

Episode 189: Part 3 Summit Talks Debrief: Lessons Learned

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Dr. Mark T. Wade:

Hey there summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host here on the Virtual Summit Podcast. Feels good to be back. I'm so glad we're back doing these sessions. I apologize for that little gap last month. Of course we were working hard on Summit Talks. It was the biggest, most impactful largest virtual summit ever hosted for summit hosts. Uh, and it took a bit of my time. So I apologize. I dropped the ball for a few weeks on the episodes, but we're back. And this is part three of our Summit Talks debrief. Part three. If you haven't already checked out part one and two head over and do that. Uh, we got part one, which is episode 185. I went through the overview strategy and prep of the summit talk of Summit Talks, which was our summit. And we went through the different aspects.

Dr. Mark:

How I came up with the idea what, how I, what was the structure of it? What was the strategy? What I did to prep for it, timeline, et cetera. And then in the last part, episode 187 is the sexy one, right? We went through the performance, the engagement, the revenue in sales. I broke it all down. I showed you the areas. We absolutely crushed it, how we did a six figure summit, how we generated close to 10,000 leads. And then I also broke it down and showed you the things that absolutely bombed. Areas where we completely missed the mark, uh, in everything in between, on where, what we tested, we tested multiple things. Some of them did not work. Some of them absolutely crushed it. We're now implementing across all of our platforms, including into our clients, uh, our Viral Summits concierge clients' summits, which is our done for you summit service.

Dr. Mark:

If you want more information about that, you can shoot us a message over at podcast@virtualsummits.com. We'll be happy to talk to you about that. Also, don't forget to check out the resources area. Before we jump into this, check out the resources over <https://virtualsummits.com>. We've got all kinds of information on getting started with a summit a one day summit, a multi day summit, interview training, landing page build out, as well as our Summit Genesis workshop, which is our three-day virtual intensive from idea to promotion with your virtual summit, all virtual. And I just want to put on your radar because it's coming around the corner here. Summit Fest Live. Summit Fest Live is our in-person conference in New Orleans. Uh, one of the most fun times to hang out with other summit hosts, with other virtual event hosts. It's how to learn how to do mega summits and super virtual events.

Dr. Mark:

So we've actually expanded. Think of traffic in conversions for virtual events in New Orleans, one of the coolest places ever. So come hang out, we'll get to high five, hang out and learn about some cool stuff. It's the first week of February, every year you can go to <https://summitfestlive.com> and check it out. I'd love to see you there. So part three, we're going to talk about some takeaways and lessons learned, takeaways and lessons learned. So, um, there was a lot of things we learned on this, a few of the items I've already covered just to recap those. So one speakers, speakers are not promoting like they used to.

And I think a lot of this has to do is there's some, you know, not so great summit coaches out there teaching people, teaching summit hosts, this really gross list, list grabber strategy, list scraper strategy.

Dr. Mark:

Now, you know, here we are anti list, grabbers, anti list grabbers, you lead with value. You make it a win. It's a collaborative marketing strategy so that your speakers want to be involved. These lists grabbers though are going out and they are essentially providing no value. They're telling speakers right off the bat that they have to promote. They had to promote five times and they don't even know the speaker's name. Um, and these speakers have taken offense to that. And now they're just starting to go, Oh yeah, sure. No problem. I'll speak. And then they're not promoting. It's unfortunate. If you are a speaker, step up, hold yourself accountable. Let's get some, you know, let's, let's, let's be a little bit more ethically inclined there. If you're going to promote be on a summit, you should definitely promote this. How it's a collaborative marketing strategy.

Dr. Mark:

Unfortunately, right now we're seeing about 50 to 60% speaker promo rates. Meaning you need to be way more upfront with your speakers at the beginning, you need to be very clear on what your expectations are and what they're going to get from it. And you need to make sure that they understand it and that they've agreed to it. I see a lot of times, some hosts are like, Hey, I'd love for you to speak on my summit. Will you please speak on my summit? You know, we're going to, it goes to this time, if you'd promo it, we'd love it. And they go, the speaker goes, yeah, I'd love to be on your summit. They didn't say yes, they'd promo it, they said, yes, there'll be on your summit. You need to make sure you're clear with your expectations and clear on what they are going to do.

Dr. Mark:

Um, and that way everybody's aligned because it's okay. If you have some speakers that don't promote as long as you know which ones are not going to promote and you're clear that you can then use your summit calculations to make sure the rest will help you be on target to hit the goals. The other thing to note is this becoming harder and harder to do mega summits, those 10,000, which I always said, these are a vanity number. People I say, Oh I did 10,000 leads on my summit. I did 25,000 leads. A lot of the ones who were saying that didn't do it first off. They didn't hit those numbers. Two, the ones that actually did that list is inflated with non-engaged people. It's just costing them thousands of dollars every month, every month to host those leads, but they're not actually converting. So don't get caught up in the number.

Dr. Mark:

Don't get upset. If you don't do 5,000, 10,000 leads, I'm telling you we've been doing anywhere from two to 10,000. I mean we of course have done 10,000. We do 10,000. One of our summits last year did 26,000. This summit didn't nearly 10,000. But um, we had a couple of our Viral Summit clients who've done over 10,000 leads. The thing I'm trying to say is those 10,000 leads summits and we've had some summits who've done 2000 leads. They've all been able to generate tens of thousands of dollars. So as long as your audience is qualified and engaged, which comes down to making sure your summit is based on a problem that aligns with where you're trying to take this audience afterwards and your offer is compelling, then you will be good. So don't get caught up in the leads, the leads game. Okay. Remember, we are anti list grabbers.

Dr. Mark:

It's not about the size of your list. It's about how qualified and engaged they are. 1000 people on that list is a six figure company over the course of a year. So be happy with that. Other lessons learned. Um, so let's jump down into these. Oh, I went through promo some, some of the stuff we learned. Um, we did a couple tests that I talked about. We tested, um, uh, a new way, a new form of our seminar offer instead of doing the decoy effect, we did an anchor, a tiered anchor, which had one higher tier. So a 47 and 197 and then a \$700 tier that ended up only generating 26 sales, but it did 30% of the revenue because it was a higher ticket. So the good thing is we call it an anchor because it's anchoring the price for our post summit offer as well.

Dr. Mark:

Um, lesson learned, upsells generated about 18% of the revenue. So if I would've gotten rid of the anchor and the upsells, I would've made half the summit revenue. That's a big lesson learned right there, half the summit revenue. So we tested two other things which were big lessons learned. So we tried to go. Normally we go with a, your summit is your relationship building strategy. You bring the summit and your post some profit strategy or the customer journey goes into that next stage. Usually like a middle priced item. Well, we tried testing. If we could go straight from summit to a high ticket offer and it completely bombed, it did not work. The offer's not bad because we've, you know, the next weekend we did the, a very similar thing and we did over \$150,000, um, to audience of 50, uh, with a high ticket offer on a virtual event.

Dr. Mark:

But virtual events and virtual summits are different. So the virtual summit is designed to bring in a new audience and build know, like, and trust and start that customer journey. They're not ready to go into a high ticket relationship level, um, offer. The other thing we tested. So that's, that's good to know if we were to, you know, so summit to one or \$2,000 offer is great. That's definitely where the sweet spot's at. Um, one of the other things we did was we tested having a membership option. So we sold instead of selling it, we made it free for 30 days and we ended up getting about 60% of the sales into that. We got 60% of the people who purchased, well, no, excuse me, that's not true. So we ended up getting about 20%, I'd say into that. So we got 20% of the people that purchased into that.

Dr. Mark:

Um, and then we brought them into, uh, and then only 13 of them canceled. So we ended up generating almost 10,000. It was 9,900 a month in reoccurring revenue, which is over six figures in the long run from this membership option. So that was a test that worked and we're going to keep that going. Um, another lesson learned is I would not be spending so much money on ad spend. We spent over \$30,000 on ad spend. Um, and although it did generate half the leads, um, again, that's more of a vanity number. It, you know, I could have generated half the leads and then make twice as much money, although we will probably make over seven figures this year with that new audience. Um, I still just think it's a vanity member. I like to stick with smaller. We only wanted to do 10,000.

Dr. Mark:

I ended up doing 30,000 because I got caught up in it. Um, so I would recommend staying within a budget, setting a budget, staying within that budget with ad spend, uh, ad spend on, uh, reoccurring re uh, retargeting is phenomenal. I definitely recommend that, but it's usually very inexpensive and very powerful. So, um, let's see here, opt-in conversion. So high ticket master was, so we talked about that

opt-in conversion was good, but could have been better. Um, we did, we were constantly doing split testing throughout the entire thing. Um, we were able to tweak it and, and do better on certain aspects and improve it, uh, sale things that stood out was so we had high production value. Okay. So lessons learned, we didn't want it to be talking heads. So we did a talk show style. So it was very much high production.

Dr. Mark:

It looked different, it looked flashy. It caught people's attention. One thing to note with that. So we have these nice setups and backgrounds. Um, also when I was doing my live streamed components, I rented out spaces in my co-work and had these amazing, beautiful backgrounds. I had a really professional opening and closing ceremonies, which were nice. I wouldn't necessarily do those every time. The closing ceremony I would, it was great. Um, we had celebrity cameos, so we had people like, um, Grant Cardone, Tony Hawk. Uh, we had the greatest, the, the most interesting man in the world. We had Carol Baskin. We had David Hasselhoff. We had Sinbad, we had in a handful of other celebrities, came on and did some celebrity promos for me. Um, that was really cool. Um, takes a lot of time, energy and money to organize that kind of stuff. So it's good.

Dr. Mark:

But, um, I wouldn't do it on every summit. So here's what I'm gonna tell you. Here's the things that worked. Here's the things that didn't work here's whether I would do it on every summit or never again and or on my mega summit. So the way I would say this is every year, you know, this Summit Talks summit is our mega annual summit. The one we're going to do every year, we have a variety of other summits, but we don't put as much time or energy into them because they do just as well without the extra work. So there's a certain point in your summit where more, the more you put into it does not directly equate to results. So at a certain point, like doing more brings equal results, then you hit a certain point where you're doing more and it's really not bringing that much more results.

Dr. Mark:

So you may put more money into it. You may put more time. That's why we always say, if this is your first summit, do not get caught up in perfection, proud over perfection, just get it out there. Your first summit will never be your best summit. Your second summit will be your best summit. And then your third summit, then your fourth summit, et cetera. But most of that extra stuff is not going to be a needle changer anyways. It's not going to be a 50% increase. It may be a 1% increase. So don't worry about putting all those extras into it, unless it's your one mega summit that you're going all out in. Okay. So that's one thing to know. Activities that were really nice, um, that the audience liked and the speakers like the speaker panels, we did live speaker panels, the speakers like that, the audience loved it.

Dr. Mark:

And I think that's one of the missing components right now with summits that bridges that just watching a video type of thing with live engagement, like a live thing is allowing the speakers and the attendees to actually interact. So I know our speakers, like I didn't force any of them. We just put out times in a three different ones we are doing, they signed up, they signed themselves up and then they showed up and the audience loved it. They loved it. Fireside chats were good. We had less people show up, live on those. The mastermind session was really great. Um, but it was kind of nerve wracking. I wasn't sure how many people were actually going to show up. We ended up having over a hundred people showed

up and everybody loved it, but it's kind of risky. So I don't know if I would recommend, I wouldn't do that every time.

Dr. Mark:

For sure. I don't know if I'd recommend somebody just getting started to do that as well. Because if nobody shows up where he only got like seven people that show up, then it looks like, then it looks bad. It's better to not have done it than to have done it and it looks bad, right? If only seven people show up, people are like, Oh, well, no, nobody's really engaged in this. So unless you're confident that you can get the people to show up, I wouldn't do the mastermind session, even though it was beneficial. The opening and closing ceremonies were great. I would recommend closing ceremonies. I would not make it a big deal. I would do some closing remarks. Talk about some, some of the cool stuff that's happened. Give shout outs to as many people as you can, um, do awards and rewards. And then summit moments is what I called mine is let the speakers in the VIP's have a moment to talk about things they enjoyed or give shout outs to people. It helps build that community. That was really good.

Dr. Mark:

Speaker panels were the best and the most engaging and the easiest. So that is something I would recommend. Um, the special recognition was really good. So anytime you're doing lives, call out as many people's name as possible. We're in factual rated with our names. We love to hear names. So make sure you're calling those names that helps bring connection to you. Additionally, give away awards, especially in the closing ceremony, they cost you nothing, right? You can just make them up, like most dedicated, most engaged, best speaker, whatever, give some special recognition, awards away. People love that. Um, with the sales, the VIP all access pass worked well. And let me rephrase that cause I'm not talking about it the way everybody else talks about it. When we do our VIP all access pass, we actually make it mean something. Most people just use it as a term, but for us, if you've purchased any of the tiers, you got a VIP all access pass, which gave you front row seats at our live streamed components.

Dr. Mark:

Meaning you got to be on the Zoom call with us and the speakers during the live sessions. So that really helped with the software. We were able to soft sell that that the entire time and people purchased it because they wanted to be a VIP. They wanted to be on the actual call with me in the speakers, um, the virtual event revenue class. So I did so after the summit we did our post summit offer. The way I offer my post summit offer was with a workshop. Okay. So this was, you could do it as a webinar. The different, how I differentiate a webinar and a workshop is a webinar is I just teach at them, you know, give some value for 30, 40 minutes. And then you do your proposal or your offer. The workshop is it's interactive. They walk with something it's longer. Our virtual event revenue class was a two-hour class about an hour, hour and 20 of that was actually breaking down and teaching and doing something.

Dr. Mark:

And then I did the offer, um, the virtual event revenue class, everybody loved it. And what I mean by that is what worked well with this outside of that is selling it. So in the tiers, I put a ticket to the virtual event revenue class. So I knew on my virtual event revenue class, I was going to be selling my high ticket offer. And I knew I was only going to bring on the, the student, the customers, the buyers onto that because I was going to be doing a \$10,000 offer. And I knew if they hadn't bought anything, they're not going to buy a \$10,000 offer. So I only wanted it available to the buyers. So I positioned it as something that's value. I was already only going to give it to them. But what I said is when you buy any of these

tiers, you get a ticket to our virtual event revenue class, to our webinar, to our workshop, whatever you want to call that.

Dr. Mark:

And yeah, I have a ticket to get to this. So it's only for the people who have purchased one of these tiers and have a ticket get to it. So then we ended up getting a few people to buy at the end, just because they wanted a ticket to the virtual event revenue class. So that worked really well from a positioning standpoint and a leverage standpoint from sales. Um, we had a hundred people. I did it on a Saturday at 10:00 AM for two hours and we had a hundred people show up and stayed the whole time. Lesson learned though, in addition to that was, as we've already mentioned, high ticket offer, a \$10,000 offer does not work on a summit. If I would have done a one or \$2,000 offer, I would've sold probably 50 or 60 of them. Um, so, and that's normally what we do.

Dr. Mark:

Now we know. I probably will not do two lives a day again. That is really hard on a summit host, especially if it's a 10 day and I'm not going to do probably 10 days again. I probably would maximum do this for seven days. I like, I like, you know, I'm a big proponent of the one-day summit, especially if you're just getting started. Um, but, uh, we usually do five days in our Viral Summits concierge agency. We do a five day summit. Um, that's kind of our sweet spot. I wouldn't really do more than seven. Definitely wouldn't do more like two lives a day. I think one is enough. Um, also promo period, that promo period is shrinking, shrinking, shrinking, shrinking, meaning, we used to promote summits three or four weeks in advance. People to sign up. Those conversions are dramatically low. Then we said two weeks, two weeks is our promo period.

Dr. Mark:

That's when we start promoting, we've been doing that. But honestly we are now squeezing that down to 10 days. 10 day promo period seems to be the best right now. Now again, I'm just telling you the information that we're learning, these can change and when they do change, I'll let you know. But right now we're, we're crunching it down to a 10 day promo period, making sure everybody's promoting. Now, if you're going to do paid ads, you could start those a little earlier, but those speakers, I mean, seven days out is the highest level of convergence. So why not get them as soon as possible or excuse me, within that period. Um, some current states of the summit speakers, aren't promoting and you're getting less leads on your summit, but less leads is not bad as long as they're highly qualified to engage. And they're still extremely expected.

Dr. Mark:

There's still, you can get six figures on a summit with 2,000 or 2,500 leads. You don't need five, 10,000 leads anymore. Um, so don't get caught up in trying to go all out, do what you need to, to have a successful summit, but don't get caught all. Don't like, you know, don't be putting stuff on a credit card or, you know, whatever. Do what you need to get as much done, make it as great as possible, but don't worry about going crazy with it. Don't go so far that, you know, you're like crushing yourself, body physically, emotionally, and financially. Do enough to be proud of it and get it out. Okay. Um, the summit ended really well. It started really slow. I was pretty nervous. We talked about that in episode or in part two of the de-brief. Some problems and issues. So we ended up having problems with our affiliate links on day one, a promo.

Dr. Mark:

And we still don't know why this happened or how this happened. But you know, we check these links five times and then day one of promo, the links didn't work. So we had to go back and essentially redo 125 speakers links and get them to them within a matter of hours. Plus filling all the emails coming in from them saying links aren't working. So that sucked. But at the end of the day, it didn't, it didn't break the summit. Here's what I always like to say. Summit hosts get really caught up. They get really stressed out about their summit because when something goes wrong, something will always go wrong with your summit. I've been running summits for seven years. There will always be something. Attack, a challenge, something that happens. It will feel like the end of the world. I promise you. It is not the end of the world.

Dr. Mark:

Just know that. So you got that. We did speaker gifts. Um, Oh, another issue we had with speaker gifts. So, you know, we had 125 speakers. They all had gifts, links to their opt-in pages and we didn't check every link. And so with that every day we got feedback that somebody link wasn't working, that wasn't our fault, the link wasn't working, because that was the exact link the speakers gave us, but it was our fault for not checking those links. So make sure you check your speakers links before that day goes live. We had an issue with email deliverability, as I've already mentioned. Um, so one other item to mention is problems with our production. So I mentioned we did a really high production setup. We did a TV talk show. We did, it was not the talking heads. So I had a DSLR, you know, Canon 70D camera filming the entire set.

Dr. Mark:

And I did not anticipate that those, the file sizes, it ended up being almost 40 gigabytes per interview, a minimum. So I had two video editors working 80 hours a week for four weeks to get through all of these interviews edited. And we still almost didn't get them done on time. They got done like the week of, so be aware if you're doing any kind of fancier special setups, the file sizes. Also for whatever reason. Um, I guess Facebook thinks we had too many posts in our group. We were doing four posts, one in the morning to link to the summit. Um, one before the live in the afternoon, one before the live in the evening, and one as a wrap-up. So only four posts, but for whatever reason, Facebook throttled our notification. So people were not getting notified. Um, we use an attendee referral program.

Dr. Mark:

Um, I still have beliefs that they were it'll prove it's probably a good strategy. It didn't work well for us. I think we only had a hundred referrals out of eight, you know, 8,000 come from the attendee referral program, although, um, I would still recommend it. And it's still, it's a hundred leads, so that's not bad, but you know, we're anticipating like a thousand or more from that. So, um, things do improve. One of the things I did not do well is continuing engagement after the summit. Like we still are doing things, but I, I wished I would have done more like with the speakers, bringing them into the group, doing some post summit, you know, chats and things like that. Um, I got good ROI ROI on my ad spend until we throttled it. So once we got up to about \$2,000 a day, it was, it started to have poor returns.

Dr. Mark:

So we then scaled it back. And again, hindsight, I wouldn't spend as much on ads. Sponsors. I waited too long, um, to get sponsors and we're changing the way we go about sponsors moving forward, because we didn't end up getting very many sponsors on our summit. And the summit was great. We had a lot of

people wanted to, but I think our tiers were too high priced. How we will do sponsors moving forward is simply like when somebody wants, is interested in being a sponsor, simply ask what would be like, what, what would you like as a sponsor? And what would that be worth to you?

Dr. Mark:

Instead of creating these pre-made sponsor packages and assigning some random price to it, ask them what they want, because if you've created this thing, maybe they'll pay the price, but they don't want any of the items that you've got listed there. So just ask them what would you like and what would that be worth to you? Um, and then you can negotiate that with them. So that's how I would do that different with sponsors. Um, and additionally, I didn't do a survey. I should have done a survey with our attendees to find out more about them and what they're interested with. Then I could be sending them individualized specific offers right now. We didn't do that, should have done it. Panels and VIP's. So just some things with Zoom, like it is risky when you're doing, um, panels and, and VIP's on your Zoom. If you're streaming into a Facebook group, because sometimes Zoom doesn't work, right.

Dr. Mark:

It doesn't just always Zoom into the Facebook group. I had that happen twice during the summit. I was able to find a way around it. Cause I had backups of everything. I had a backup computer and worked on the other computer, but it's something to note. Promo clips and super summaries, um, done right after the interviews. Free day Friday. So we did our encore weekend in the middle of the summit instead of after the summit. I think that really helped to bring engagement back into the summit of people who were following off, especially since it was such a large, um, a large, a long summit. Um, it brought people back in, um, our, my ads guy, marketing guy said that, um, on the Facebook ads, things that converted well were the images with lots of speakers versus one image. That's interesting. These are things that I would have assumed otherwise, but he said images with lots of speakers also, um, saying how many speakers worked better than not?

Dr. Mark:

So like we had over a hundred speakers. I thought it would overwhelm the audience, but actually saying over a hundred different experts speaking on blah, blah, blah worked better than not. Um, I recommend selling something that's a thousand to \$2,000 on the back end versus a high ticket. Um, I recommend you have one mega annual summit that you put a lot of your time and attention and effort into. And then the other ones, you just do the minimums and make it good, but you don't go crazy with it. Um, I wouldn't have that many speakers again. So that's obvious I wouldn't, uh, wouldn't have that many speakers again. Um, I will always batch record my interviews that was very powerful and very beneficial. Um, let's see. One thing that was hard when you have a big summit like that is to go through all the people who are coming into your group and make sure you don't have spammers.

Dr. Mark:

So we were, you know, we were having hundreds of people a day coming into the Facebook group. So some of those ended up being spammers, which we got the mountain remove them. But that's just one thing to note. Um, one thing that really worked well is the speakers getting to know each other, collaborating with each other. We now became the space where all of our speakers want to come together to hang out. So that's really good. Um, I also think it's important that you push your speakers. If they're, if they're not doing what they agreed or said to do, you need to hold them accountable, and speakers do what you say and do what you're going to do. Send out if you say you're going to send out.

Um, last things, overall summit was extremely successful. We hit all of our goals. We hit all of our low end goals.

Dr. Mark:

We hit most of our or almost hit most of our middle goals. Um, the feedback was phenomenal from the speakers. The speakers loved it. The attendees loved it. Like, um, there was some really power. This was a really powerful somebody. It was went across. I mean we've had people reaching out left and right for interviews and speaking and all these different things. Uh, and so it was really, it was overall Summit Talks was a huge success. It was a six figure summit. You know, Oh 8,000 leads. Um, and over 125 speakers and in the summit space, like our goal, what we're trying to do here at VR virtual summits is to create the industry around virtual summits, a spot for all of these summit experts to come together and share their information, their wisdom and their knowledge. So other than that, it was a huge success.

Dr. Mark:

We will be running it again next year, of course. And uh, with that, I'm going to wrap this up. If you have not checked out part one or part two, you should do that. Part one, we went over the strategy and the prep and the priming. Part two, I went over the performance, engagement, uh, and the sales and revenue. Um, with that being said, don't forget to head over and check out the resources at <https://virtualsummits.com>. There's free resources on getting started with a one day summit, uh, speaker recruitment, et cetera. Also, don't forget to check out our Viral Summits agency, Viral Summits concierge. If you're looking for somebody to run a summit for you. And I hope to see you at Summit Fest Live. Summit Fest Live in New Orleans, put it on your calendar right now. It's the first week of February. You can go to <https://summitfestlive.com> to get more information and or a ticket. <https://summitfestlive.com>.

Dr. Mark:

It's going to be a epic event. We have a max, we have a hundred seats available. Last year we did a 50. This year, we're going to cap it at a hundred. Um, we're going to be talking mega mega virtual summits and super, super virtual events. So we're also going to include virtual events into this. Uh, it's in New Orleans, one of the coolest cities in the entire world. So put that on your calendar. Come join us. I'd love to see you there in person. Uh, and just remember your message matters. One of the most powerful ways to get that message out to the world is with a virtual summit. So go out there and make an impact and I'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.