

Episode 59: Why Your Anchor Speaker Matters & How it Can Build Your Summit

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Speaker: Nick Unsworth

Dr. Mark T. Wade: Hey summit host. Dr. Mark T. Wade here. Founder of Virtual Summit Software and your host on the Virtual Summit Podcast. I am super excited for today's episode. We've got Nick Unsworth, the CEO of Life on Fire, and he helps you love what you do for work and relentlessly pursue your passions. He sold a business by the age of 30 [00:01:00] and coached over 2,500 people, including Daymond John and Mark Divine from Navyseals.com. Nick, we are so fortunate to have you here with us. How are you doing today?

Nick Unsworth: I'm doing good man. I'm pumped to be here.

Dr. Mark: We are going to have some fun. We are going to be talking about Nick's virtual summit, which absolutely crushed it. Um, it was kind of the, the, the set the path or the way for a lot of us in the virtual summit world and it is, it ranks still a lot of the information. Nick has still ranks [00:01:30] at the top of everything, which is pretty impressive. So I'm looking really looking forward to getting into your brain here. Now before we jump into that though, Nick, why don't you just tell our summit host just a little bit more about yourself?

Nick: Yeah, so, um, so Nick Unsworth, I live out in San Diego and the company is called Life on Fire. And um, for me just a quick high level fast track story is, um, I just ever since I was a little kid I always wanted to be an entrepreneur. I, uh, [00:02:00] had always dreamed of like time freedom, financial freedom. And I don't know about y'all listening, but for me, I, um, when I became an entrepreneur, uh, from 18 years old on, it was, it was a really brutal struggle. And, and that, you know, you hear this on millions of books and podcasts and things, but, um, but I just, I just tried so many different things. I tried to fast track, uh, my path. And so that, that led me to network marketing. It led me to real estate, it led me to, you know, all [00:02:30] these different businesses and I just spent so much money investing in courses and, um, and it helped.

Nick: But it's like my, my big story is that, um, I, I invested in a mentor and I got my first coach and that was, uh, in 2010. And I was in a tremendous amount of debt. I was at the end of my rope financially, physically, mentally, emotionally, and I found a way to borrow money. And I hired my first mentor, [00:03:00] and he was the right person. He knew NLP new mindset and new online marketing and you know, and basically this, this guy changed everything for me in my life. I came back from a mastermind event in 2010 and I came back and made a decision, I'm going to build and sell company in two years. And it's like after that, you know, declaration, I tattooed that goal in my chest and I'm like, here we go. And it's crazy man, like so many things.

Nick: Obviously [00:03:30] there was a lot of work in between but fast forward that happened. And uh, I had, an agency doing Facebook marketing and advertising and the timing was really good. You know, in 2010, no one knew what they were doing on Facebook for ads. And I taught myself the industry, the business, I got high, high level clients in, in this a technique I call the Anchor Client strategy. It ties in perfectly with

virtual summits. And it's, you just want to go out and get that one influential person on your summit [00:04:00] or that one influential client. In my case it was Eben Pagan and then Frank Kern. And then I worked with Daymond John from shark tank and as soon as they were my client on a very unique thing like Facebook ads where I had some expertise in the at, you know, their team didn't have as much at the time.

Nick: And it's like that spring-boarded me because you know, I would share their testimonial, I would run ads. And it was like, well they didn't know who the heck I was, but they knew those people. And so what happened is that built and sold [00:04:30] that company in the night afterwards I said to myself, it took me 10 years. It actually took 12 years from 18 until 30 to do what my dreams were to build and sell a company. And I, throughout the whole process I was always trying to figure out what my purpose was and what my legacy was and like, what the heck am I really here for? And through that journey I realized that my purpose is helping other people find theirs. And now what I say is my legacy [00:05:00] is building yours. And so now I'm a coach and what I find enjoyment and satisfaction is is the things that I've learned over 12 years building and selling a company and learning a lot about marketing is that I just, I do that with other clients and virtual summits is one thing that um, that I did really well and I helped a lot of clients to do them really well.

Nick: And so hanging out with, you know, the doc over here and enjoying a nice meal and it was like, man, we got a lot in common and I'm so pumped to be here [00:05:30] and share.

Dr. Mark: Well, we are extremely glad to have you and that was an excellent meal. I Nick's talking about a time we were together in San Diego. I was speaking out in mind share. Many of you listening here have heard me talk about that and we had an amazing dinner with some other really awesome influencers as well. Pete Vargas, Shannah Sumner for a few. So let's jump into the summit now and we're going to, we're going to come back to [00:06:30] some of the kinds of techniques and strategies that you use even with some of your clients. But why don't you walk us through what the summit was, kind of how it did, cause it did very well for you. And I'm like, what, what were some of the specifics of it? How many days, how many speakers, what was your mindset? What was your goal and then how did it do?

Nick: Yeah, so I, uh, I went pretty big with it, so I, um, I decided to turn it into like a pretty big initiative, pretty big initiative, pretty big launch. And I said, all right, [00:07:00] you know, as I started Life on Fire, I wanted to just leapfrog, you know, have quantum leap growth, like a slingshot, you know, just come out of the gate fast. And it was like, if I'm going to coach people and this is what my new, you know, business is going to be, I don't want to spend time convincing people. I don't want to feel like I'm ever selling people and I want to come from a place of giving. I want to give with content. And that's why I like about the virtual summit as you know, it's a give for the, you know, for the most part. And [00:07:30] so I'm like, I want my brand to, to come out of the gate and be so epic that I have more clients than I could ever handle, you know, and be in demand from, from the very beginning.

Nick: And so that's where I decided to do the virtual summit. And the first thing that I did was, um, you know, I picked the date and, and this is what I always tell it, any client is like,

even before you have your first speaker, even before you have the title, before you have anything, it's like you pick a date far enough in [00:08:00] advance that you can do an excellent job getting it together. It's not too far out where you're just, you know, going to waste time, but like, you know, pick that date as to when it's going to launch. And I started telling people, you know, and, and I started telling people that I'm going to host, you know, the biggest virtual the biggest virtual summit the world's ever seen. And, um, and I put the date up there. And then of course people get curious.

Nick: We'll when it, you know, or, you know, what is it? And, and who's going to be on it. And, and [00:08:30] , uh, some people, then we'd even have interests. I want to be on it. And I said, I'm going to keep it real simple. I want to brand my company, so I'm going to call it the Life on Fire virtual summit. And I started with, uh, with Gary Vaynerchuk and I had done a deal with him where he spoke at, at one of our events. Um, so I was able to um, kinda tie that in together and negotiate that in. So, um, but once I got Gary, it was like everyone else wanted to be a part of it. [00:09:00] They wanted to have their face on the same ticket. And I think that that's, it's, it's a very important strategy. I do it for live events.

Nick: I've done it for, you know, the virtual summit. And in a lot of ways I did it with the business that I sold this, get the anchor, you know what I mean, and find a way to add value. And people are like, well, how did you add value for Gary Vaynerchuk? You know, in that case I bought books when he had Jab, Jab, Jab, Right Hook coming out. And that was a very unique point where he was interested in being on podcasts. He wanted [00:09:30] to peak to sell books. You know, and, and, um, and every human being has a hot button, you know, and in, in people who are never quote too big, you know, we get very status oriented as an entrepreneur and very comparisonitis, you know, like, oh my gosh, you know, this person has all these followers. The end of the day we're all human beings.

Nick: And if you can appeal to them and be cool and give to them in a way that's gonna add value, you could do business with them. You know? And the same thing as [00:10:00] um, you know, with Daymond John from Shark Tank, um, he wasn't on the summit, but he's a person that I did business with. It's the same concept where I didn't go to him and just, hey, would you be on my summit? Instead I came to him with a total gift. It was like, Daymond, if I could have me and my team look over the shoulder of your ad account for one of the companies that you purchase or own or work with, you know, we're, my goal is to double your, your return on investment on your ads. Give me a [00:10:30] month and I'm doing it just as a gift and I'll never forget it.

Nick: Man. He looks at me, shakes my hand and says thank you, thank you. He says, everyone tries to pitch me right. He's on Shark Tank. He's like, everyone comes up and they think that they've got this free ticket to pitch him as fast as he's like in the elevator, in the bathroom. Like they pitched him everywhere and he goes, this is the same hustle that I had when I started Fubu. I gave, he would take 5,000 bucks of Fubu gear and give it out at [00:11:00] like hip hop concerts and and so that at the end of the day when you're going to get your anchor speaker, the one that's going to make this thing so successful, because if you have one keynote that's just a big time boss, everything else gets easy. So if you're going to go for it, go, go big, you know, and don't just say, hey, would you be on my summit?

Nick: Come up with a way to add true, legitimate value for them. You know, if you can pay them for an interview because then [00:11:30] that's, it's at least adding some value with that. If you can donate to their charity, can you, if you're a graphic designer, can you do their website? Can you, you know, um, buy their books, like do something and know enough about them. You figure it out. Don't be the person that says, Hey, Dr. Mark can, uh, I want to add value to you. Can you tell me how I add value to you? It puts the burden on the wrong person. It's your burden to figure that out. And, uh, but once you get the yanker in my case, uh, it was Gary Vaynerchuk. [00:12:00] It was like, as soon as I put that out there, everyone in the grandmother [inaudible], you know, they wanted to be a part of it, they want to be on it.

Nick: And um, and so I just kind of went one by one and it was like, all right, so I'm going get a Brian Tracy, Adam Braun for Pencils of Promise. John Lee Dumas, you know, Lewis Howes, all these different influencers. Um, and it was, you know, one thing that I did was I went pretty big with it. I, I basically, I was so excited, I didn't really want to say no to some big [00:12:30] timers. So it ended up being like over 20 people and um, you know, and when, so I had the set list that was really great. And then I'd created this thing called the Business on Fire bundle. And the Business on Fire bundle was, you know, they, they opt in to get access to the content. We chose to deliver the content live. And um, and that really built community really, really well because people were pumped.

Nick: You know, [00:13:00] we're all in a Facebook group and delivering it live. And it felt like they were a part of something where I think I've been a part of a lot, I spoken on a lot of virtual summits and it's like, if they're just kind of opt in and you know, you kind of just end up getting a whole bunch of emails and you know, it's kind of video content. I don't know. I think that in this market, there's a lot of people that think that that's a rather poor experience. Like they're just like, eh, you know, it's just whatever. Um, I looked at it and it was like, I really want to benefit [00:13:30] the people that are coming on board this. And so when I created this Business on Fire bundle, when I went back to people to be an affiliate, because the other thing is people get annoyed.

Nick: Like, okay, A, you're asking me to be on your summit and B, you want me to promote you in the hope of getting enough opt-ins for it to make sense. People kind of don't really believe that anymore. You know, it's just different. So, and I think that this is going to be really fresh for a lot of people listening because [00:14:00] you can make this different that doesn't have that stigma and you can say, no, no, no, I'm going to share in the profits with you. So, um, when I created the Business on Fire bundle, people got to contribute their product to this bundle and then because that they were in the bundle and therefore they were in the fulfillment that they got access to the buyer's list. And this to me then, and still is today [00:14:30] a freaking bomb strategy because it takes everything about virtual summits and it completely changes the whole game because it's not about, hey, you scratch my back and promote and you're going to get maybe opt-ins later with your quote freebie.

Nick: This is no, we're all going to promote into this thing. And you know, whether you promote a little or a lot, you're going to get a buyers' list of like 500 people or a thousand people and a buyers list, there's some people that have like studies on this, but a buyers list is worth [00:15:00] a hundred times more than an email list. And so at

the end of the day, we as all of us entrepreneurs, we want buyers. We don't want just emails because I don't know about you. The emails are a pain in the butt to stay in touch with. They cost money with Infusionsoft. Deliverability stinks. We want buyers want people that really are engaged, that are going to do something with the content that you have because who cares about, you know, we have platforms like podcast to get free content out and to get our heart and message out there.

Nick: So we want buyers. So the Business on Fire bundle, the only people [00:15:30] in that bundle where people that I knew and were committed to promoting it. So for example, John Lee Dumas, hey man, would you be in this bundle? Well why would I want to be in the bundle? Well you're going to get access to the buyer's list. So dude, I'm doing all the work. All you got to do is show up on an interview, flipping talk into a microphone and you're going to get a fat buyer's list and we're going to give them a course, like a legitimate course. So that was the first thing, cause people like to hear about money. I thought this was very interesting for me. [00:16:00] My heart was I'm going to put a cause behind this and everyone's going to want to do it for the cause and then the money would be secondary.

Nick: What I realized unfortunately is that the money is was primary. The cause was an afterthought enough for me. But so I'll get to that in a second. So here, here's the bundle. And so I only had about five people in the bundle because he didn't want to make it to like ridiculous with products and stuff in too confusing. So it was like Brian Tracy and me [00:16:30] and John Lee Dumas and you know I had a couple of other people and so this thing was only 97 bucks and it's like. And then it went up to 197 so there was urgency of when they have to buy it. And so everyone that opted in, it was like, cool, you're going to get access to this live content. And then if you get the bundle, you're going to get access to the replays and you're going to get access to basically \$5,000 worth of products for 97 bucks.

Nick: And then it went up to like 197. [00:17:00] So that whole process generated revenue, generated a buyer's list. And, um, what I chose to do too is, is if you're in the bundle, it was kind of like, you're almost like a partner with me. Like you got to commit to doing at least three emails. Like you've got to, you know, you've got to send like a thousand opt-ins, you know what I mean? Like, this has gotta be legit. If you're going to be in the bundle, we need legit, not just a maybe. Everybody else, what happened is because I could count on the bundle promoters and the bundle promoters, we're actually benefiting with [00:17:30] the buyer's list. Then I didn't have to haggle everybody else to promote. I gave them an opportunity to promote as an affiliate and said, hey, you can get, you know, uh, you know, percentage to, to share this, but I didn't like need to haggle them.

Nick: Um, people more kind of wanted to. Now though, the other kicker to this that I haven't mentioned yet, which is was actually a big part of my intention of doing this is, um, was to, to raise money to build a school, uh, in Guatemala [00:18:00] for Pencils of Promise. And so this to me created, you know, it was more of a cause than just getting out good content. But at the end of the day, in my mind, I'm like, okay, well I'm going to personally spend a bunch of money in ads and I'm going to put my face next to a lot of influencers on these ads and it's going to build my brand, which will be great. And then it will, uh, lead to coaching clients, which it did. The other thing is that I knew that when

you run ads, so as if I paint a picture [00:18:30] of, if I take an ad with my face and I run it on Facebook, it might take five, cost five bucks to get someone to enter their email for whatever I'm giving away.

Nick: But if I take that same picture of my head and I put it right next to Gary Vaynerchuk and target Gary's audience, that same, you know, situation will only be a buck, right? Like the cost of savings is radical. It's crazy. And um, [00:19:00] and John Lee Dumas, you know, being as handsome as he is and people would love to call us the fire twins. Uh, his head was crazy. I was getting leads for 67 cents, targeting his audience. His audience loves him, and it's a picture of him and a picture of me and I've targeted his fans and say, opt in, going to be interviewing John Live, get your questions answered I Live on the Life on Fire virtual summit. And you know, if you're choosing people to speak on your summit that have an audience on Facebook or Instagram, [00:19:30] then even if people stunk at promoting your, your summit, you have an asset that you can now market to and control your own destiny.

Nick: So from an advertising perspective, it was freaking incredible. Um, now the big, the other piece like I was saying with the school is I was so moved, I did a trip to Honduras and, um, and I went to a very rough area of Honduras. It was a very small nonprofit, [00:20:00] you know, just one van of us, you know, going out there. This guy that worked for me when I sold my business and uh, went to Honduras and I'll never forget the situation. It was, uh, a legitimate prison with, I mean huge, I don't know, 25 foot walls with barbed wire and guard towers and guys with AK 47s. And I'm like, this is insane. And went to look at this, this prison, but it was actually an orphanage and all the gates and barbed wire and security was to keep the kids in [00:20:30] and you know, they were being abused in there. It was just awful living conditions. And so when I went on this trip, I got to experience the reality of, of how these, these kids are being, you know, abused and living and then this nonprofit, you know, they would take in and rescue little girls and adopt them and put about 15 to 20 in a house and literally rehabilitate them with love. [00:21:00] Just love.

Nick: And then I got to go to the house and spend a couple of days with them and got to do Easter with them. And it was like, and it was a it's a Christian organization. And I'm like, minds blown like the impact that they're making in, you know, how much different and just it just, it was one of those experiences where, you know, just kind of changes everything about you, like why you're doing what you're doing, what's, what's all this for, you know. And [00:22:00] so from that, um, I knew I wanted to do something about it and Pencils of Promise is a much bigger organization, um, similar kind of mission, but it was along the same lines. And so I ended up getting involved with them and they do a thing where for 25,000 bucks you can build a school and go visit and go like literally physically, you know, mix cement and you know, and bang nails and like be a part of it.

Nick: And, uh, I was just super, um, uh, inspired by what Adam Braun had built and he built [00:22:30] like a really huge nonprofit and he was on the summit. So I'm like, we're going to build a school through this thing and we're going to take a percentage of all that Business on Fire bundle and it's going to go to building the school. So now we've got epic virtual summit with all these cool people on it. We've got, you know, five people, one being myself, so four other people committed to promoting it cause they're getting the buyer's list and there's a little tiny bit of commission and we're going to just

out [00:23:00] of the goodness of our hearts, like promote the crap out of this thing and build a school for kids in need, you know, in Guatemala. And, and uh, it was a little bit sad that people didn't really care that much about the school besides me and John and you know, some of the speakers, but Adam Braun of course.

Nick: But, um, I was a little surprised. I thought that that people would care more. But you know, people had a lot to say, why don't you build a school in the states? You know what I mean? It was like a little weird, but some of [00:23:30] that stuff ends up being good for the algorithm on Facebook with comments and ads. Um, but at the end of the day, the outcome of this whole thing is this was a springboard for my personal brand for Life on Fire. It's led to I at least a dozen coaching clients, which is multiple six figures in revenue. And, um, you know, I can't even put a dollar amount on the brand build from this, but it was huge. Um, you know, email, email list wise, over 15,000 people just from [00:24:00] the promotion of it, but also just from running ads to it whenever we want. And, you know, fast forward from that, we're able to fund, raise enough money to build a school.

Nick: We fell a few thousand dollars short, you know, or, you know, I don't think it was like \$10,000 short. I kicked a little bit more. And then we have this really cool guy, uh, Cole Hatter, you know, he just seen all that was going on and he's like, where are you at? And I'm like, wow, you know, we're about 8,000 away. And he's like, no problem, cuts a check. You know, he's so inspired by the whole thing that happened. And, um, [00:24:30] just it was really special. And then we got to go to Guatemala and like actually be a part of that process, man. And like build the school and have the, all the, you know, pictures and everything from it. Um, so it was just really special in that regard. And, um, and then from that man, I, I've been taking that content and slicing it up. It's now finding its way into like little Instagram video, you know, it's like that content, it lives on and dude, it's all over YouTube. I get hit up by people [00:25:00] like, hey man, you're ranking for all these virtual summit terms and you know, and that was from a while ago. So, you know, it's like content is king or queen and it always will be. And I, I'm still blown away that the, that it's still living, you know, um, and it's still benefiting, so super cool.

Dr. Mark: Yeah. And I, I can definitely vouch for that. Obviously being in the virtual summit world, um, I've definitely looked up virtual summits on a lot of places in your stuff always pops up on [00:25:30] YouTube. It's still at the top there. I have a goal to beat it out at some day at some point, but right now you're still crushing it. So this is great. Like thank you for painting the picture of that. I've got, I'm, I want to go deep on a couple of questions here. So, um, first off, I love that fire twins. I can't wait to tell JLD I know his new nickname, but um, so a couple of questions when you were, okay, so you were talking about um, reaching out to the influencers and giving, which I completely agree with. I think that's one of the best ways of doing it. Find a way to [00:26:00] support and promote.

Dr. Mark: I also love the concept you're talking about we call expert leveraging. You're leveraging the expertise to credibility, the relationships of the speakers. So when you were saying that you're, you reach out for a gift, can you help our audience? Because some of them are on the newer side. Like, what, what would you do if you had an influencer that maybe you don't know personally, what would kind of be your process of going to find

out? Because I agree with you, you don't want to reach out and say, hey, how can I help you? So what would be your kind of Ninja Ninja go to?

Nick: So [00:26:30] one of, one of the best things is, um, is how I got Eben Pagan, Frank Kern as clients is be their customer. You know, it's a totally different ball game. It's like I'm an outsider and I haven't taken the time to know what you really do and I'm going to come at you with a big ask versus, you know, get on the inside, you know, buy their book. Um, if they have an online course, buy their course because almost a lot of people these days [00:27:00] you can pay in that we're not talking, it doesn't even have to be expensive. But you know what I mean? Like a lot of people have courses these days and a lot of people have a, you know, an upsell for like a community or, you know, we're, we're, it's like you could, you could be in someone's world and be vocal and get to know that person way easier than ever before in the history of being an entrepreneur.

Nick: You know what I mean? Like we, we have access and we can find people like easier than ever before. Um, so [00:27:30] that is definitely a big one is if you can get in and in just be somebody's customer. Because when you come from a place of, hey, so I'm one of your biggest fans and I'm a customer of XYZ program and I would love to share you with my audience. Now that may not be a gift, but it's a much cooler way than just coming from the outside. Um, and if you're in that community, something as simple as just being the person that engages in the Facebook group. And you know, I love people like that in our [00:28:00] community. Like people, like I'm a busy dude in like, but like someone's in our community. And they're the one interacting and, and supporting and, and it's obvious, you know what I mean?

Nick: Like it's obvious when someone's doing that and you notice it even super high level people will notice it. And I've had people like that come back and be like, hey, you know, so, um, you know, I'm not, I haven't been, I would get into the coaching program yet or you know what I mean? Like if they haven't, they haven't invested that kind of money to get close to me in that way. [00:28:30] But if even if it was like a super low ticket program, but if they're engaging and adding value from a community standpoint, that's an easy way. And there are a customer in, it's like, I'm going to say yes all day for that because they've truly given to me. Um, you could also, if you come at it from a different place of, um, let's just say if they have a book coming out or a movie coming out, those are times when people, the reason why celebrities are on TV is often not just because they're cool.

Nick: It's cause usually [00:29:00] they have something coming up. You know what I mean? Like it's a book gets it's movie. And so think about that in the market and say, you know, hey, I want to buy some of your books or I, um, or I want to get you in front of my audience for your upcoming promotion. And if you, if you need to be bold and say, I can commit to this, this piece of content, getting 100,000 views, because if you need to, you just run ads to it and it doesn't cost that much money to get a lot of views, you [00:29:30] know? So I've done that before where it's like, Hey, you've got this thing coming out. Um, I'd like to commit to at least a hundred thousand views in our community. I'm going to email about this thing. I'm going to be running ads about it. Um, so that is a way of leveraging traffic.

Nick: You know, and I'm, I'm good at marketing, so that's an angle that I use. But outside of that, um, be thinking about just what, uh, what is, is your gifting. You know, if you're good at finding virtual assistants, if [00:30:00] you're a web designer, if you're a marketer, it's like, how can you leverage something that, you know, or it could also be introductions, you know, uh, one of the great things is when you, you know, connect people with other people, there's a, you know, there's an inner sandwich in the middle of that. There's usually people will respect you and like you and want to hang out with you more. The other big thing, and I just did this with Tony and Dean, Graziosi and Tony Robbins is make other people money. So here's, here's a huge tip is [00:30:30] as an affiliate right around a little bit before the virtual summit, people would do these big launches, right?

Nick: Oh, they got a big launch coming up. Well, I was the guest man. Okay, cool. I would, they'd have a launch coming up and I would make a bonus and say, anyone that buys their product, buy it through me, and I'll give you an iPad. You know, I didn't have a name, I didn't have my own products. I don't have my own courses, right? This is early. This is back again in 2010. So when these gurus would do a launch, I would have a bonus of a physical product [00:31:00] and I would just run ads and target their fans and I would be the top five affiliate for Dan Kennedy, God bless him, he just passed away. And then, uh, for Frank Kern, Brendon Burchard, um, John Assaraf, all these different people and I made a lot of friends. You make somebody money and they will take your call. They will love you.

Nick: Put it in perspective. Fast forward, I just did this again with um, my partner Brian Delaney and Tony Robbins had a big launch coming up and I'm like, I love [00:31:30] Tony Robbins. Well, let's promote it and go all in. So we created a whole huge bonus package. PR Ran ads to it, made Tony and Dean Graziosi was sold 500 plus units, over 500, made the guys over a million dollars in two weeks. And then I find myself in Vegas at this affiliate party being hugged by Tony Robbins. And as he thanks me, like, whoa, what the heck, you know, this crazy. And then they're flying us out to Fiji, [00:32:00] then I'm going to get to stay in the dudes resort and like mastermind with the guy. So I, I, and you know what's crazy? I was at one of our own events, it was two years ago and I was saying on stage I'm going to do business with Tony Robbins.

Nick: I don't know how, but I'm like, this is the power of your spoken word. This is the power of a declaration. And you know, I didn't know how it was going to happen, but guess what? That same process I stood on a stage, uh, is about no five years ago. And I told people that I was going to, um, [00:32:30] do business with Daymond John from Shark Tank. And, and I'll never forget telling the whole crowd, I'm like, this is how a declaration works. You speak it out. Somebody here is going to take notes. And then when he's on our stage, at some point in the future and his keynoting like someone's going to be like, I was there that day, you know, and if all of that happened, all of that came true. And so it's really cool that even if someone says no or they just flat out ignore you cause your worst case scenario is a no. Your second worst case scenario is they just ignore you. But like be [00:33:00] bold with who you would love to interview because it doesn't even, even if it's like your virtual summit comes and goes and then like they finally say yes later. It's like, dude, just do an interview with that one person and run ads to that one interview. And that alone, that's like a mini virtual summit. It's just an interview. And that alone, that one funnel could fuel a whole business off of one interview.

Dr. Mark: It's so good. And I, I loved watching [00:33:30] your guys' success with the Toni launch and seeing you up there as well. That's super cool and super inspiring. So as we start to wrap this up, Nick, what about like one, maybe top, um, mistake either that you made on your summit or that you've seen some of your coaching clients make that we can help our summit hosts kind of avoid?

Nick: Yeah, so I've got a big one. Uh, the big mistake was too many speakers and there's a mindset [00:34:00] of like, well, if I just get more speakers and more people will promote or if I just have more speakers than there's more content. And I would describe it like if you've ever gone to a live event that has like 20, 30 speakers, you walk in, you're excited, even if it's an awesome event, it just such a mosh pit of content in such a fire hose. And you starting to hear the same concepts from different people, which could be good because it's different perspectives, but it's like you get conflicting [00:34:30] strategies and it's like in a live event, in person setting. I've watched people at, um, there's some events like that in our end, in our industry, and I've watched people come out of the room and their brains are so scrambled.

Nick: There's there, there's, there's such mush from so much content that, um, they get home from the event and they're wiped and then they don't do anything. So, so I'm an impact guy. I wanna, I wanna like see my clients, your, your audience, your fans, your client, you know, [00:35:00] really do stuff with the content. And I would say that if you can be more of a museum curator and create an experience with the right people and so that it's got a legit flow to it. You know, like I, I kind of crafted of like, I love this with in person events. I, I, this is one of my favorite things in life to do is build the flow of the agenda for a live event so that it creates an outcome that your people want. Same as true for a virtual summit. Start them with, if you're in the entrepreneur space, [00:35:30] start them with sessions on clarity, have it built into marketing and clarity and legacy and vision, and then builds into marketing and execution and you know, bring them through a process as opposed to just a mosh pit of content.

Nick: And, um, and, and the other thing with too many speakers is, um, I've seen it take people out because it, the project becomes so big in their mind that people don't fully get started. And that to me is sad as well. It [00:36:00] becomes a way for sabotage and, and avoidance and it's like, dude, you could do a virtual summit flip and three people, you know what I mean? Like, and get that baby out in 30 days or 45 days. Like no, I think the sweet spot is probably in that, you know, five to 10 range. I know people probably teach a lot of different ways about it, but like if you have it, um, in my case, I think I had 25 or 20, maybe even 30 speakers and it just like, it was so much to manage, it became the only thing I did [00:36:30] for a few months versus if I could, you know, redo, I would have, you know, kept it to like 10 and kept it like super, super tight, built a nice flow to it.

Dr. Mark: That is such great information. I love that because we actually teach the one day summit, which is five to 10 speakers. We also have the [inaudible] behind me, um, our summit storyboard template, which is all about using your summit to tell a story. So you take [00:37:30] them from the perspective of, so I feel like we planned that ahead of time, but we didn't. So this just shows you great minds think alike. So this is um, been absolutely fantastic. Nick, I know you've got so much more you could, you could share with us, but I want to respect your time. I know you're a busy man over there, so why

don't you let our audience know, cause I know they're gonna want to follow up with you. They want to see that information on Youtube and everything you're doing over there. And let them know where's the best way to get in touch with you. We'll have everything on the show notes for everybody as well. [00:38:00]
Podcast.VirtualSummits.com/059. But why don't you let everybody know where they can follow up with you and any kind of parting piece of wisdom.

Nick: Yeah. So, um, let's see. So, uh, LifeonFire.com is the website and we've got some good for your free res resources there. And then on social, um, you know, just search for Nick Unsworth and let's be friends. Uh, Instagram, NickUnsworth 51. And um, yeah and so definitely love to connect and um, there's some content [00:38:30] on our YouTube, which is just LifeOnFireTV is the handle. And then a parting wisdom, parting thoughts. Uh, I would say that if you're in Dr Mark's environment, community tribe, and if you're listening to this show, um, then you're in a, in a community, right? Like you're, you're, you're hearing his content and, and you're an entrepreneur. And I would just say that make today be [00:39:00] the day for anybody that is on the fence of like evaluating, hey, maybe I should do it. Maybe I shouldn't. Um, I would just say that what's, there's very little risk to doing a virtual summit.

Nick: You know, financially, um, your, your risk is time, but you can do it where you can do the, do these fast. And I would just say for anyone that's a fence sitter about doing it, whether it's, you know, going to another level with, with, with Mark, with his content or programs or, um, or just doing [00:39:30] it in your own strength, no matter what the scenario is, it's like, just get the date out. Like truly, like you're listening to this and you're like, you know what? That sounds pretty cool. Like I'm telling you right now that my business was forever changed from a virtual summit. We're talking like millions of dollars that have come in from Life on Fire. More important than that is the people's lives who we've touched and changed and this content is still living on and it's still benefiting us. And [00:40:00] um, and so I would just make today literally go on social and be like, I'm just making a public declaration.

Nick: I'm going to do a virtual summit on this day and, and physically speak that out. And then you'll have to do everything in between. And you got there. If you're on this show, you're, I guarantee you have enough resources you can find just from being on this show and get it done because success loves speed. I'll never forget that first mentor that I was telling you about. One of the first things he said to me was, uh, your success [00:40:30] is in direct proportion to how fast you implement. And he said, never forget the speed of implementation is everything. And I've never forgotten that I moved. So flipping fast, I mean I'll try things, but not everything works right? You try things that doesn't work. You tried the dang it, that one stunk. And then it, but like virtual. This is content, you will never lose with content and get this baby out, get it live. Get your anchor client, you know, your anchor speaker and go out, serve the world, you know, and be different. Give, [00:41:00] shoot. I mean, you heard my bundle, go put a bundle together with people and go build a school or do something that's going to truly make a difference for people. So. I kind of jammed as many as I could in imagine package it as one, but it was like a big box, I kept opening it.

Dr. Mark: You nailed it, man. No, you gave us so much great parting pieces of pieces of wisdom and I appreciate you. I appreciate you so much, Nick. Thank you so much for your time.

Um, everybody listening in all you summit hosts, thank you too, for spending this time with me and [00:41:30] Nick again, Dr. Mark T. Wade, founder of Virtual Summit. And remember your message matters. Make sure you check out the show notes over@podcastdotvirtuallsummits.com/059 to get all these amazing goodies that Nick's been talking about and we'll see you on the next episode.

Dr. Mark: Now, I want to end this episode by saying to all the summit hosts listening right now, I believe in you and you can do this. Summits are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money, and most importantly, make an impact in the world, even if you're just getting started. So don't get caught up in analysis paralysis because the world needs to hear your message, and there are people who are waiting for you to help them. [00:42:30] Just get started because imperfect action is always better than no action. Thank you and see you on the next episode.