

Episode 161: Insights from a Heart Centered Micro Summit

Publish Date: July 6, 2020

Speaker: Sheri Moise

Dr. Mark T. Wade: Hey, summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host on the Virtual Summit Podcast. Well, I am excited for today's episode. We're going to be jumping into some aspects of a different style of summit then you've probably normally seen and all of that's going to be possible because we got legendary Sheri Moise with us today. How's it going Sheri?

Sheri Moise: It's going great, Mark. Nice to see you.

Dr. Mark: I am super excited to have you on here with us and I'm super excited to dig into your micro summit. But before we get into all of those summit goodies, I'd love for you to take a quick moment and tell the audience just a little bit more about yourself.

Sheri: I would be happy to. Thanks again for having me. I'm excited to be here. So I am what I love to call myself as a heart powered mentor. So my focus and my area of support and expertise is really with coaches, healers, alternative practitioners. My people are like showing up and wanting to serve and do where their work in the world. So I want to make sure that they have the tools to be able to not only, you know, do their work in the world, have a thriving business, but also the flip side of that is being nourished themselves. So I really take a holistic approach to supporting my clients. So.

Dr. Mark: Well, absolutely love that. And then you also had a summit that you use to help support those clients. Can you, can you walk us through a little bit of the summit overview? Like, what was it, why did you originally decide like, this is how I'm going to do it? And then how did you settle on the type of summit?

Sheri: Yeah. So I've been looking for a while, you know, trying to figure out, you know, how I wanted to, you know, increase my reach, um, you know, build my list so to speak, my audience. And I've tried a lot of different things over the years. I've done Facebook ads and all the other things that you do, groups and what have you. Um, and my vision and what I really realized is for me, like co-creation and collaboration are huge. Um, and when I'm in that energy, then more things move faster, the meter moves faster for me. I get more excited and behind it. And what have you. So I was, when I came across through a friend of mine, um, this idea of these micro summits, um, then I was like, cause I'd always thought and people said, Oh, you do great having a summit, you have great presence and blah, blah, blah.

Sheri: And I was like, Oh my God, seriously, I have to find 20, 30 speakers. And I had to do all that work. Like there was no way like I that felt, you know, really overwhelming and challenging. So I was like, this felt like, you know, magic. Like, okay, I can, it's a win, win, win. Um, it may be a slower list of maybe, who knows, I'm not going to leave that limitation on myself, but it felt doable. It felt like I could really connect with my speakers and the audience. And so that's why I jumped into that, um, format. Um, because I thought this, this works for what my, where I want my business to be headed.

Dr. Mark: And I, and I love that. I love the, there's a lot of summit hosts that are in a very similar position. They're like, I know a summit would be good for me, but man, a multi-day 80 person summit. How does anybody do that? So many moving parts. So I love this. I mean, we were big fans of the One-Day Summit and this micro summit even sounds like even more. Awesome. So let's kinda, let's, let's, let's get into the aspect of this. Let's now you've got the idea, you've decided that you're going to do this micro summit. Um, what was the planning process? Was there any kind of challenges as you set out to do this or was it pretty natural, pretty easy? Walk us through that process.

Sheri: Um, you know, it was, um, I had a really amazing mentor who kind of coined and developed the micro summit kind of idea in her own way and kind of paved the way for me. So, um, Barbara Aimes, she's fantastic. And so I had all of the, uh, roadmap laid out for me. So then it was really for me just, you know, deciding what felt relevant in terms of a topic for my audience and um, and diving in, um, and, and reaching out to potential speakers. And that's kind of, I know for, I hear from a lot of people and, um, even for myself like that, who do you, who do you connect with and how do you do that? Um, and I gave myself the challenge of reaching out to people I didn't know that were not in my, like, you know, immediate circle or three degrees of separation. They were maybe five, six, seven degrees of separation. Um, so that was a really interesting process for myself. Um, and something I'm really glad I did cause I got to connect with people that, you know, I wouldn't have maybe otherwise.

Dr. Mark: Well, let's tell, let's dive into that aspect then. So reaching out to speakers that you don't know, maybe haven't had a relationship or a connection with before, what was a uh, maybe a tip or a strategy you could offer to the summit host that worked well for you? Maybe something to avoid that didn't work so well.

Sheri: So one of the things that that worked well for me was, you know, taking the time to like A, make sure that I felt connected to whatever their message was. Cause I probably hadn't been on their list for a while or, you know, didn't have a ton of experience. I kind of followed some breadcrumb trail. So, you know, really looking at the content that they've thought out they're getting on their list, making sure that you feel resonant with what, what they have to say. And so, you know, and so then too, when you reach out, you can say, Hey, I read this about, you know, you wrote this, or I saw this video you did. And this is why I'm reaching out to you. This is why this is a connection. I'm not just writing the typical form invitation, you know, which feels icky, you know, just making sure that you've personalized it.

Sheri: Um, and then, you know, the biggest tip is getting out of your own head. People want to be asked. People want, you know, even if, and most of the time if they said no, it was just because it didn't fit into their schedule, not because, you know, I had a couple of just no answer. Um, and the other thing which felt a little edgy to me at the beginning was like, you've got to follow up and say, Hey, I sent this message. Did you get it? Because people get lost in the inbox. So that's just like tactical, practical.

Dr. Mark: Well I think it's super important though. It is very, it is very relevant that we all know we get emails and we're like, Ooh, there's that one. I need to follow up with that. And then other stuff comes up. It's, it's important to us, the email we're sending out, but you

know, to the person you're sending it to, they probably have some other higher priority things at the time. So don't be afraid to reach back out. That is totally okay. I love that you said that. Um, well let's dig into this. So you've set this up, talk, talk to us about this micro summit. What is the format of that? How did you lay it out? Did you have 35 speakers over the course of a year or like talk to us through the format of that?

Sheri: So it is, you know, a short focus, serious. So five days, um, the goal was five to seven speakers at the most, and the reason to have seven would be just like life happens, right? So, um, people end up having to back out, can't promote at the last minute for whatever reason. But the idea was, you know, basically a speaker a day, five days we're in, we're out. Um, and the other difference than what I typically see out there is that all of the interviews were available live day one. So when, when the summit went live, you could, you could binge watch all five videos if you wanted to. And they were short, powerful interviews and nothing more than 25, 30 minutes. So really staying in that energy of like this is digestible, consumable information. Um, so then each day, and you know, whoever the featured speaker of the day was, their video was at the top of the page and the email was focused on that, that speaker for that day. Um, and then left the replay up for about a week afterwards. So that was the format.

Dr. Mark: And was there a, like, let, let, let's talk through the topic selection. Was there was like one interview built onto the next or were they on different themes, topics? Let's, let's, let's dig into that.

Sheri: The topic I chose was banish overwhelm. So, you know, it was really about, um, you know, as you're growing your business, you know, making sure that you can get out of and stay out of overwhelm so that you can have that thriving business. Um, and so what's beautiful is that that's, I sent that out as a topic and said, here is, um, my audience, do you resonate with this audience? And, um, what's your, you know, I believe you have a unique perspective on it. Is this something you'd be interested in talking about? And then I hopped on a short 15 minute call with each speaker just to see if I resonated with where they were going to come, you know, at with that response. And um, and it's amazing you had five people and there's five different angles, you know, that people are going to come at it with, which is beautiful because it wasn't a cookie cutter response. Each person had a parole or two or three or four of wisdom around it. And I'm very different, everything from like practical step-by-step to much more, you know, energy based or spiritual based responses. So I felt like, you know, it was a nice something in it for everybody that my goal was that there was something from each interview that each participant could pull for themselves.

Dr. Mark: Yeah. That is, and with that, with that response from the speakers, I mean, setting that kind of, that stepped process up, it creates more opportunity to build a relationship with the speaker, which is, uh, extremely important. Well, let's you, you, you know that Ty touched in on some of the speaker engagement strategies. What about engagement strategies you used on your summit to get the attendees to interact and engage?

Sheri: Yeah. And so that was what was nice about this. Like 70% of the people that registered, 65, 70% of people that registered chose to go ahead and join the Facebook group that was associated with the summit. Um, but I wanted to like, you know, level that up as

much as possible. And so what I did was by the speakers, either on the phone, like we just did pop up like conversation, um, in the Facebook group. So there was these extra opportunity for people to engage with those speakers and ask questions, um, there and, um, and it was really beautiful. It's, it's, you know, those people have stayed in my group and they are highly engaged because they really resonated with the topic and they got a lot of value out of it. So I think, you know, finding ways to add value as I'm building my next one out. You know, how do I help people to take action? What is my next like kind of layer where I want to take this? Um, not just show up, but like actually be inspired to utilize the information they are receiving.

Dr. Mark: Oh, the iterations. That's one of the benefits of running these ongoing is every time you learn something you can apply it to the next, they get better and better and better. Well, um, let's, I want to dig into a topic that most people don't talk about just because nobody really loves it and it's the copywriting aspect. Um, I'd love to kinda hear your thoughts on that. How did you do the copywriting? Did you hire someone, any kind of tips or strategies that you could offer to summit hosts who are sitting there looking at a blink screen going, I don't want to do this.

Sheri: So the best advice I got was to, you know, do all the interviews before I put up the copy. And so, you know, making sure that, you know, I had the format, the framework, but I leaving myself open to possible and not assuming what I needed to say and, um, really listening. And so after each interview I really try to be present when I'm interviewing somebody and take minor notes. But I always booked another 15, 20 minutes after that interview to sit and take notes and to like what popped for me, what was like that of wisdom that they said that really felt like it was going, you know, it was going to move the meter or whatever it was. And so, and I know when I didn't do that like once or twice, like one time in particular when I didn't sit down and do that right after the interview, I struggled to write the copy for that email for that speaker because I had to go back and re-listen to everything instead of taking it like right there in that moment. So my biggest advice is to like use your speakers language and words, um, connect it to your vision of your topic and what you're hoping that people will walk away with. What do you want people to achieve? I wanted people to have strategies and tools to stay out of overwhelm because so that they could have this thriving business. Um, so finding the language and the words and using theirs. I didn't write my landing page until I was done with all of my interviews.

Dr. Mark: Such a great advice right there and, and it's going to give more inspiration, give you at least a starting point to get started. So helping with that blank page syndrome, which we've all had, I'm sure, um, kind of moving forward with the process here, um, when it comes to the promotional aspect, and I know we've talked about a little bit, having the speakers help promote this and bring some attention to it. Were there any other strategies you used to promote the summit and what were your thoughts on those?

Sheri: We did, um, you know, utilizing everyone's audience that is both on and offline. So knowing that no matter what people tell you that most likely you're going to get the highest conversion rate off of email. So making sure that people are committed to doing one or two solo emails, like, you know, two was my, because my summit was a small number, my request was two, but how could we increase engagement with each

speaker's audience? Um, so doing things like, you know, Facebook lives or, um, Instagram stories or other things to, you know, engage their audience and get them excited, you know, about the process about what was coming I think was super helpful. Um, and it's really too, it's you're running a, uh, system here, right? So you've got to stay on top of making sure that the speakers are holding up their end of the bargain. Um, the way that it's a win-win is if my list grows and their list grows, I can promote to my list all day long, but that's not really the, you know, yes, it's a nice benefit for the people on my list, but I want to grow my list. So making sure that you're following up and saying like, did you do, you said you would do X, Y, Z, this is what you agreed to. Um, making you're, you're checking in to see if they're doing that. And gentle reminders. Be friendly.

Dr. Mark: Reminders are key for sure. Um, so I love that you talked about, um, you know, the aspect of the, or the importance of the email promotion and that is one of the most powerful ways to build the community, build the audience. Um, what would something be moving forward when selecting speakers? How would you kind of redo that going forward for your next one?

Sheri: Yeah, I, you know, I think out of my, you know, do you know new Venus at the time of, of doing this process that, you know, I just wanted to make it happen and so I set the bar maybe lower than I could have or should have in terms of what the barrier to entry was in terms of list size. Um, so that will be something that I've committed to myself for this next round, that the list size. So because it's a small group, um, you know, the opportunity to make sure that everybody's, you know, potentially supported, you know, in getting a win, win, win is important to me. So making sure that I've, you know, hit that threshold with each speaker. And then, you know, the beautiful thing is like, Mark, if somebody doesn't have that list size, what I did was just say, Hey, let's just do an interview anyway and I'll use it as it's, you know, something won't be part of this summit, but you know, I'll promote it in my Facebook group and to my list another time. That makes sense. Let's pick a topic we both love. I'll feature you in other times. So there's a way to say no thank you without, but still make it a win win.

Dr. Mark: It's like making them feel like that you said yes while say no. I love that. That's one of our, that's one of, one of the things we work with, with our customer service is any of the time you have to tell somebody no. At least make it feel like they were told yes. So giving them a win-win there is an amazing way of doing that. Um, I want to get into your, the next summit you have coming, but before we do that, I want to talk about the summit offer. So on this micro summit that you did, was there any kind of offer that was either on it or after it and walk us through that?

Sheri: Yeah, so I didn't attach like a sale of the recordings this time around or anything like that. I know, and I, and I haven't decided for myself, like, you know, whether or not that's something I want to do, but, um, you know, each of my speakers had the opportunity of course to provide a free gift. Um, and I made sure that I really, we took time at the end of each interview to promote that, um, and to talk about why it was connected to the topic. And I did ask that they try to connect the two. Um, so that it may made logical sense. So from a speaker perspective, each one had an offer and an to share that. And I promoted that in the interview and in the email sequences. And um,

and then for myself, you know, it was what I think is the beautiful gift of having, you know, a new group of people on your list is the opportunity to learn from them.

Sheri: And so the first thing I did after is survey this list before I decided, before I made any offer of what was next, um, cause I wanted to see who was showing up and to make sure that whatever I did offer was going to be resonant. Um, I think we, it's one of the things I work with my clients on is we, if we go in that, if we guess, you know, or we assume we may take a sidestep. Um, so I think it's just as beautiful opportunity for learning. And so then I did offer people who filled out the survey an opportunity to hop on a call with me, um, to see what was, what if there was a fit there, um, to work together. Um, next time around, cause I'm going to be launching a group program. You know, it'll just depend on what that audience looks like. But I will use the same process of survey then offer.

Dr. Mark: Well let's dig into this a little bit because this could be valuable information or everybody listening in what, like what is that process like? What type of questions would you ask in the survey to determine what type of offer to give?

Sheri: So you want to do something really simple, short and powerful. Um, you know, if you've ever heard of the Ask Method, that's kind of what I've modeled, um, is Ryan's Ask Method. So what's the one thing that your people are struggling with the most? So, you know, wanting to find out, you know, you know, what's the biggest challenge, struggle, you know, that you have when trying to do X, Y, Z. So in my case, you know, when trying to attract new clients, you know, or trying to reach your clients, what's the biggest challenge, struggle, opportunity you have. So really it's like one question that's the meat of the matter and giving people an opportunity to tell you more. Um, and then you may want some demographics, you know, a little bit about how long they've been in business, but keeping it really short and simple. Um, and so that's maybe five questions at the most. That'll increase your engagement. I see a lot of people now doing like three questions. So you know, the shorter the better it's taking your to craft that the meat of the sandwich.

Dr. Mark: Yeah. I mean, getting feedback from an audience is so valuable, um, for that purpose right there. Now as we start to round this interview out, um, I'd love for you to tell us a little bit about the next summit. Like what are you implementing some lessons learned, what's going to be different? Um, tell us about those, those aspects.

Sheri: So from a practical perspective, it'll be the same five day format. I will look for, you know, to round it out with seven speakers just because I want to see, you know, how that energy works and um, to have that backup plan, um, in place and I will hit that, you know, list requirement. I will be less flexible with that than I was in the past. Um, and then I want to look to increase engagement. Um, so I want to like give inspire people to take action. So I want to work with my speakers too, like at the end of their interview, give people an action step to take that. Then they can show up in the Facebook group and comment that they did X, Y, Z and this was the result or whatever it is, um, that they did. So I want to see, you know, just get people more engaged and involved. Create more energy.

Dr. Mark: Yeah. That is going to be phenomenal. So everybody's sitting here going, Mark, you know, this is amazing. How can I get some more information about Sheri, where she's hanging out, what she's doing? So why don't you share with the audience the best way to get in touch with you and where you're hanging out at.

Sheri: You got it. Well, um, if you wanna take a look at, you know, what's going on with my summits, it's Heartpoweredresults.com. The last summit information is up, the next one will be up shortly. Um, I hang out on Facebook, um, under Sheri Moise or Heart Powered Coaches and Healers Collective. Um, if you're a coach or just Heart Mind Energy is my company. So I'm really about connecting people to their hearts. So that's where I'm all at.

Dr. Mark: Oh, well we appreciate that our hearts are feeling it right now. Sheri, I'm going to let you give us the final parting piece of wisdom or advice before we close it out here.

Sheri: So I would say, you know, when you're looking to create your event, if you're going to build a summit, then really connecting and making sure you're in alignment. So tapping into your heart, like if it feels good to you to have more people go for it. But don't be afraid to simplify. Um, the more in alignment you are, the more connected you are with your speakers, the more you're going to be in that flow. And so if you've thought running a summit had to be 20, 30, 40, whatever, know that it can be small and powerful and just try it.

Dr. Mark: Amazing advice right there. Just try it. It's so powerful. Uh, Sheri, thank you so much for being here with us today.

Sheri: You are welcome. Thanks for having me, Mark.

Dr. Mark: Absolutely. And thank you all you summon hosts for hanging out with Sheri and I. I'm Dr. Mark T. Wade, your host here on the Virtual Summit Podcast. Don't forget to check out all these amazing goodies and links to links over to Sheri over in the show notes at podcast.virtualsummits.com/161 and remember your message matters. So go out there and make an impact in the world and we'll see you on the next episode.

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