

Episode 026: Sneak Peak At A New Summit Strategy

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Speaker: Dr. Brad Ellisor

Dr. Mark T. Wade: Hello and welcome. Dr. Mark T. Wade, founder of the Virtual Summits Software. And I am so excited for this episode on the Virtual Summit Success podcast. I have legendary Brad Ellisor here with me. How you doing today, Dr. Brad?

Dr. Brad Ellisor: I'm doing great. Thanks. I'm glad to be here. It's a fun topic to share about.

Dr. Mark: Oh, we're gonna. We're going to have a lot of fun today and our audience and listeners, you guys are in for a treat. Uh, we're going to be coming and talking about some specific scenarios from a summit host perspective. And Dr. Brad here is going to be able to give you some real time, real experience and knowledge from the summit he hosted. Now, before we jump into all of that, uh, Dr. Brad, why don't you tell the audience like something special about you and what you do, so they just know a little bit more about you.

Dr. Brad: Sure. Yeah. I, I'm, uh, I'm a practicing chiropractor. I practice in the Pacific Northwest and I have a couple online businesses and particularly I run the Kids Eating Broccoli podcast, which is a podcast that's focused on helping families and parents, particularly with kids that have chronic illnesses like ADHD, autism and so forth, but really help their kids, uh, create healthy lifestyle choices, focused a lot around food, but other, other health style factors, uh, so that we can really make the next generation the best generation. Because really, right now, as some of you may know, that generation, you know, I have three little kids. Their generation is the first in history that's expected to have a shorter lifespan than their parents. And so I really launched this podcast and this work to help make a difference in that.

Dr. Mark: You know, this brings up an amazing point and one that I'll go ahead and accelerate right here. Most of us that are in, you know, a lot of times on these podcasts in general as entrepreneurs, we talk a lot about like how many leads did we get? How much money did we make? Like what does our funnels look like? You know, all these kinds of specifics, the technicalities, which we all need to know and we all work on. But most of us, I'd say almost all of us had got into it because of a bigger reason, especially those of us in the healthcare field. I'm a healthcare professional by trade as well. But the real reason, the reason I love summits is because of the impact and reach that they can create and make. And my overall goal, my reason I do this is because I want to help those people out there who are suffering, get access to the information or knowledge that can change their life from experts that they may not otherwise have access to. Which is why I believe summits are so powerful and why I'm trying to help all of you summit hosts out there be successful because there's somebody's life out there that you're going to change. Dr. Brad, you just nailed that right on the head. Thank you for starting us off like that. Now, before we continue forward, let our audience know where they can follow you, where they can find you out on social, things like that.

Dr. Brad: Yeah, sure. Uh, I'm on the all the regular places, Facebook, Instagram, YouTube, so forth. You can either search my name, Dr. Brad Ellisor, or if you're interested

specifically in the podcast, there's also Kids Eating Broccoli on all those places too. DrEllisor.com is my website, or the podcast is KidsEatingBroccoli.com.

Dr. Mark: I love that name, by the way, so that's just great. All right, well let's jump into this. Okay, here we go. So I want to know more about the summit you hosted. Can you tell us a little bit more about that? How long was it, give us some of the specifics, like how long, how many, how many speakers, what specific problem that it solves.

Dr. Brad: Sure. So my summit was the Natural ADHD Solutions summit and it was a five day summit and I had three speakers each day, so 15 speakers. And the initial launch we actually did as a Facebook live summit. And so it was, you know, it was quite a, quite a trip in journey to, to coordinate all the schedules and get all the lives going and then we recorded it and then, you know, repackaged it as a more traditional type summit and, uh, later. But, uh, so yeah, so basically what we're looking to accomplish is to get families who have children who've been diagnosed with or think they're going to be diagnosed with ADHD, the symptoms of ADHD, a wide variety or a collection of different perspectives and uh, expertise to help deal with that in a natural or holistic method rather than kind of the, the standard Western, you know, give them psychiatric drugs and send them on their way kind of thing. So that was really the problem we were looking to solve for people. And that was, that was the basics of it. Three, three speakers at, well one day we had four, so I guess I had 16 speakers, uh, but three speakers a day and um, you know, just interviewed the, the different people from different perspectives in the field.

Dr. Mark: You know, I actually, you, you breezed right over something that I think is extremely interesting and I'd like to dive a little bit deeper into it. You said you started this off as a Facebook live event, right? Like, so you just right past that actually extremely unique. And as you kind of hinted to probably a little bit challenging. Can you like take us through that? Like tell us more about what you did with that, how you set that up and then let's get into after that, like what you then did with the traditional summit?

Dr. Brad: Yeah, sure. So, uh, the, the reason that I decided to approach it that way when we did is because it was a part of a bigger project that as a docuseries called The Truth About ADHD. And that is a project that I was brought into on the nutrition expert that's interviewed. There's different other experts being interviewed and more of the traditional sort of like truth about cancer, that type of docuseries format. You know, where one episodes released each day for six days. And we had had some fits and starts in that, uh, in terms of the promotion and so forth.

Dr. Brad: And actually the truth is, is that I got the idea because I was watching somebody else's interview about basically what they would do. They were a successful entrepreneur and what they would do, forgive me, I can't remember the woman's name, but what she would do if she lost everything, her list or money, all this stuff, how to rebuild it. And she put a couple of the pieces together and I thought, wow, that's an amazing way to generate interest and momentum onto the Facebook presence, onto the social media presence, bring more people in, more audiences in all at once that then we could launch out the docuseries, you know, off the back of the momentum of that. And so, you know, I set up basically reaching out to all my connections out there in the ADHD world and,

uh, got my list together and then basically let them all know this is going to be a Facebook live thing and I need, you know, to, to, to fit you into the slots that make the most sense.

Dr. Brad: Now of course, you know what technology, we can pre prerecord some of the interviews and then launch them as lives at the right times. But as any of you who've done some, it's no, you know, when you're, when you're in the midst of that, you know, you're like one interview after the next, after the next, after the next, and you kind of get rolling. And so that was how we did it. So we promoted it on the, uh, the Facebook page for a couple of weeks beforehand and then just dropped each episode on the Facebook timeline at, you know, and, and hadn't promoted as events and so forth. And in this format, I decided to leave the interviews up for, well all of them I left up for the entire week and then we brought them down after that rather than sort of the traditional up one day and down the next day. Mostly because I wanted to keep generating views and build an audience because then what we did is we took the, we made an audience out of people who had viewed certain percentages of, of the videos so that then we had an audience that had, that we had their eyes and their attention to then re target for ads for the uh, docuseries as well. So that was kind of the format of it. I think that answers what you're asking me.

Dr. Mark: Oh yeah. Like that is a massive undertaking that is extremely impressive what you've done there. And also really, really smart to being able to, to host that on Facebook too, as you already mentioned, to be able to collect or pixel, you know, to then retarget that. That's genius. So I actually, I wanna like I'm really getting some good insight and information from there. So I'm going to keep pushing into this, into this. What was something that you loved about it? Well, actually before we say that, have you done any other summits before that or was that your first undertaking was doing this whole, this whole summit like that.

Dr. Brad: That was my first undertaking as far as hosting. I had been a guest in a more traditional setting you know, where you're interviewed and then often it's months later when it gets released live. And so I think some of, you know, when you think about it, like now that I've looked back on it, cause that was in October, November last year. And uh, it's almost like, cause I didn't know what I was putting myself into. I didn't realize how big of an undertaking it was, you know, and uh, having not hosted a traditional summit and, you know, it was great. I'm, I'm glad I did it. And it wasn't like it was a big flop or anything like that, you know, you know, I had to hustle for, for a few weeks, but, uh, yeah.

Dr. Mark: What's something, if I can jump in there, what's something that you loved about it? Like what's something that you're like, either you were really proud of or that you just loved about it?

Dr. Brad: Honestly, in terms of what I'm proud of what we brought to the table, you know, I think there's a, there's a, uh, something specific that happens in those live settings, you know, where you can't go back and do a bunch of editing and post-production and, and half of the, the interviews were literally live at the moment and half of them were prerecorded. I basically actually gave my speakers the option, you know, do you want to pre-record? I

gave him the week ahead of time if they wanted to. About half of them were like, no, just, let's just roll live. And so you get some, there's just like an edge that you're on as a presenter when you're, you know, it's like presenting live in front of an audience. You know, it's a little different than sitting there in front of a video camera and recording your presentation.

Dr. Brad: Uh, and so I think we just brought more sort of realness to the table, you know, for lack of a better word in terms of that. And, and we got some tremendous feedback. Uh, and I learned a bunch, you know, because I had people who were, you know, my focus is really on like nutrition. Then in sort of that perspective, I had people who come from the like parent coaching perspective and you know, all kinds of different areas. And uh, so, so I mean, I think just that we pulled it off and then it, it was relatively seamless, you know, from the outside. It's something I'm proud of also. And just the feedback we got, the, the response we got, uh, you know, was really tremendous as well.

Dr. Mark: Awesome. So like, what's one thing you would change if you were going to go back and redo it? What's something you would change about it?

Dr. Brad: I would get more help dealing with the guests and the scheduling. Uh, and you know, like I said, cause I kinda, cause I didn't know what I was getting myself into. I didn't enlist as much help as I, as I needed, you know, as much support. And so it's like, uh, you know, there's the, the juggling everybody's times and schedules and their technical stuff, you know, you get on and they don't have a camera set up or I, you know, that type of thing or bad lighting. And then there's also the keeping them focused on promotion because, you know, they're doing their own life and they're just zipped in for the interview and then they're back out. And so some of them were like, saw the vision and were like right on board and we're, you know, with me, you know, we're going back and forth.

Dr. Brad: How do you promote this? So, you know, I got on some of their, you know, uh, podcasts and live broadcasts, uh, you know, so they were interviewing me and we were promoting it and that type of thing. But other people were sorta like, Hey, out there, you know, remember to promote this a summit that you're on type of thing. And so I think that's one thing. And then one, uh, the other thing that comes to mind is just more lead time. You know, that was sort of part of it was sorta like this, this strategy came to my mind and it was like, all right, we have like three weeks to throw this thing together and so let's go. And uh, and so having a little more time to, to space some of that stuff out I think would've probably would've helped if nothing else, just in bringing an even a larger audience to the table cause we would've had more time to be strategic in our promotion and so on and so forth. Even bring other people in and, and that type of thing. But.

Dr. Mark: Yeah, sometimes, uh, what do they say? Like sometimes ignorance is bliss, right? Not knowing how, how challenging things can be is sometimes a good thing. Excellent. So actually you brought up promotion that we're promotion a several times. I'd like to kind of explore that topic a little bit with you. So what was like, what was one or two of the most effective things you guys did to promote your summit and, and like what was your strategy behind the promotion?

Dr. Brad: Well, because the, the, at least the initial summit launch was a Facebook live event. We focused primarily our, our promotion on Facebook cause that's the platform it was going to be on. And so, uh, there was, um, like I said, there was some cross promotion in terms of in the leading up time I was interviewed by other people on their Facebook live shows and so forth. And then really just basically just getting the, having the guests leverage their audiences, you know, and, and put me into their groups and you know, promote, uh, and I cut up little the people who had prerecorded, uh, their interviews, I cut little clips for them, you know, minute or two minute clips for them to, to drop into their audiences. And so basically it was just trying to leverage all the Facebook and all the cross pollination between the different audiences together to sort of build this momentum for this singular audience of, uh, of the Facebook summit. And then the other thing in terms of sort of, uh, working to keep the guests motivated to, to promote the, to the audience that we built out of viewers, the re, you know, the pixelating, the re the, the viewers of the summits. That was a sort of a, a little bonus for the guests that I shared that audience then with them so that they could use, you know, use that for their own targeting purposes. That was the last piece of the whole strategy that I didn't mention.

Dr. Mark: To put that also into another way of looking at it for some hosts out there. You know, if you're not going to do a live Facebook summit, a strategy that you can do from this one that I always recommend is to try and get your speakers. So let's, let's look at it and I'm just going to put some feedback in there from me, Dr. Brad, just for a second here. If you're running your summit and you've already got your speakers lined up and let's say you've already recorded them, you're doing a prerecorded summit, you know, you can always then schedule your speakers for like a 10 or 15 minute interview into either on your page or your Facebook group, not going specifically into the topic that they're going to talk on the summit, but actually about them, who they are, why they're the expert and what the topic is going to be that they talk about on the summit.

Dr. Mark: And then you can use this same strategy Dr. Brad's talking about right here where you can pixel them or at least create a custom audience on Facebook with them. And then you can retarget them once the summit. You know, right. Right before the summit or once you start your promotional campaign, it's something we always recommend. It's extremely powerful. Dr. Brad did it on a completely other level. They're on steroids almost. But I would also ask Dr. Brad like, so you've mentioned several different things even that you've done that you did to promote it, which are different than the traditional ways, which is just to do, you know, have your speaker's email, which you mentioned and then run Facebook ads. Right. So I love the creativity that you've done. Now with all of those that you mentioned, did you notice one, maybe that was the most effective or more effective?

Dr. Brad: Well, I think that uh, the, one of the reasons why sort of, there's the traditional methods, you know, with the emailing the list and so forth is that's more trackable, you know, and so, you know, leveraging the other Facebook audiences is a little more difficult to track as far as then bringing to the, to viewers for the Facebook live. So it's hard to say exactly what works, you know, better than it because we did have like a bunch of different angles. I know that we, you know, I've brought a lot of, uh, of different audience eyes to the table than I had, you know, from our own Facebook page.

And so I think that because it was centered around Facebook, you know, there was sort of this central point that everything happening there, I think just leveraging into other people's Facebook pages and groups in particular. Also several of the speakers have, you know, really, um, rich, you know, good, good, uh, uh, active groups that we were able to leverage into that we got a lot of viewers from those, you know, their particular audiences and brought a lot of different eyes to the, to the table.

Dr. Mark: So besides, you know, like our typical leads and income, like what is something that you've experienced as a positive from running your summit?

Dr. Brad: You know, honestly, personally, uh, you know, cause sort of aside from that stuff you mentioned and personally, uh, it's definitely shifted my, like how I'm perceived in, uh, certainly with other colleagues, you know, because, but even more so in the, in the public eye and you know, that's what they say, right? I mean in this format, right?

Dr. Brad: Okay. If you're somebody watching this interview, okay, you see, you know, Mark right next to me and you know, all of his interviews, he's there. So the same. Similarly, all of the 16 guests who are known by their audiences and seen as the experts there I am, you know, right next to them, each of those people. And they keep seeing me over and over and over again. And while I'm not saying a lot, you know, I'm the interviewer and they're the ones sharing the expertise. It's a, it's like just by association. Uh, I gained this leverage of expertise. Not that I'm not an expert, you know what I mean? Like the, that it's all perception. And so the perception of my, my status or standing as an expert certainly increased as a result of that.

Dr. Mark: Absolutely. And you actually said the exact word I always call it it's expert leverage. You're leveraging the authority, credibility, and even the audience of the person that you're interviewing. And, and that's why these type of platforms work and it helps tremendously to build your authority. I'd also say it also builds a platform like, I don't know, correct me if I'm wrong, Dr. Brad, but, besides your podcast, did you have any other kind of online platform that, that, you know, like online courses or, or things like that?

Dr. Brad: Yeah, yeah, I do online courses. Yeah. And uh, and some group coaching too.

Dr. Mark: Perfect. So with these, each of these gives you a platform which is valuable, not just to you, but to the people that are wanting to be on those platforms. So with the podcast, it's a great way for people to be able to, to reach, you know, other people's audience. Same with the summits. That's why, that's why it's so valuable for these speakers to speak on your summit. So it's in the best interest for the speakers as well for your hosts that are listening. So Dr. Brad nailed that one perfectly. So what's, can you give me an example from, from somebody that participated in your summit, like an attendee who ended up having their life changed from your summit. Do you have any examples of those?

Dr. Brad: Uh, yeah. Let me think of which one would be a good to share.

Dr. Brad: I've, well, okay, so here's one. So one thing that I was not very educated in that comes up in the ADHD slash autism space with kids, which is I think is a relatively new understanding, is this idea of PANS PANDAS, which is a, uh, an acute inflammatory, basically usually an infection that happens in the brain. And so this we see with kids, uh, who will, that the usual setup that the parent describes as, you know, my kids was, you know, pretty normal. And then all of a sudden they, you know, we're having temper tantrums and you know, hitting other kids at school and flying off the handle. I mean, almost like overnight it happens. And this has been lumped into, Oh well they have ADHD or they have autism. Cause some of the symptoms are very similar to hyper activity, that difficulty, you know, with their uh, controlling their, their temper and that type of stuff.

Dr. Brad: And so I had a speaker who spoke a lot about PANS PANDA in this summit. And I had several parents reflect back later. Like, Oh my gosh, I had no idea that that's what was going on. They, they watched her interview with me and sought out somebody who was, who knew about this cause a lot of pediatricians and even in the holistic world, naturopaths and so forth aren't that educated on, don't know to look for this. So they do all these other things without understanding that that's the primary cause and none of the other things help if that's what's going on. And so I had, I'm trying to think how many, at least four or five different parents reach out and say, you know, I'm so glad that I saw this interview because everything we were trying wasn't working or they were talking exactly about my child. The woman who I interview is Maria Rickert Hong and, and so I found somebody who knew PANS PANDAS and that's what was going on with my kid, and we finally got it resolved. And so that was really cool for me because it was like, it's something new. I had heard of it and, but I was no expert in it. But to, to then see that immediate feedback from parents who heard that until you sought the right expert and got their kids help was pretty cool.

Dr. Mark: I absolutely love that. Again, as I shared at the beginning of this episode, it's, it's my true reason why I believe summits are so powerful and why, uh, that I do this. So thanks for sharing that. And I'm sure that's got to feel great to knowing that you're out there impacting and helping people's lives like that. Now, on probably a less impactful side of things. Uh, can you tell me, describe the, the technical aspect or the creation process. Like our summit hosts, we want to know what the, the, the success, the failures and the beneficial. So what was that process like creating, what kind of platforms did you use to put this all together and kind of, what was that like?

Dr. Brad: Well, so I used, you know, Facebook live, I use, are you talking about technical, like software and that?

Dr. Mark: Exactly.

Dr. Brad: So I did interviews. Uh, I did a combination. I used, uh, Skype for some, and because I use a software called Ecamm or Ecamm Live on, on Mac, which I love for doing Facebook lives. Uh, there's a number of reasons for it. It lets me put watermarks, you know, my little logos on the bottom. It, I have it set so it automatically records whenever I'm going live. So I always have the recording. Uh, but then, you know, we've had some glitches with that. So then I use Skype's native recorder for some of my

interviews. Uh, then switch to Zoom. So if you watch, you can see some of those. I at least I see them like, Oh, that was the one who on Zoom and that. So that's what we used.

Dr. Brad: And I used a JotForm as a prep form, uh, for the interviewee. So I sent them all a, uh, it was pretty simple form on JotForm, you know, tell me about you put your bio in, uh, you know, what are the things you're going to bring to the table? Like what are the three to five points you want to speak on? And then I offered them the opportunity to give a gift, you know, a free, uh, thing for them to, you know, whether there's a video or an e-book or that type of thing for them to, to collect email addresses and, and provide more for the people. So I had that all on the JotForm which was very helpful because of sort of the fast paced reality of this summit. You know, I can pull up each of their JotForm because it's like, who is this person again?

Dr. Brad: What do they need? I can read through it right there. Uh, so that was the main, those are the main things in terms of the actual live summit. And then I took all those videos and uh, I built a summit funnel on Clickfunnels, for lack of a better word. And uh, and packaged it all in there. I, I hosted the videos on Vimeo. That's where they're hosted. And then uh, and then built, you know, a landing page and a sales page and all that stuff on click funnels to host it for the relaunch. We just did a relaunch in February. Yeah, February about six weeks ago, four, five, five, six weeks ago. And uh, so that ran all through the Clickfunnels thing there.

Dr. Mark: Great information, guys. I forgot to mention this at the very beginning, but all of this information, Dr. Brad sharing all this insight, you're going to be able to find the information, the links to it, those things all in the show notes at podcast.virtualsummits.com. You'll be able to get access to these tools that Dr. Brad sharing so kindly with us. So Dr. Brad, what's one piece of advice you having the experience you now have that our audience must know for them to increase the of their summit?

Dr. Brad: I think that it, uh, either get somebody to help you who's really good at staying in communication with and motivating your partners. Know which primarily are the people on the summit with you, the guests, but if you bring in other promotion, other affiliate, that type of thing. Uh, because hosting the summit, doing the interviews and all of that is a big piece of attention. And so to have somebody focused on that relationship and that keeping that communication going, because as any of you who've been guests know you have your own life, your own businesses, all those things going on. But as the host of the summit, it's a big deal to you. And so there's this gap that I found that was, that was, it was just challenging base probably because of the pace of, of putting our summit together, but too continue to touch in with people and to make sure, you know, or to to give them any support they need to help promote the summit email copy, all that kind of stuff. And so that, that's the biggest piece of advice I give myself for my next summit is, is hire somebody good to handle that part of it with me. Uh, because that's a whole huge portion that I didn't really quite get how big of a portion it was related to the success of the summit.

- Dr. Mark: That's great piece of advice. And again, hats off to you for just jumping in there and taking that, that massive project on and coming up. Super successful with it. So Dr. Brown, we have a lot of summit hosts that are listening in to this and some of them are in the health space, some of them are in the entrepreneurs space, but they're all looking for speakers. So is there something that they could potentially contact you on that you would be happy to speak on? And if so, where can they get in touch with you?
- Dr. Brad: Yeah, sure. Uh, I've spoken and I'm happy to speak on really anything related to, uh, kid's health, uh, which is, you know, huge topic now. You know, we see all the stats about chronic illness and kids and so forth. Yeah. Really the reason why I'm in it, you know, in this field, uh, I would just particular focus in that field. So, you know, I focus on holistic natural methods, so dietary things, uh, I do a lot of eh talking and information on a gut health, leaky gut with, with anybody, but kids in particular. Uh, so those are some of my main focus points. Uh, any lifestyle things, again, holistic, natural lifestyle, things related to family health, kids health. I speak to parents also about how to make these changes with their kids and have them be successful. So it's not just like a big fight all the time.
- Dr. Brad: So any of those topics and you can find me, you know, on social media, uh, just searching my name on Facebook, uh, you can certainly email me. Mmm. My email, which I guess I imagine we'll put in the show notes, but um, it's Dr.Ellisor@drellisor.com. Uh, so I'm happy to speak. I love doing it. Uh, I love being interviewed and interviewing people for the podcast is kind of fun, especially being an introvert and you know, not being super in social situations all the time through most of my life. It's pretty fun how much I like doing this type of thing. So I'm always happy to, to share.
- Dr. Mark: That's amazing. And I love to hear that too because we do have a lot of introverts out there that think maybe I can't do a podcast or I can't do a summit because I am introverted. Dr. Brad, thank you for championing that cause right there. And letting them know that you know, you can do it and you can do it very well and be very successful with it and enjoy it too. Like Dr. Brad just said. So thank you so much for that. To kind of wrap this up, do you have any kind of final words of wisdom that you want to leave our audience with?
- Dr. Brad: Uh, yeah. I mean I think related to summits. I think that it's such a powerful platform. You were kind of mentioning it at the beginning. I think that it leverages so many things, you know, it brings so much value to the viewers. I love being a viewer or participant, you know, in that way of topics that I'm interested in. Cause you get so many people, so many different perspectives and experts, but then as a host or even an interviewee, ah, it, it's such a powerful way to leverage, you know, everybody working together. And that's what I'll say in terms of the summit I did, it's like I built a little community of these people who work all in the same field are all trying to make the same difference. And it was. It's just like a, a, a very powerful method for that. I think it's one of the coolest sort of platforms that's out there right now that is as popular as it is, is this online summit format.
- Dr. Mark: Absolutely. That's amazing everybody. We've got Dr. Brad Ellisor right here. I'm Dr. Mark T. Wade, your host on this Virtual Summit Success podcast. Thank you so much for

tuning in and listening to this episode. Be sure to check out the show notes at podcast.virtualsummits.com. Thank you again, Dr. Brad for taking the time out of your schedule to share these expert insights with our audience.

Dr. Brad: Yeah, thanks for having me.

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, 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.