that, that could matter, you know.

Dr. Mark:

Well, I think it's phenomenal. And I was just going to say, Sophia, will they know you now? Right? They know you now. Um, and you've got me, you got my mind going over here. I'm over here, jotting down notes and more questions. Um, this is why we call a summit, a collaborative marketing strategy. It's for that reason, we see it worked phenomenally for, uh, the reason you just described, which is to enter into either a new niche or to really bring your authority and influence into awareness in that niche.

Dr. Mark:

But we see it all the way up to people with massive influence to it, to maintain that influence, but also very strategically to be able to collaborate and create relationships with other people. And we're going to dive into that. But first I just want to ask, like, do you feel like it worked? Because we got a lot of, we've got a lot of summit hosts who are listening right now who are exactly in the same spot that you were just a few months ago going well, is it going to work? Is it going to help me build my influence authority? Like what, what have you seen change kind of since that from a feeling from opportunities, um, what's that been like?

Sophia:

Well, it's been interesting. So I am going to be honest. I didn't see like the mass revenue coming right off the bat. So I think that is something clear to set your expectations on. Once you get into the momentum. I think in once you set yourself up properly to do that, I took the approach, my first one of building the relationships. I wanted to create that, that relationship. And the cool thing is it's allowed me to be a speaker on other multiple platforms, just because they've seen me as, as someone who's hosted something that, you know, a big event, they're like, Oh, she must know something about speaking in

public. Like they don't have that fear that I won't be able to interview. And so I've actually been, um, kind of crazy. It was called the Do Good and Make Money Super Summit. Um, it was eight days long and I was the first speaker on the first day.

Sophia:

So that was pretty cool. And then I was asked to be a speaker for the Global Diversity Summit. So these big stages are not asking me to speak on them where before I would have never had these opportunities. And right here, this podcast you've asked me to speak because I've, I've hosted a summit. So there's all of these opportunities to meet with other industries, for other speaking opportunities, for collaboration. I think that that's like my big thing for this year is like expanding that network and collaborating because you don't know, it just opens up so many possibilities beyond just the straight revenue because those other collaborations can also bring that.

Dr. Mark:

I think this is a perfect example here and to touch on a couple of those points, you know, we always say the summit is the relationship building strategy. It is not the monetization strategy. Monetization comes after that. That's why it's important to have a post summit profit strategy. And I'm glad you mentioned that. Um, also, uh, you, you mentioned how you got these other stages. We see this happen almost every single time. What I love now at this point, when I host my summits, I do look at these as stages and we host, you know, my own personal stages. We have four to six of my own, and I love seeing the collaborations just like what you're talking about. Come out of that as well. And I think an area or, or an opportunity that many summit hosts miss out on. So everybody listening here, please hear this, every time you get to speak on another summit or a podcast, as Sophia has mentioned, those are authority building strategies as well.

Dr. Mark:

So you should be listing those. So when people go to your site, you should have something, speaker on the Do Good and Make Money Summit. Speaker on, you know, featured speaker on the Virtual Summit Podcast or whatever, as well as host of. These are huge influence and authority plays. So I'm really glad you brought that out. Now, I want to circle back to this as well. Cause you said, you know, I'm kind of entering into this, uh, was just getting started in some areas. Uh, I think in a part of summits, that's very much overlooked, but so valuable is the amount you learn as a host on the summit. Can you speak to that? Was that your experience? Do you feel like you learned anything from hosting this? Kind of talk through us, talk to us about that.

Sophia:

Yeah, I definitely think, uh, I think there's always a learning curve with everything you, you do and embark in. And, um, however, I took it, as I know this is a strategy I'm going to keep implementing over and over. Um, first it was, uh, the reaching out to, um, you know, these influencers, these authority, I was scared out of my mind. I was like, who am I to, to reach out to these people? And it was just this shift in mindset of, I'm not approaching them from like, Oh, beg me like, look at me, please. I'm like approaching them as a peer of, Hey, there's this stage let's make a difference together. Um, this is what I'm seeing in the world. And when people aligned with that message, it was beautiful. Like we would hop on and it was as if we had known each other for, for such a long time and they were excited.

Sophia:

And so, um, I think being authentic really, really helps. And if you go with the right intentions, that was something that I learned was, um, when you're trying to be salesy or pitchy, that's when it falls flat, but when you're going in with the right intention, so always being authentic when you're talking to them, be really straight up. And I think interviewing at first was probably nerves, a little nerve wracking. Um, but I had my own podcast. So that was great experience in terms of like the interview. Um, and just figuring out tech, you know, that that's always a new thing. Um, but those are, those are all things that you learn. And it's also such a confidence boost at the end when you get to it. And you're like, wow, I put like this massive event was put together and you're like, I can do anything know, like, it kind of gives you that, like I can do anything feeling and, and it might not be perfect the first time, I learned so many things along the way, things I would do probably differently, but that it's okay.

Sophia:

Like, just get it done. That's like my thing is like, go through it, have your, your, if you're nervous at first, my thing would be, do prerecorded. Like if you are scared of like tech breakdowns and whatever and scheduling and making sure everyone's on board, then I definitely would say do prerecorded first, because then you have a little more control of the tech, especially if that's an aspect that scares you and maybe for the next one, you do it all live. Maybe, you know, it doesn't have to look the same every time you can figure out what works best for you, what works best for your audience, what works best, um, yeah. For your speakers as well. So I was happy. I, I did prerecorded for my first one, just because now I'm like, okay, I know what to expect for possibly the, the next one.

Dr. Mark:

Yeah. I would highly recommend most people start, and potentially stay, with prerecorded. We actually talk about this a lot in some of our trainings, you know, the difference between one of the benefits of a virtual summit is because it's, pre-recorded, your audience can watch it on their own time versus live stream. They gotta be there from eight to nine, nine to ten. And you know, in a lot of cases, they don't have the time to do that. So I love all of these aspects. You've just mentioned Sophia, the, the, the business skills, the, the entrepreneurial skills, the interviewing skills, all the things you know, that people can get from summit. What about the content? What about the knowledge from the actual topic you're interviewing people on? I'll give you an example here. Um, I've been running summits for almost a decade now, and I would consider myself relatively knowledgeable in this topic. However, um, last year we hosted our Summit Talks Summit where I interviewed 125 summit hosts. I don't recommend people do that on their, on their summits. But with that being said, I came out with a stack of ideas and knowledge from those interviews that I didn't have before. Um, did you experience anything similar to that?

Sophia:

Oh, yeah, definitely because, and I wanted to do it in this strategic way because I knew I know what I know, but I don't know what I don't know. And so I wanted to bring people to contribute to the conversation. Not necessarily led by me, but like more led by my speakers because they know what people need to hear about the topic. And so we had a professor from Cornell, you know, we had, um, I had someone who worked in the spirituality realm to talk about the energy of the space. So those are like complete opposites. Right. I had, um, professional organizers where I'm an interior designer by trade. However, there are certain things that, you know, I just don't know about certain areas or, uh, E going even deeper into ergonomics or the science behind color. Right. Just those kinds of things that, that you think, you know, in your field, but there's so much more depth to know.

Sophia:

And so you become a student as well, which is great because it just makes you more relatable because then it makes you actually also a good host because you keep asking questions to dive deeper. And so I definitely recommend people to stretch themselves when it comes to, um, the topics, like make it relatable to the topic, but expand it a little bit further, just so that there's more depth to go into, because I think that those make sometimes the best interviews when you're inquisitive in your searching, because on the other side, it's people who know even less than you and who are like looking for that depth also, that's why they're sitting at summits. Like they don't want to hear the same stuff that they already know. Right. And so, um, yeah, diving deep into topics that you don't know was definitely fun. I think I had more fun than probably people who were watching, for sure.

Dr. Mark:

Well that's because we love that topic and we're getting even more knowledge on it. I know it's, it's the same for me. And I, I like how you pointed this out here using a, you had a topic that you're running your seminar on, but you didn't keep it all in the same genre. You didn't keep it all in the same profession or industry. You, you really went wide with that. And that is one easy thing someone else can do to keep up some interesting, because like you just mentioned, if it is the same, you know, marketing tip for the same marketing strategy over and over and over, nobody needs to listen to that five times. Um, I like to call it also uncommon commonalities when we look at things, I mean, we've all heard this before. If you want to brainstorm or get ideas, go somewhere different than where you do all your work, you know, read a magazine that you don't normally read and you'll pull ideas, creative thoughts from that.

Dr. Mark:

And you've provided that area for people to do that in your audience. I think that it's so great and I wish more summits would incorporate that. Now let's actually dive into that structure a little bit. Um, we've talked about having a variety of different experts in different areas, uh, to give this broad, um, but also still at the same time, very specific, uh, information into that topic. But then you, and you've told us that you prerecorded the sessions. However, you set this up in a way where you split it into certain, um, kind of sessions, if you will, and then you incorporated some engagement strategies, talk us through what that was and the thought process behind it.

Sophia:

Yeah. So I wanted it to look a little different and I want people to acknowledge like, this is your summit. You can organize it kind of the way you want it. And my idea was, um, people have been up until that point, um, with COVID and lockdowns and so forth, um, really stuck in their space. And they were just having really struggling with their space, um, through, I heard it through clients through all conversations. And so what I wanted to do was not have people. And one of the things is Zoom fatigue. We've all heard this and just sitting at the screen for hours and hours and I wanted to incorporate something different. And so, um, how I did it was over the two days I, I, um, separated the sessions between morning and afternoon and every, like at the beginning of each like morning and afternoon session, there was either a meditation, like a guided meditation or a movement or a breathing class, just so that people could just, you know, when you you're in like that, hurry in that hustle.

Sophia:

And you're just like, I just wanted people to like, take a step, take a breath, be in their space, be within their bodies, be connected and just, you know, there's something about breathing. And then they could,

instead of like the multitasking and everything, but be present, I think it helped people just like be present and be like, it's okay. Like, it might be a little, like a lot of information and overwhelming, but it's okay. Like, it's good. And so, um, a lot of people loved that and, um, actually contacted, you know, the people who, who did the breathing, the meditation afterwards, because, and they came back and they're like, people from your summit have been reaching out to me. And I'm like, that was the whole point I made so excited for you. Um, because they, they see the value. They're like, Oh my gosh, that 10 minute meditation was exactly what I needed today.

Sophia:

And, uh, it was different. I haven't seen other summits do that where they break it up with, with movement or, or those kinds of things. And it was just like a little bonus I wanted to throw in there because I've been there where I'm just like in summits and it's long and yes, it's prerecorded. So, so, um, but just breaking it up, just move around, make it more, um, inter you know, interactive. And also another aspect was, um, we had these prerecorded session, but a lot of them, I knew they could go so much more in depth. And so with, uh, four of our speakers, we had live Q and A's and, uh, and that was super beneficial because there was, you know, like the more structured, like getting, you know, deep. And then there were like the really deep questions, like things that I just didn't have time than 30 minutes to get into that I was really interested in and allowed the opportunity for, for the audience to ask questions that I wouldn't even have come up with that were specific to them. So it was very, very interesting. And I, I think a lot of people enjoyed the Q and A's. We had good responses from that.

Dr. Mark:

No, for sure. I mean, that is such a creative way. This is what we create. One of the things we say is we've got to create with our summits in order to create a binge-worthy summit. It cannot just be educational. Like there was a point in time in the history of summons where you could just do information interviews, but now we need education and entertainment or what we call an edutainment style summit. And I liked that you, you mentioned the Q and A aspect of it too. So the entertainment with the meditation, the breathing incredible. The Q and A aspect. What I like with that as well is when you can bring speakers back on what this really does is allows your speakers, the opportunity to engage and connect with your audience and vice versa. Whereas in many summits, like in a lot of summits, if the speakers do a prerecorded interview, you know, three months, two months, one month in advance, and then they don't hear from you, then they kind of promote it.

Dr. Mark:

They're kind of disconnected from your summit, but when they hop on there and they see these attendees actually asking questions about their interview, it really provides an experience for the speakers as well. Now I want to kind of break down this process a little bit, because it's not necessarily easy to do that. It's not necessarily easy to go, I'm going to do live sessions throughout my summit and coordinate different styles of live sessions. So talk to us maybe about some of the challenges you experienced when trying to incorporate live streaming, whether it was getting the people to show up on time or how to communicate it. So what were some of those challenges and what did you do to overcome them?

Sophia:

Wow, man, this is like a vulnerable moment, but, um, this just shows that like your first summit is not going to be perfect, but at least it gets done. So, um, in my, in my rush to try and get it all to put

together and perfect and, you know, attention to, I'm going to say attention to detail is very important. And in my moment of being rushed, um, I was using a summit software and, um, instead of putting the link for it alive, I put that link as a prerecorded session. So I was actually in my Q and A, and I was like, why is no one showing up? Like, why is no one here talking? And I re, and I didn't realize it until after that people couldn't hop on because it looked like it was a pre. So, so thank goodness. Okay. One tip.

Sophia:

I would say, if you are going to do a pre like live Q and A, sorry, and you're expecting a lot of people and no one shows up, have questions ready, like be prepared, think in advance. And, um, how I did that. Um, so my little hack for, for, if you're going to do a prerecorded and then a Q and A, have someone else watch your, your prerecorded and come up with questions. This is what I did. I had someone else other than me because I, I already had my interview. I already asked the questions I wanted to. So I had somebody else, a couple of people, I showed the interview to two people and be like, come up with 10 questions that you would want to ask this person, you know? And so they submitted those and because, thank goodness you planned ahead because if I would have just been there and we would have just been staring at each other and I'd be like, I asked you all of the questions I want to ask you.

Sophia:

And so, uh, preparing yourself in advance, I would say, um, attention to detail and always be prepared. It's always better to have more questions than less questions, you know? Cause then you can filter and it doesn't need to be, um, I appreciate the conversational style, just because it flows better. People enjoy it more. It doesn't feel so dictated and strict. And so I think that's the fun part of the Q and A when sometimes like the prerecorded, you know, uh, interviews seem to be a little more formal and things. And so I think people enjoy more of that conversation and they get to interact and be part of that. So that was like by mistake that I from now on, we'll never make again for sure.

Dr. Mark:

Well, thank you for that vulnerable moment here with us Sophia. I appreciate that, but you are not alone in that for sure. Um, and it is quite awesome. And also to have in a live component, have speakers no-show, you know, things happen. I mean, that's one of the risks when we do our live stream conferences, uh, we always have, and also on summits when we incorporate a live, if we were going to go live just with the speaker, um, and have a backup, have a backup, something, usually a backup presentation in your situation. Perfect example, backup questions. And I also would throw out recommendations for some hosts, listening here, too. This is a great opportunity to your audience and ask your audience to provide questions for that speaker. You can do it in advance. It doesn't have to be after or during your interview, just say, Hey, I'm going to be interviewing this person.

Dr. Mark:

What questions would you want to ask? And then you could ask them during the live. So that's also a really great strategy for engagement. Um, so good here, Sophia. We're crushing this, you're doing a phenomenal job. Um, I want to talk about incentives. Okay. Cause the other aspect, when it comes to summits, you know, that big dark cloud that hangs over us is the speakers not promoting. And it's a real reality at this point, we're seeing about a 60% speaker non promotion rate, which is the highest it's ever been. It means we now have to get creative. So I like to say, you know, don't get upset about it. If we know about it, we can then plan and prepare and, and take that on. And you did just that. So talk to us

about some of the strategies that you put in motion to help keep those speakers engaged and promoting.

Sophia:

Yeah. So I think the first and foremost thing that's super important is clear communication, right? From the start. So how I presented it to the speakers is it's, it's a partnership, right? Um, it's really a collaborative partnership. If you want really people to engage with your, with your, um, content, you know that this already resonates with your audience. So why not? So it needs to start with that conversation. And then people are like, Oh yeah, that makes sense. Like they, then they're like, Oh yeah, I definitely want to share this. And, and be, you know, my audience would definitely, um, enjoy this because you also need to present it first as like, look at everything else your audience is going to learn through you. And I think of when you phrase it like that, people are always wanting to give more and provide more. And so, and sometimes, you know, we get stuck with like, what, what more content can we provide for, for audience?

Sophia:

And so this is an easy way to be like, look at a way you can provide your audience with that is a free event. And they get to learn from all these other experts. So, so that was the first one. And as soon as people understood that, that was one way that they were like, Oh yeah, I'll look like a superhero to my, to my audience. Um, and then came the, um, the incentive part. And so I ran, uh, I, I did an incentive for, um, the summit itself. So I ran a giveaway for the summit itself. I also ran a giveaway within my speakers. So, um, a giveaway for people, the people who had registered the most people and people who, um, through their affiliate link. So I created an affiliate link, um, for anyone who upgraded their experience to a VIP where they get their prerecorded.

Sophia:

And, um, the VIP basically included prerecordings, a call with me. So really like a high value and, um, to be entered into the giveaway. So, and our giveaway was, uh, with several trips, we actually had packages of like several trips. And so, um, so it was like a big, big giveaway. And we're like, if some of your followers, you know, the people who can sign up the most for the VIP also can get a trip out of it. And so that created a whole incentive. They're like, wow, like we can, you know, like people get super motivated when you give them those kinds of incentives instead of just the affiliate link, because then, you know, they're, they're used to that if they're speakers and they're they're have on it, they're used to that affiliate link. So something to sweeten it just because everyone's wanting to travel, everyone's eager to do that.

Sophia:

And, and so it creates something to look forward to. So that's why I wanted to do something a little different in terms of an incentive. And so, um, they enjoyed that. They really enjoyed that. They're like, Oh, we've never seen something like that done on a summit. Like, you know, and it just created this buzz of, um, Oh, you're, you're taking care of the people we bring on because you're, you're giving them so much free stuff and you're taking care of the speakers. So I think it's, it's important. Um, yeah, it, it worked really well.

Dr. Mark:

I could imagine if you're giving away, let me know the next time you're going to give away some, uh, trips over there. I'll, I'll jump in and join as well. Um, now kinda circling into this a little bit deeper. Um, I, maybe I'm making an assumption here and we know what happens when you do that. You can correct me if I'm wrong, Sophia, but I would assume that maybe some of the people in this niche in that industry are not super familiar with what a virtual summit is. Maybe not super familiar with what like email marketing or affiliate marketing is. Did you experience any of that and how did you overcome that or educate them, uh, for your summit?

Sophia:

Yeah, it's true. And in this field, and this is kind of why I wanted to do a summit because it was something different in my industry that doesn't normally get done. My industry is very, I don't want to say old school, but it is still really old school. Like the in-person events, the trade shows. And I was like, I'm here to disrupt the industry. I'm here to like, it's time. It's time for change. It's time for collaboration. It's a time to move past all of that. And so a lot of the people I spoke to had not been, had not done summits, obviously they knew what a summit was, but they were used to the in-person summits. And so a lot of people are like, do we need to go? And I was like, Nope. From the comfort of your home, when you're ready, it will be, it will be a quick thing.

Sophia:

And I think it was great because a lot of people thought it was going to take a lot more out of their time than it actually did. It literally was a pre-interview just to see if it was a good fit for them and for me. And they enjoyed that. And then it went into interview and I always, actually, this is a tip and it's not so relevant to this. Always have a pre-interview. That was like the key to like the relationship I built with my, with my guests was I had a whole different appointment for my pre-interview because it established that relationship. And then when we got into the interview, we already knew each other. It's easier to, to have that kind of conversation, that kind of interview once you've had a real conversation with someone and not just go into straight, like, okay, here are my questions for you. Um, because then I was able to craft the interview based off of what we discussed. And so that, that, that is a tip.

Dr. Mark:

Sophia didn't let anything hold her back. She broke into that industry and disrupted no more old school for her. I love this Sophia. This is a great example for all of our summit hosts who are probably out, you know, many of them out there, a little bit afraid, a little, have a little bit of a, you know, kind of jitters about, can I do this? Should I do this? And you are a prime example of what can happen when people just take initiative and make it happen. So Sophia, this has been absolutely phenomenal. I know everybody's well, Mark, I need a little bit more Sophia in my life. Um, how can I get in touch with her? So why don't you let everybody know where you're hanging out at and what's the best way to get in touch with you?

Sophia:

Yeah, of course we are on Instagram. Facebook. You can reach out to me personally, but I'm always on Galiatea and I have to spell that out cause people, me, um, it's G-A-L-I-A-T-E-A Collections of Galiatea Collection on either Instagram, Facebook, LinkedIn. You can, you can find me anywhere even on Clubhouse. You can find me on Sophia Clark. I know that's the new cool place to hang out. Um, and yeah, so, so you can find me there. You can also email me at info@galiatea.com.

Dr. Mark:

So amazing. We'll make sure all of that is in the show notes too, so everybody can get access to that. So Sophia I'll let you wrap us up with one parting piece of wisdom or advice you'd have for our aspiring summit hosts.

Sophia:

Absolutely. I say, even if you don't think a summit applies to your industry, I will challenge you on that. I think you can do it for absolutely anything. And I would even go as far to say, don't make it even directly, potentially about your business. Make it expansive, make it a topic that can include a diverse set of expertise. And just do it. Just go in, get it done. It's way more fun than you realize. Yes, it is a lot of work, but you create so many connections. You establish such an authority by doing it. Even if you don't think your industry qualifies. I challenge you. It's possible. There are always there authorities in every industry and they always have something to say. So you will always have people who want to talk.

Dr. Mark:

That is so true. Sophia you rock. Thank you so much for being here with us today, sharing your time, your energy and your wisdom.

Sophia:

Thank you so much. This has been fun.

Dr. Mark:

Thank you summit hosts for hanging out with Sophia and I. I'm Dr. Mark T. Wade, your host here on the Virtual Summit Podcast, uh, don't forget to check out all of the amazing information that Sophia just shared with us over in the show notes episode 205, and remember your message matters. And one of the most powerful ways to get that message out to the world is with a virtual summit. So enjoy it, make an impact, 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. 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.