

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. And it is exciting times today on this episode. Not only are we going to do something unique, we're going to go and be doing a newbie consultation, which are some of my most favorite things to do to work with amazing thought leaders who are jumping into the virtual summit world here. Their idea, craft the topic and watch them go out and crush it. But on top of that, this is extra special because this is actually a dear friend of mine, Dr. Holly Tucker's with us today. Hey Dr. Holly.

Dr. Holly Tucker: Hey Mark, thank you so much for having me on the show today.

Dr. Mark: Oh well this is going to be a blast. I'm looking forward to this. Dr. Holly and I go back a long ways. We were in school together back years and years and years ago and we've spent lots of times together. So for me to see this concept, this idea of hers, what's going to come to light is something I'm really, really proud of and excited to see. So now before we jump into the consultation and that's what we're going to be doing here. So you'll hear us, you know, get right into the works of it. But I just wanted to let everybody know what we're doing today. So Dr. Holly, we're going to jump into this. We're going to get into this consultation aspect and how I would like for you to kind of start this off so we can get an idea of the concept. We can get a little bit of the background is let us know just a little bit more about yourself and kind of the topic. Where are we coming at this app?

Dr. Holly: Yeah, perfect. So like you mentioned, we've known each other for a while. Um, so we met when we were both in chiropractic school, you know, and I practiced chiropractic, um, in a brick and mortar practice for about eight years and left that scenario about a year and a half ago. But I would say the whole idea of having an online offering and an online business has really been on my mind and on my heart for probably the last three or four years. Just never really had a full opportunity to dive into it. Um, and really the time is now, like I do a lot of stuff on social media. Um, what, what I've now become very passionate about is becoming a mom, um, six years ago is seeing how our kids are taught in appraise about, um, food and nutrition. Um, so that is the thing I'm passionate about is feeding kids healthy foods, raising a healthy family.

Dr. Holly: Like it starts with the little things that we do every single day. Um, and so that's what I'm really passionate about. So I have my kids like to make cooking videos. And so that's really where this Genesis started. Um, and for a while I thought I would just do nutritional consultations with people, but that's just, that's it's high touch. It's one-on-one work. I want to be able to create a legacy like you talk about and have something that is there that doesn't have to be one-on-one, that people could learn from me and get my resources, um, in a different format. Eventually I see a big picture of maybe this moving into a certification process for public health professionals, um, or really even other service providers, other chiropractors or naturopaths, something like that.

Dr. Mark: Sure. For me, I love it. Cookie, your kids do cooking videos, huh? We'll have to link to those in the show notes over here. Um, okay. So now we have an overview of the topic here. Let me let, let's kind of dig into this a little bit. Um, again, you've, you've said you want this to be like kids in nutrition, but what is the specific, at first off is this, let's talk

summit now. So topic of the summit, what type is it a multi-day, one-day summit, a summit series. Like give me a little bit of overview of where you're wanting to go with the summit specifically and then we can get into the areas you want to chat about.

Dr. Holly: Yeah. Well I have to tell you that when, um, I decided to dive right into this. I just, I literally dove right in and I was like, I'm doing a summit in 30 days and I contacted 10 speakers and they all said yes. Um, and so I've tweaked my topic a little bit since then. Um, and so I know you're not going to be so happy about this, but I felt like I've come back out of my niche a little bit because given current times, um, I'm trying to reach moms of young kids, we're all overwhelmed right now. Nobody probably is really worrying about, you know, what does our wellness look like, what habits are we taking out of this, um, situation. So, um, my summit is actually my first time. It's actually in two weeks, but I've, I've already decided this isn't just like my only summit.

Dr. Holly: Like I'm already starting to plan for the next summit. Um, so really are consulted. They could give me the way we could talk a little bit more about when my summit in two weeks is about, um, or more of that bigger picture thing. So like summit in two weeks is just more of a general wellness topic. So I really wanted to bring together a local community. I knew that, um, a lot of small businesses were suffering here in the area that I live in, a lot of wellness providers. Um, and so I wanted to be able to have them have a voice and still reach out to their audiences, um, during this time. So my wellness summit that's coming up in two weeks, it's called Everyday Wellness at Home. So it's just quick tips from these wellness experts around our local area are what are things that we can do right now?

Dr. Mark: And so this is, and is it a, is it a multi-day or one day?

Dr. Holly: One day.

Dr. Mark: Okay. So one day. And honestly, this is great. You've, there's, you have a lot of opportunities that you can cash in with this right now. Um, I do think we should probably spend, I'll give you, I can, if you have any, any kind of things that like, Mark, I still need to know about this before it goes live. We can do that, but I think we'll be able to give you way more opportunities on the thing that's a little further away. I can give you information, but two weeks away there's only gonna be a little bit of things we can do. Although I do have a couple of really good ideas for you right off the bat. One, the fact that you're doing it, you said with local healthcare professionals, so that's great.

Dr. Mark: Um, and because it is in this, uh, this moment, obviously it's what we would call like a breaking news style of summit, which is how I would kind of position it, not necessarily like inside of your summit, but outside like with the, uh, with the um, advertising and marketing aspect. Like this is a breaking news because unless you've made it in a way that it's going to be 100% relevant afterwards, it's kind of better to meaning, let me, let me explain that. Like if you're, if everything inside of it is like, Hey, how do you deal with wellness? Here's tips for during the COVID scenario, here's tips like, because of this, well that might not be as relevant in six months from now, right? But if you've positioned it as this was a breaking news summit that we've brought together to get this information

out during this, even six months from now, maybe it's not as relevant, but people would still have an interest in it.

Dr. Mark: So if you position it like that versus just, um, just the everyday wellness, which I'm not saying change the name, I'm saying how you market it to your people. And the second aspect of that, one piece of it that I would highly recommend is a media release or a news release form. And you submit that to all of your local newspapers, local news channels. The reason this works, and we've had, we've had healthcare professionals literally just recently do this, and they've been on the front page of their newspaper because it's not just you, right? And it's not a national thing. This is you supporting local professionals and they're going to use that as positive news for their local community. So you could get a lot of press and publicity for this in your local area. You know, and maybe it'll drive traffic hopefully, but if nothing else from an influence authority standpoint, that's really big.

Dr. Mark: So use that for sure. Um, but yeah, so I would think breaking like in in and it just helps a little bit when you're thinking of the marketing aspect of it. If you think of it like from a breaking news kind of viewpoint, again, I'm not saying change what you're putting in the summit, I'm just saying how do you push this to people out there because it also adds a little bit of urgency into it. Like Oh like you know, we're all like news, what's new, what's going on? Right. So we can use that a little bit. It to give some positivity and some good things out there as well. So that's something, those are two things that popped into my mind right away. Happy to answer or dive into any other aspects of this that you still have. But I do want to make sure we leave time to get into your, your, your next one as well.

Dr. Holly: Um, no, I think those are, those are really great ideas. I'd never really thought about engaging traditional media outlets, um, which I really think is great because yeah, I've tried to cover many different things and kind of bring in some partners. I um, I didn't go the affiliate route, just you know, kind of partnered with a local mom's blog and was like, Hey, you know, if you want to help out we can feature more than one of your writers and interview you. And um, yeah, it is very much like a current times conversation. So.

Dr. Mark: Yeah. And that'll be, it'll be very beneficial. Also, one thing I might add, um, as far as group wise, you probably already have Facebook groups, things like that. But since this is a local, there's really kind of, I mean based on what you said, the end goal ultimately is, I see this could be a beneficial one, beneficial suggestion, but this could either be a popup group or be a long term group that you use, but I would make it more around the community, your local community. Since everything is local, it's going to bring organic traffic to it ongoing. So even after like if you made it about the summit, you would have to drive traffic to the group to fill it, right? Like which is good, it's fine. That's not an issue. But you have an opportunity here where most people with their summit topics and themes don't have this opportunity that if you made it more about your local community, it's just going to have people coming into it naturally.

Dr. Mark: They're going, people are going to be searching for local community food, local community bank, whatever, or group will pop up there. So it'll help you just kind of fill

your group and then with the popup or not pop up, meaning you could literally not service it after the summit if you didn't have time, bandwidth or whatever. However you have huge opportunities that maybe are not directly in line with where you're going, like the certification or whatnot. But people could pay you for advertising into the group. People could drop affiliate resources and things into the group and you get revenue from that. Where does he mean you have to be the one constantly putting the information in there. Now that's, you can do that. You can be the one constant putting the information in there. But I just see that as an easy win that'll grow ongoing, whether you decide to be the one servicing it or not. So, um, cool. Let's jump into your, the next summit. So what's the, like give me the background on it. What's the theme, the topic and what are we doing with it?

Dr. Holly: So the next summit will be, um, strictly just on nutrition. So you know, not, you know, bringing in all these other like sports and physical activity. And mental health and things like that. I just want to do, um, whole food nutrition for that you know, I think there's a lot of.

Dr. Mark: Let me jump in here for one second. Holly with, I guess I should have clarified this with the one that's happening in two weeks. You have 30 people for that one or is there 30 people for this next one that's happening?

Dr. Holly: My speakers, I've 10 we're just doing one day.

Dr. Mark: Okay. For this wellness summit. Okay, cool.

Dr. Holly: Yep. And I haven't started, um, planning yet for the next one. That's kind of like a bigger picture strategy right now.

Dr. Mark: Okay, perfect. Keep going then. Tell me more about it. Um, yeah,

Dr. Holly: So it's going to be, um, all about like childhood nutrition, whole food nutrition, um, you know, where myself, I'm going to be teaching, you know, my methodology. Um, I think one of the sticking points that I've come back to a couple of times, you know, in this journey the last couple of years is like what exactly is my offer? Like I could bring all these people to the table and host this summit, build my list. But then after time and after, I already know, I know that's where the real monetization comes from. It's like, what am I really offering? Um, I think that like I had a service space, like heart and a calling and it's like I want to teach like the average mom or the average person that wouldn't have access to this information, but I feel like it's a harder sell than if I'm just shooting towards healthcare professionals for them to go and implement them, this in their office sort of thing. So I'm kind of looking, you know, your expertise on that dichotomy. And then also, I don't know, um, you know, like being a healthcare provider, the legality behind it, like giving healthcare advice to someone who's not tech technically, you know, in a doctor patient relationship with you. So thoughts on that. Absolutely.

Dr. Mark: Um, so this gets back to unique expert position. So we'll, we'll circle back to this and just one second legality aspect. Like if you were giving information to the general consumer and um, you just always need to classify it as non, you know, nonmedical advice, blah, blah, blah. So in a summit that's, you know, super simple. It's in your terms and conditions. You can also put it on your page if you're a little bit more worried about it. Um, and as long as you're saying like you're not giving legal advice and the clause to this now, which didn't really, wasn't really as big a deal until literally this last month is as long as you're not rec recommending or even talking about anything that falls on like Facebook and YouTube hit list right now. Like they're very heavily censoring a lot of health information. So you do want to stay kind of up to date on that because, uh, and I in this, I mean, when it comes to nutrition, that is an important, actually, let me give you two pieces of information on this.

Dr. Mark: So the good thing with summits, one is you have your own platform. A summit is a platform, just like a podcast as a platform. Um, a summit is a platform and it's a very powerful one. One of the cool things about it is you don't have to use, you don't have to use social medias. You don't have to use Facebook, you don't have to use Instagram. It could 100% be done through email, through speakers' emails. Now most of us do social media posts and or paid media. The one thing to really understand, and it's not a no go and it's, it's not even a bad, it's just you got to know about it when you're putting together your marketing is anything in the health sector is touchy. So you've got to know what Facebook's for examples, terms and conditions are. And two kids, anything in the kid area is automatically like a higher risk to, you know, so you've got to know Facebook's terms and conditions.

Dr. Mark: So a lot of times let's simply, what that means is you can't say, Hey, your kid has this or your kid will die if you know, you can't have any like direct use. It's gotta be if your kid or you know, a lot of kids, it can't be direct. So I know that's really specific and, but it's important because I've seen people's Facebook accounts, pages, things like that get shut down and stuff just for in these high risk kind of categories. If you're not careful with your marketing now without a side, it's not that the topics are bad and can't be done, just be aware of that. Okay. And you can still 100% do it. We just did a chiropractic and pediatric summit in my other company for uh, two or three months ago. No problems. You just gotta make sure your terminology is not like saying Hey parent or Hey kid, which you would never be talking to the kid but Hey parent your kid this because Facebook will flag that.

Dr. Mark: And now they're also checking pages too. So just make sure the language is more like solution. Um, like if hypothetical's kind of deal. Now with that being said, and so that's kind of the legality aspect. And as long as on your page, um, if you want to, I've seen some healthcare professionals even put it in their, in their videos, like after their interviews, they'll either announce it at the beginning, Hey, Dr. Mark here. Uh, we're jumping into the X, Y, and Z summit reminder. None of this is medical advice, so make sure you check with your medical person. Let's jump into it. Or at the end of it, like a longer, you know, um, thing I had a, I had a, another podcast and we just did it as a, um, it was in the health space and it just, at the end of it was just a normal blurb that just read.

- Dr. Mark: I had some professional voiceover person just read it and we put it in on everyone. So you could do that. Makes it sound more professional and nobody's actually really listening to it anyways. So anyways, now moving towards the expertise aspect of this, this is, I think where really the most important thing is because, and it's okay to not have it like 100% dialed in yet. Like, this is part of it. And it's okay to not even have a 100% dialed in on your next summit. You will learn a lot by working with the avid, the people that you're going to grow. Um, it does help if you can get clear on what you want up to this point. So when we talk unique expert position or UEP, we want to look at where, what we call the three circles collide. So what are you passionate about?
- Dr. Mark: Meaning, okay, a little. So what are you passionate about? What can you be the best in the world at and what can you make money doing? So we're all three of these come together. Now what are you passionate about is like what would you literally do even if you weren't getting paid to do it? Okay, what is something you can be the best in the world at now? For example, a lot of people get stuck on this one cause they think like, well, I'm a chiropractor for example. In your instance here, and you go like, maybe I can't be the best chiropractor in the world. There's so many chiropractors out there and there's people that spend night and day, you know, it's not about that. It's, this is where specialization comes in. Okay, so maybe it's pediatric nutrition. See that would be a specialization. Could you be the best?
- Dr. Mark: Maybe there's a part, another sub subset under pediatric nutrition that you want to focus on. So now you've, you've, you've essentially eliminated a lot of the competition because you're no longer competing. You're in a whole completely different subspecialty than everybody else. So that's important. Just from a online business standpoint, you become more potent by being more specific in niche. What can you make money doing this? I mean this is on point with this, but like some people is like if you want to do underwater basket weaving, that's probably fun, but it's probably not going to make a lot of money. So you really want to kind of style into that and that will help you understand more what you want to be the expert in. Um, which will help you probably guide more moving forward. Now with this summit you're talking about right now, I don't think you have to have that a thousand percent dialed in.
- Dr. Mark: I think you've already got it. Probably 50% dialed in. Right? So just spend a little more time getting clear on that. And it won't happen overnight. This is something you'll write out. Come back to it a week or two later and you'll tweak it because it changes. And then, I mean we still are fine. Like you know, fine tuning it. You get more and more clear. So don't get frustrated either if you're like, I can't decide on this or this, just put a pin in it and come back to it in a week. Um, but with that being said, with your topic now, the summit, okay, so let's kind of get into some of the points with the summit and that will kind of help drive maybe where we want to go with this. So tell me a little bit more on one you've said, well I guess we need to decide really quickly is it going to be for healthcare professionals or is it going to be for general consumers? Cause that's two completely different things.
- Dr. Holly: Yeah. Um, I mean I, I've, I've taken loving opinions from many people that tell me you just need to do the professionals. I just said voice just got to keep pulling me back to

like, I want to talk to moms, I want to talk to grandma. I was like, I want the everyday child to be able to get this information. So.

Dr. Mark: So my feedback or advice probably won't help you much with that. And then it'll probably just flame the confusion. But what I will say is when it comes to a monetization standpoint, like making a living is much easier and better when dealing directly with healthcare professionals. What we say is like one health care professionals worth about a hundred general consumers. And I don't mean that in a demeaning way. Anybody listening to that, what I mean by that is from a financial standpoint and A-list standpoint, we can do a summit with a thousand healthcare professionals and it's like we just did a summit with 10,000 general consumers, sometimes even more. So it's sometimes less work. But as you know, than I know healthcare professionals can be complete D bags too sometimes. So you deal with a lot of ego complexes as well. So there is trade offs with that.

Dr. Mark: Now if the passion is saying general consumer or moms, I'd lean towards the passion. You can always go later and add other things into general, uh, into health care professionals in another time. It also will help you kind of really kind of fine tune maybe your processes in your teaching methods and your structure that you'll then framework and sell to healthcare professionals. So it's not a bad thing to start off with general consumers. Um, so let's say we're going to go in that route, most of those relevant, even if you decide to go back in the other way, but let's say let's go general consumers. So let's talk about the topic then. Like walk me through this and, and, or what other areas you really need help getting clarity on.

Dr. Holly: Hmm. Now you say that and I'm thinking I want to go back the other way. No, but I almost think there's a middle of the road here because, um, I got my master's degree in public health and what I found when I was going through that program over the span of three years in various settings, um, you know, we go into these different and you know, you go to your local health department, we go to the metro health department, go to the state health department and the Capitol and we see a lot of unhealthy people. And like those are the people that are servicing the most vulnerable populations. Um, but how do we know that they're leading by example, if you know what I mean? And there are some certifications that require a continuing education for them. So they're not on the level of being an actual healthcare provider, but they might be more incentivized to take the certification course, um, so that they can impact the vulnerable populations.

Dr. Mark: Yeah, no, I mean that, that sounds great. And I agree with you on that. So if you're, if you're feeling, again more back towards the healthcare professionals, we can go in that route. What I will also say is you can add components. I usually don't like throw this out there during these kind of consultations just because I don't want to add more confusion to it. But it's your summit. You can literally do whatever you want. Meaning we've got some summits for example, that are two um, resource directors for geriatric homes, for example. However, we have a special track in that same summit for geriatric people, for seniors for example. So it's just it, you can add other aspects. Cause here's the thing, when you get super clear in your messaging is clear and who you're targeting and how it's helping people, it attracts everybody. It's the other thing that does.

- Dr. Mark: And if you're trying to talk to everybody, everybody's like, nah, it's not for me. But if somebody says like for example, if I was trying to, if I wanted to help people learn how to jump higher, I could target 15 year old boy teach him how to jump higher, where I can charge that 85 year old mom or grandmother teach her how to jump higher. Doesn't matter. But when people hear that, I can help that person, they go, wow, they really know what they're talking about. Let me listen in. So you'll attract other people. You'll just want to be aware of that and kind of get clear if you have a separate track for general consumers for example, or maybe some special activities, but you don't want to talk to them. You want to talk. If you're going to healthcare professional to the healthcare professional, knowing it's going to attract everybody else as well. So that's okay. So let's kind of jump into like what will, or actually let me just ask you what other areas or,
- Dr. Mark: Do you need help with or what other things are still uncertain or where, how can I best help you at this moment?
- Dr. Holly: Yeah, I think for me, um, it comes back to the messaging of not being overcritical but trying to be inspiring. Um, you know, offering. And I know we talked a little bit, I'm already about the messaging and like not being specific to saying you. Um, but yeah, just trying not to be, um, noisy and just like another talking head at mom's and judging them, you know, but trying to really inspire change and really getting at those pain points of why I think you've taken a step back. Like they might not even see the fact that they could be feeding their kids in a healthier way. Um, you know, there's many reasons to go into that. Is it just picky? Is it convenience? Are there allergies, all these things. So I really have to narrow down which mom am I talking to.
- Dr. Mark: Yes, you need to narrow that down. The other thing I'll throw out there for you is personality is good. Meaning don't just try and be another health care. Like you said, you've mentioned talking heads. Don't be another healthcare professional. Just giving health advice to people about nutrition. Like, okay, like yes, let your personality shine through. And I know you already do this, I've seen this on your social. Um, but it's really important to dig into that. So like we talked about that UEP, that unique expert position, but not only your unique expert position, but what part of you do you want to take highlights too? Because it is 100% certain that you will, everybody, every one of us will have haters and we'll have people who love us. The stronger we can let our personality or what we stand for come through, the more polarizing it'll be.
- Dr. Mark: We'll have stronger haters. But the easier it is for us to really attract our true tribe, our true people because they'll love you that much more. So it's kind of, it's always goes back to that ice cream thing, right? Like no, nobody loves vanilla ice cream. I'm sorry for all of the view right now they're going, Mark, I love vanilla ice cream. But what I'm trying to say is also tune into like what aspect of that? So you've already, we're already tied to subspecialties and things like that. So that's easy to understand like what you're the expert in. But why are they going to love you teaching them that. So maybe it's you do funny videos with your kids or you got your kids doing the cooking, right? Like that's, that's cool. That's a person that like, that's a trait that stands forward. So think about that too and make sure you're tying that into your summit. So we call these sometimes themes or summit mission, right? So like what's the overarching feel you want the

summit to have? Yes. You want it to be professional. Yes. You want it to have great information, but like why, what, what makes it fun? What's that edutainment aspect of it?

Dr. Holly: Yeah. I mean I've, I've definitely used the kids for lack of a better visual there. Um, yeah, I, yeah, it would, we just, we do a lot of videos and it's so funny because you know, the kids, I mean, they do this stuff all the time and it's like as soon as you hit record, you know, all of a sudden they're acting like crazy and silly. And now I'm like, okay, then the mom is coming out at me like, ah, that's not the personality that I don't want to reach out to.

Dr. Mark: Well, what I will say actually with that is some of the, like I've got lots of friends that are like what we would call online influencers, especially in the health space and some of their best content is when they're like showing behind the scenes. Like, I don't got this all figured out either. It's not perfect over here in my household either. Sometimes, you know, strategically it is good to show some of that stuff as well. So, uh, sometimes capturing that and using pieces of it, you know, as like for example, blooper reels are great. Like if you, especially if you have a lot of one side, like if you have a lot of funny, you need to have the professional and serious side too. But if you have a lot of professionals serious, you need to incorporate some of that like fun or lighthearted aspect too. So that's why as we're, the whole blooper reel thing came from right is taking like this normal professional thing and being like, look, we're actually normal humans as well. So that's something just to consider. So the last few minutes we got here, Holly, what, um, what else can I, what other items are still out there that I could help you with?

Dr. Holly: Um, I guess if you could give me a little bit more on the moving towards that certification. Like how long should I really plan for like in a timeline fashion. And what do you think would be like the minimum viable product to say this is a certification hour wise?

Dr. Mark: Towards healthcare professionals. Correct. Um, and then timeframe as far as like after the summit to launch it or?

Dr. Holly: Um, no. Like what my program would be for them to receive that certification.

Dr. Mark: Yeah. So one, if you know you're going to go in the certification route, I would definitely start putting some stuff together on that and use that to help craft the summit. Right? Cause we always want to go like, what's, where are we taking people to, like what's the post summit offer? We start there, we identify problems and then that's what we actually build our summit around is those problems. So for example, your certification will be a solution. It's solving those problems, right? They're getting certified, you're teaching them these things. Now we want to attract people that have those problems. So that's why we identify the problems and build the summit around that. Otherwise you may be attracting people that don't have the problem and don't want to buy the certification. So just to note that now when it comes to a certification, one of the key things, or actually technically this is valid for anything you're creating, certification course, membership doesn't matter.

- Dr. Mark: People don't want to spend time. It's you're not selling them how many hours, for example, you're selling them solutions. And matter of fact, people will pay more for things that for either something that either makes their life easier or quicker. So for example, one common mistake online businesses, people in general make is they spend too much time talking about like the S the information. Okay? Like the, the thing that the solution is like. So if you've got a certification, I spend all this time talking about it's 17 hours, five modules, we cover this topic and this topic and I've got this guide for you and that guide for you. Your audience does not care. The only thing they want is the solution. Can you get me the result? Because that's what I'm buying. I'm buying the result. So what is the result that the certification gets them?
- Dr. Mark: That's what you want to identify in. That's going to be the focus. Now of course they need to know there's like 10% there that they need to know like, okay, this isn't fluff. Like you're really helping you. You've thought this through type of deal. Right? So, but you don't have to like worry about how long it is. The bigger the result or solution is, that's where the more you can charge comes from. It's not the amount of time or hours. And I'll actually put this, one of the things we've noted, it's the longer things are, the less people finish them. They don't finish them, they don't have a positive result, which means even though your program could be the best program in the world, they still got this little negative taste in the back of their mouth because they never got the result that they paid for.
- Dr. Mark: Granted. It's their fault they didn't finish it, but still they want you to make it easier. So, um, with that being said, I would focus on what is the result I want to create? What's the minimal viable time that I can get that result? Or like what, like what do they absolutely have to know and keep in mind, a lot of times we think they have to know more stuff than they actually have to to get the results. So I'd actually go back through and challenge myself on like why? Like why do I really want to put that in there? Why do I really need that in there? And then the other thing I would throw out there is just because I don't want you to get analysis paralysis, meaning like there's so much to think about. I'm not going to get it done and I don't ever do it is you could always do what we call a founder's offer is, Hey, I'm creating this certification, it's going to do this result.
- Dr. Mark: Um, and for this first group of people, I'm going to go through it with you live and walk you through it. What you're actually technically doing is one, you're holding yourself accountable because you just had a hundred people sign up for something. They're like, Oh, I got to build it now. So one, you build it in to by going through it with them, you can get their immediate feedback so you can improve it. So one of the things we've always noted in everything we've ever created is the first cohort that goes through it. They typically love it, but there's a lot of things that they either want to do, improve or mistakes or things like that. So we've always planned in like, okay, we know that we're going to have a re iteration or a redo or you know, like an improvement phase after the first cohort because we're going to get all that information, we improve it.
- Dr. Mark: And then the second cohort, there's like, you know, two or 3% improvement and then we're good. So by doing it live, you can hear a lot of that right away and just kind of build that in there. So that will also help, you know, reduce any kind of like refunds or complaints or anything like that because you can literally listen to them and go, no

problem. We're going to cover that next week, for example. Um, and that, that's important. A lot of times if it's the first time you're ever doing like an online program like that and you're going to have a decently large group of people going into it, like you can actually kind of have this perfect storm where like, I didn't think about that cause I didn't know I was supposed to think about it. Now they're all mad at me like, what do I do?

Dr. Mark: That's why you just give the first group and they feel special, right? You're like, you're the founders, you're going to get a special little logo or something, and you know, you don't, I'm not saying discount it. Don't discount it. Just make them feel special that they get to be the first group. And a lot of times, especially if you're going to continue building this, those are going to be your tribe that's with you the longest, right? So you want, you can always refer back to them. You give them a special little name in the group, et cetera. So, um, I can't tell you like it should be five hours or 20 hours, but that would be the information that I'd say.

Dr. Holly: Okay. Yeah, I liked that. Create, create raving fans. When they know that they're listening, you're listening to their feedback and you implement something, then they're going to become your best promoters.

Dr. Mark: And they're less, they're far less critical when they know they're actually talking to you. So for a lot of, for example, I mean in all of my companies, we get hundreds of emails a day and a lot of times they're critical emails. Like I can't find the workbook even though the workbook is sitting right there. Right. But you know, and if they think they're dealing with like a customer service person, like they'll just be nasty. But when you're like, Hey, this is, you know, this Dr. Holly, sorry, the workbooks there, they're like, Oh no, no, no. It's not that big of a deal. So that, that, that live component, that first run really helps solidify, like you just said, the raving fans in a relationship. Cool. Any, any other last minute thoughts, comments?

Dr. Holly: No, I think I'm good.

Dr. Mark: Awesome. Well, I appreciate you allowing us to kind of dig through your idea and being a transparent, vulnerable with us here on the podcast. So thanks for, for stepping up and doing that with us, Dr. Holly.

Dr. Holly: Thanks Mark.

Dr. Mark: Absolutely. And thank you all you summit hosts for hanging out with Dr. Holly and I. I'm Dr. Mark T. Wade, your founder of Virtual Summits Software and host here on the Virtual Summit Podcast. Now if you want to refer back to any of the links or cool items that we just talked about in this newbie consultation, you can check out the show notes over at podcast.virtualsummits.com/145 and don't forget your message matters. So go out there and make an impact in the world.