

## **Episode 188: How to Productivity Hack Your Summit!**

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Speaker: Demir Bentley

Dr. Mark T. Wade:

Hey, summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host here on the virtual some podcast, we are in for an absolute treat with this episode, we've got legendary Demir Bentley with us. He's going to be telling us some specific insights that you absolutely need to know before you host your summit. Now, before we jump in until all that amazing summit, goodness, Demir, I'd love for you to just tell our summit hosts a little bit more about yourself.

Demir Bentley:

Yeah, I mean, I'll start I'll, I'll, I'll keep it short, but if anybody wants to check us out, you can check me out. Demir Bentley just Google me. There's only one of me, um, or go to <https://lifehackmethod.com> or check us out on YouTube or whatever. But short version is, um, you know, my wife and I were insecure overachievers, you know, the, the kind of people who are great employees because you don't have to lecture them. They're always lecturing themselves in their head. And we both worked in, uh, you know, she worked in CPG and being financed in New York City. And I just ended up basically working myself sick in New York City, working 80, 90 hours a week. Um, within two months had a, just like almost religious, like conversion, uh, around my productivity. And in two months went from working 80 hours a week to two hours a week and becomes, becomes a reminderly famous in, uh, in New York city amongst the financing as the guy who outsources \$250,000 a year finance job.

Demir:

And, uh, people just want to know how I did it. And that became sort of the, the seed of now becoming a productivity coach. So today I'm really known more as the productivity guy and I coach executives at Facebook and Uber at Pepsi-Co and, and even just like everyday entrepreneurs and in some cases, even housewives and gosh, we have actors now in our program, you know, so just, it's just helping people hack their life, get back in control and really step up to the highest level of productivity and workflows so that they like can just be easy to get.

Dr. Mark:

Well, that's going to be some fun topics to jump into the productivity hacks around summit. You also coming from one of my favorite places in the entire world with METI and Columbia. I miss it. It's beautiful. Keep it, keep it warm for me over there. I'll be back as soon as we can with that being said, let's talk a little bit about your summit. So you've ran, you run several summits, maybe tell us what was your first one and maybe one of your favorite ones. Just give us a little more insights. How many, what was the topic?

Demir:

Yeah, so we, we, we run the Lifehack Summit. Um, the Lifehack Summit is a summit that's really focused on, um, really what we do, which is showing people the best way to live their life and operate so that they can live just, you know, their highest possible, uh, excitement in life. Um, and so what we started doing and we were pretty consistent. We didn't do a ton of evolution, although I'm very much in favor of that. Um, but we didn't evolve a ton mostly because our first summit went really well. And so we would just pick a topic, say the first summit was about overcoming overwhelm. And then we would just curate

all of our speakers, um, whether they were authors or productivity coaches or life coaches be able to get our focus on the summit was we wanted everybody to speak to a very unique and different aspect of it.

Demir:

We didn't want to just have them come in and do their boiler plate, like whatever. Um, or if they did have a boiler plate or whatever, we wanted to make sure that we dovetailed it very nicely into, Hey, this is the part of the summit that you'll be speaking to you. So Overcome Overwhelm with our first summit. Um, but gosh, I don't remember what the, what some of the other things were. I'm just blanking, but that's not because it wasn't important to me. It's just because I have terrible short-term memory. Um, so, um, so yeah, that, that was the general gist of the summit.

Dr. Mark:

And so, um, these were like multi-day, uh, mini speakers, like were they around 10 speakers, 30 speakers?

Demir:

Uh, Oh, well, no, we had, I think 40 on our first one. And then we, I think we topped out around 50 in our second one and then our third one, we came back down to like 25. Um, and, and we can talk about, about that. But um, we, we found that actually it, it let's jump into our first hack here, but one of the best hacks that we found was we created a quiz and there's a lot of quiz funnels. Now, a lot of tools that can help you create quizzes. We created a quiz that would ask you a certain amount of questions around what you're dealing with and who you are and attributes of you, basically whatever. And then we would spit out, okay, you need to catch these talks, right? So we would say, Hey, no matter what you should catch this talk or these two talks, but then also here's another three talks that you should think about things.

Demir:

And what's funny is out of 50 talks where people like, how am I going to catch all 50 talks that immediately brought it down to two must watch talks and then three potentially other talks. Um, and I that's a hack that everybody should be using. Like you should absolutely have a quiz at the top of your funnel. So in most, I assume most people are prerecording. These, I didn't know. I know a lot of people now are trying to do live live and god bless that, um, but if you're prerecording it and you know, the content of the talk, then you should absolutely do a quiz where you're directing people into that. So that's how we tried to handle having like 50 speakers. But I still, honestly, you and I talked a little bit before this, I would still not have 50, but that's just overkill.\

Dr. Mark:

Well, let, let's jump right into that topic. Why, why would you not have 50, 60, a hundred speakers on your summit?

Demir:

I mean, it's just, this is the, I call this the American disease, right. If a little is good, then a lot must be better. Right. But, and I get it. Okay. So why did we get to a point where, and I'm going to speak for myself, but also as an industry, why did we get to this point? Because one of the things that we said was, okay, we need each of the speakers to promote. So the more speakers we have, the more I'm promoted to my list, they're promoting to their list. So we're reaching a bigger audience. So it almost was like, well,

bigger, better, the more the merrier. Right. Um, I, I actually, but the weird thing is we didn't actually force our people to promote to their lists. So then, then we were just able to get space. Like why, why were we even having that many people?

Demir:

I think part of it was, it was a great catalyst to meet people, right? So, so, you know, you can't just go up to one of your heroes and say, I'd love to just talk to you for 30 minutes. So it was a great catalyst to be like, Hey, we've got this summit and we're going to be talking to 50,000 people. We'd love you to be a keynote for the summit. Like, you know, that was a great catalyst to be able to get people's attention and break through their wall and be able to create a relationship. So for us, the purpose of the summit, and this is actually, this goes to another thing, have you actually determined what the purpose is? Is your purpose marketing? Is it email or list building? Our purpose? We didn't care about either of those. Our purpose was to meet our heroes and create relationships with our heroes.

Demir:

That was our purpose. And so we wanted to impress the speakers more than the audience. Now, the truth is, is if you want to impress the speakers, you're going to impress the audience. But, but specifically we wanted the speakers to be like, Holy crap, these guys have their stuff together. They are. So, or like, we wanted to have we want our speakers to think, wow, I totally want to do business with these guys because they are so together, that was our key win. Right. And then everything else was, Oh, it'd be cool. If we could get some of the top of our funnel, be cool if we could build our list, but the key win was to get to meet people. So then of course, coming back to our topic, the more the merrier, right? More people, it gives me more people, but there is just a point at which that logic just turns around on itself, especially when, by the way.

Demir:

And now that I'm a I, where I'm a speaker more than I'm doing some it's now I'm a speaker on summits. When, when you ask people for data and they sort of sheep a silly give you the data, and they're only 30 people who watch you nationally ask yourself, was this worth me getting my hair done? And, you know, like, you know, I think a lot of people diminish a speaker's role and say, well, they just had to like flip on Zoom and just like jump on and just their thing. And the truth is, is like, to me, when I've got a pot, like a summit that's, that's my day, like energetically, even though from the time perspective is only like 60 minutes energetically I'm toast for that day. So basically I'm, I now realize what I didn't realize before. It's like, when I get somebody to really show up and, and go to bat on at my summit, that's that person's day. And if their whole day was talking to 30 people, not because we didn't have 50,000 people in summit, but because we overwhelm them so much that, that they, that we didn't actually get a good slice of that going to each and every person. So then it just feels like that, that how can you avoid that person looking and being like, you're wasting my time.

Dr. Mark:

Well, let's kind of break that down in a, into a, maybe a suggestion that our summit hosts could use, because I do see this a lot, especially on newer summits and it's okay. You know, your first summit is not going to be your best summit. It's all right. But we'll let it go.

Demir:

Let it go.

Dr. Mark:

Um, with that being said, what would be something with your experience that you would recommend back? Like how many speakers, how would you kind of, you've already talked about the quiz, the quiz funnel. That's a great,

Demir:

Well, if you're going to go big, go quiz, if it was me, right. And, and I give this advice to people all the time, find five partners, find five partners. And, and, and the thing is if I knew that if you came to me and you pitched me on, like, I want you to be one of my speakers, we're only doing five speakers. We're all going to get a chance to pitch our stuff. And we're all going to get resets on each other stuff you would have. First of all, you'd have a much, I would put so much more effort. I would promote it so much more. Right. Like, because I know that I'm leading one fifth of the attention of all of this. Right? Like, so, so first of all, I think, you know, like for me as a speaker, it just seems so important tasting, but also for you, it's like, man, it's less work for you.

Demir:

And you know, if you've already got audience and you're bringing audience to the table, then you know, yeah. That would be my recommendation, especially if it's your first summit or your second, like, dude, that, that whole big is better is just let it go, man. I mean, to me, we've, we've actually put our summit on ice because as I was mentioning to you, we have other top of the funnel stuff. That's just killing it for us right now that we don't have enough manpower to even go back and do the summit at the top of the funnel. But if I did, I would go, I promise you the next summit that you see me running, it's going to have like five people, but I'm going to promote the hell. It, every single person that registered for the summit is going to make it to all five events. And then up then before I was like, I could never do it live. It would kill me to do 50 live. When you're doing five spread over five days, one speaker per day. Of course, it's easy for everybody make it. Like, it's easy for me to do it live. It means that there's more value now because it's actually live live, not just pre-recorded live like, dude, that's my opinion, but take it for what it's worth.

Dr. Mark:

Uh, and I love this because we, you know, one of our main strategies we talk about here is the one day summit and it has five to 10 speakers as you're talking about. Um, but what's great about it too, is it allows you, this concept you're talking about in general, allows you to tap back into creativity versus just get all of this stuff done and try, and, you know, like you were saying bigger is better. So, I mean, you've already got, you know, I've got ideas going just from what you were talking about, how, how you could make each thing each day, you know, like instead of just all this content and information, making an actual an event, something that people can get a lot of value out of. And I do know Demir, just like you were saying for a lot of speakers, that sounds way more valuable to them as you were just saying than being on a summit with a hundred speakers. So I I'm really glad you brought that up. Let's talk about another topic that we both agree on. That is, is one of those topics that people have to hear. Like they just need to hear this. Um, and it's about whether you've forced the speaker to promote or not. So talk us through what your thoughts are on this.

Demir:

Okay. Disclaimer, I am highly opinionated about this. First of all, I, when we ran our summits, we never, from the, from the word jump, we never mandated that, Hey, for you to be a speaker or a keynote or

whatever, you have to promote to your list. There's just, I couldn't enunciate it in the beginning, but something felt off. But now that I've had time to sit back and think I know exactly what it is, it's that you're not providing any value. Like, listen, I'm bringing my knowledge and expertise and trust and credibility, and I'm giving it to you, lending it to you so that your summit looks like it's dope right now. Now you don't have to invite me, but let's say Gary Vaynerchuk or anybody they're bringing their trust and credibility and expertise to you. That's enough. And they're giving you by the way, a day of their life.

Demir:

Right. Because that's really what it takes to show up big on a, on a talk is like, you know, yeah. Could they answer some email before and after? Sure. But they're not going to do any good work on that day. Right? So they're giving you a day of their life and then, and everything they've been working on, and then you're asking them to also bring their audience. What are you bringing? Right. Like, what are you doing? I get it. You're organizing a summit, but now there's software that does come on. Like, it's easier than ever to put these things on. Right? So this game that we used to play where it's like, Oh, I just get to sit in the middle and arbitrage all of these speakers. And they bring their audience and their trust and credibility. And then all of a sudden, I look awesome for having sat in the middle and organize the whole thing that is done.

Demir:

Don't play that game anymore. Now let's give you the benefit of the doubt. Maybe you hired or bought into a course or something. And that person is telling you to do that. That person's a freaking idiot and do not listen to them. Right. Maybe you should bring like, listen, it's not an even exchange of value. I'm bringing something. What are you bringing? So here's what we did to get around it. Right. Um, and by getting around it, like the first thing we did was we ran ads. Like we, we gathered an audience right around this topic. We went out, not just brought our own audience, but even when we were scrambling to build our own audience, we were actually running ads and trying to get new people into seats for our speakers. Right. And so, you know what we told our speaker, when we didn't know how many people were going to come, we just said, we're going to put \$15,000 behind an ad spend that runs for two months.

Demir:

Right. And that allowed our speakers now. Okay. You're bringing something, you're bringing something. You're putting your money on the line, and you're bringing something. Right. We didn't tell them how the ads would perform. We didn't tell them how many people we didn't know at that point. But we told them, I'm bringing, we're going to spend \$15,000 over two months. You're going to see our ads. Don't click it. Cause you'll get, if you clean it once you're going to see it a thousand times. Right. But you're going to see ads running about us promoting this thing. Right. Um, and that was enough for people to say, okay, second thing that we did is we didn't, we didn't ask, but we did say, Hey, Hey, we're not requiring you to promote, but we, but if you want to feel generous and you want to promote it in any way, shape or form that you feel like you want to, we would love that.

Demir:

Right? So we just said like, Hey, if you want to be a mench and promoted anyways, like we would love that. But it was not a quid pro quo. Now the number one source that we've ever gotten to any of our summits was one Facebook post from Mel Robbins, Mel Robbins sent one Facebook post. And it brought us the most people we've ever had attended summit through that one Facebook post. Right? So, and by

the way, that post didn't come right away, we said, uh, it was basically, we said, Hey, today we sent it to our team. And we said, today, we're going to be dropping your thing. Hey, if you feel like promoting it on any of your channels, and we had this very organized, like, here's how you can promote it via Twitter, via Facebook. Here's how you can promote. Like, we just had it all lined up where they just had to push a button and it would go out.

Demir:

And, uh, and so somebody out of the 50 speakers that we had one speaker, either her or her team decided to promote it and bada boom, bada bing. Like we got a ton of people coming in that way. And it, but it was not quid pro quo. It was just something that they did out of the goodness of their heart. But I will tell you, we went back and looked at how many speakers who had audiences, because some authors don't actually even have an audience. They can promote you. But out of the speakers that even had an audience about like 65, 66% of the speakers had an audience just to opt it in, in some way, shape or form to promote it. So it's not as if we're talking about a false choice between like everybody has to, you have to force them or they won't. It's like, no, man, be classy. Be cool. You bring a ton of value. You show them that you're working your butt off. And I promise you, they will be like, look at this person over here. They're spending money. They're working their butt off. They're promoted the hell out of me. I'm gonna throw them a bone and promote it to my audience too.

Dr. Mark:

I love that. And you bring up, I mean, you bring up a point here that I just want to reemphasize is you made it super easy for the speakers. You gave them everything they needed probably on time and advance so they could get it out when they needed to. Um, and that's the thing that, you know, w I don't think we emphasize enough is you got to give them the stuff and you got to make it easy for them. If they have to go search through a thread of 25 emails, they're not going to do it. So I love that. Well, let's kind of, I feel like that you, you know, you just, you mentioned a hack without even really talking about it is how you lined out everything and made it able to go with one click of a button. Let's talk through some other, some other productivity hacks for summit hosts, because hosting a summit is not easy. There is a lot of moving pieces and parts to it. So if we can organize that a little bit better, everybody wins here. So what are some of those amazing hacks you got?

Demir:

The first thing that we did, so Carey and I, we tend to make, um, so we tend to recognize that even if you choose an imperfect path, if you commit to that path, you're going to get a better result than switching paths all the time. And so when Carey and I do things we typically commit for long periods. Let me give you an example. We had, we, we kept sort of like trying out these different webinar topics and they weren't working. So this past year, 2020, we basically said, we're committing to one topic. We're going to do it live once a week. And I'm going to rewatch. I'm going to spend four hours a week, rewatching that, and then, and then making notes and then improving it for the next week. So basically I committed for a full calendar year to do the same webinar topic live.

Demir:

I could improve it, but I couldn't change it and I couldn't stop doing it. Right. And so, as you can imagine, we have this Kaler fricking webinar. Now that that's just crushing it for us. Whereas like the last 10 webinars that we tried to do didn't work. So what was different? Do webinars not work? No. The different was our level of commitment. So first hack is when Carey and I committed to do summits. We

said, we're going to do this for three years in a row. We're not going to build all this infrastructure and get good at this thing. And then be like, well, the first one didn't do good. The first one never does good. Right? Like, so, so I would say the first hack is make a minimum buy-in commitment, you know, like make a commitment and say like it, and by the way, if you don't want to, did you, then if you feel that there's another thing that you would rather commit to go consolidate your energy and go commit to that thing, because the truth is, is that you can make most things work that you commit all out to.

Demir:

Right. And I think this is the, this is the problem. We've got all of these things that could work, but like, we've got the blockbuster video problem, all of these things that we could do. And we ended up committing to none of them, we walk out three hours later. I haven't gotten a fight with our wife, right. Like, you know, no, no blockbuster video in hand. So I would just say the first hack is a bunch of a hack like, because we committed, then we felt good about building more infrastructure than was necessary. So we knew we would just use it next year, or we all have our emails swipe. Great. Well, you said that the quiz funnel, okay. We'll use that next year. So we felt really good about building stuff because we even built stuff after the webinar was over. We're like, Oh, we didn't get a chance to do this, but we built it anyway because we knew we'd use it next year. So the ultimate hack, the hack above the hack is like, make a bigger commitment. If you're going to get into this, say, Hey, I'm going to do this, you know, three quarters in a row or three, three years in a row. So that, you know, you can amortize the full value out of this. And, and, and that, you know, you can, you can really start to crush it.

Dr. Mark:

That is so true. I can't tell you how many summit hosts do one summit, go out summits don't work and quit after they just put all that time and energy. And just like you were saying, you've got the templates. You understand how it works again. That's also why one of the reasons I recommend start off with a one day summit, you know, kind of like Demir, you were saying, just do a five-person summit. It's easier. It's quicker. It's more forgiving. Then you know it, then you can expand as you go, if you want to. So that's, that's really great. Now I want to talk about a topic. Um, we were, we were discussing in our pre-interview chat, which I think is kind of counterintuitive for most people, but I think it's something that, uh, you've hit the nail on the head with, uh, that can be super powerful for our summit hosts. And it's about whether or not you actually promote your competition. So talk to me through this topic of having your competitors, um, either, you know, like, cause a lot of our summit hosts, they're like, I'm going to have everybody, but my competitors on my summit.

Demir:

So funny. Um, I mean, let's, let's talk about this. Like, so when you sell homes, one of the hardest things about selling homes is that when you sell somebody's home, they're probably going to be in that home for longer than you're going to be a realtor. Most likely, unless you're a very committed realtor like that person might sell that home again. I mean, I used to be a real estate analyst. So there's, you could dig out here and say, Oh, the average person moves over there in five years. But the truth is is that you can't then sell them a home, you know, next month and the month after the month after. Right? So there are some industries where you want to push your competition away because you know, you need every single client and when you get a client, like, that's it, right? The truth is, is that most, especially for people who are running summits are probably doing, you know, some kind of like consultants, coaches, right?

Demir:

They're they're doing some kind of information transfer and for information industries, the buyers are repeat buyers. Let me, let me, let me give you a classic example in productivity, the productivity buyer, but you would hope that you would go and coach with somebody and they would nail it for you. And you'd never have to deal with productivity. I mean, that's my ambition as a coach. That's the, that's the assumption I came with the truth is, is that the productivity buyer is inherently interested in productivity and wants to hear different people's perspective on the same. And they want to try angulate on their own solution, right? So they want to coach with me. Then they want to coach with somebody else and they want to coach somebody else. And at first I was hurt because I was like, I coach with that person. And then they wouldn't coach with this person.

Demir:

Does that mean that they didn't get value from my coaching? And now I've come to the point where I realized, no, that's not what that means at all. Most information by like, like I went to Tony Robbins. Does that mean I'm never going to go do another like personal development seminar again? No, I love personal development. I'm a repeat buyer of personal development. So the truth is, is in the last couple of years, we've been gone whole hog to get to, we've been dialing and trying to get all of our competitors and be like, Hey, we have a 50,000 person email list. Can we promote you? Do it? Like, you know, because what we've realized now is that, you know, obviously, you know, it's not, and again with the reciprocation, we never make it mandatory. Um, if you're a productivity guy and you're just that one guy, that's like, no, like don't want to reciprocate.

Demir:

I don't care. I'll still promote you to my list. Right? Why? Because I know I'll crush it and I'll get a great affiliate from that. And my audience will love having been introduced to a new person, but I would say 99 out of a hundred people will be like, no, I'll reset. I'll reset because they get it. Who didn't get it? I didn't get it. I was the only one who was not getting it. So I just want to like pass this on. It's like, you've just got to ask yourself in a really fair way. I know you would love to get all, everybody just love you and hate everybody else. But once you get past that childish, like sort of instinct, which I'm just raising my own hand, that was my childish instinct. Like once you get past that, then you realize no, your competition is your most likely path to money. And promoting each other is the most likely way to build audience and cross selling to each other as the most likely way to, to, you know, make each other basically like well off or rich.

Dr. Mark:

Oh, that's such a good piece of information right there. I hope you listen to that. Go back and relisten to that piece right there, because that will make your life so much easier. Not just on your summit, but in your whole business, moving forward. Uh, such good information Demir. Now/

Demir:

About that though, don't be that one person who doesn't build an audience, but like socks off of other people's audience. Like there's one person in my mind, obviously I'm not going to say who this guy is, but there's one person in our like extended circle who does small, intimate, uh, like, uh, what's it called? Like this really small, intimate like retreats, right? So he's a retreat guy. And so, you know, in his mind and I can see his logic. He's just been like, well, I'm not going to build an audience because you know, I don't need a big audience. I only need like small numbers of people to like fill my retreats. But what, but

what that means is it's always been this thing where it's like, it just feels like it's a one way street, right? It feels like, Hey, it's sucks building an audience.

Demir:

We have spent a ton of money to Facebook. First of all, screw you Facebook. I hope you die. Right? Like, I mean, I just like, I really hope Facebook dies and some competitor comes out of ashes. It's like blockbuster video with Netflix. The second Netflix came on the scene. Blockbuster was like out of business two years later. Right? I mean, just like it, it happened virtually overnight. Cause everybody had so much bad will to Netflix or sorry to Blockbuster. So anyways, but I've paid ungodly amounts of money to Facebook, but also spent so much of my blood, sweat and tears trying to figure out Facebook in order to build an audience of 50,000 people. And I've been in that game for five years. And when somebody just decides to not be in the game, but then just like cruise off of your audience, it's sort of like, man, get in the game. I mean, I get it. Like I'm still getting an affiliate fee, so it's not like I'm losing, but like it's, it just feels like man, get in the game, dude. You know? So like.

Dr. Mark:

It's so true. It's so true now. And that's why when you're building a summit, you are on your track to building that audience, which is so important to me here. This has been absolutely phenomenal. Such good information. Thank you. Thank you. Thank you. I know. Everybody's going, Mark. How do I get some more of Demir in my life? So let everybody know where you're hanging out and the best way to get in touch with you,

Demir:

Man. I think a great way is our, our, our YouTube page. Oh, you know the truth I could be like, yeah, come buy my stuff. It's like, you know, how do you even know you're going to like my stuff? Just go check us out on YouTube. Subscribe to us there. Maybe even if you want to join our, our, um, newsletter, we're putting out that I'm a, I'm into help from marketing man. I mean, I want every single person who gets an email from me or watches a video to come away and be like, I'm going to buy this stuff. But that was super helpful. And there's, and listen, I still won because there's always going to be one out of a hundred people. Who's like, you know what, I'm ready. I'm going to, I'm going to work with Demir on my productivity. So, um, hit us up on our webpage <https://lifehackmethod.com>. It's Lifehack Method. Um, and you can sign up for our newsletter there. We put out a ton of valuable, very, very light marketing type of, uh, yeah, we mark it, but just very, we try to keep it super, super light. And then, um, and we also, uh, our, our YouTube page, it's just got so much good content on it. So go check this out there

Dr. Mark:

And we'll make sure we link to all of those in the show notes. So you can get access to all of that right there tomorrow. I'm going to let you have the final word. What's one parting piece of wisdom you want to share with our summit hosts.

Demir:

Yeah. You know,

I would just say, you know, the thing that

Demir:

Yeah. You know, it feels the hardest to do is the thing that you have to do the most, which is make decisions and commit. Right? When, when we decided to start marketing, we knew that if we tried to market on Facebook and on LinkedIn and through Twitter and through social and through blogs, like if we tried to do all of those, we would suck at all of them and we would die before we got good enough at one. So we just decided to choose one and commit and get good at it. In our case, we chose the first thing we chose was Facebook ads. And the second thing was, uh, was, um, science. Right? So, you know, I know it's hard because there's always that period where you suck at that thing, right, where you've done your first couple ads or you've done your first time and you just, you suck, you suck.

Demir:

The results were terrible. You're embarrassed. You're, you're totally embarrassed by the result. And that's the point at which you are the most victim, somebody else coming along and saying, well, check out this thing. This is going to be the answer. And you were just doing the wrong thing because that's what you want to believe, right? And I'm just saying to really win and to really like, not be preyed to this constant, like shiny object syndrome, you need to just say, this is where my client is. This is where my customer is and I'm just going to play the long game and I'm going to get good at this thing.

Dr. Mark:

Such good advice right there Demir. Thank you so much. It's been such a great time with you. Thanks for sharing your insights, your wisdom, and your knowledge with us today.

Demir:

Oh man. Thank you so much. Thanks everybody.

Dr. Mark:

And thanks all you summit host hangout with Demir and I. I'm Dr. Mark T. Wade, your host here on the Virtual Summit Podcast. And remember your message matters. And one of the most powerful ways to get that message out to the world is with a virtual summit. Make sure you head over to the show notes, to get access to all those amazing links. 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 just get started because imperfect action is always better than no action. Thank you and see you on the next episode.