

## **Episode 191: The 7 Different Types Of Virtual Summits & Which One You Should Host**

Publish Date: December 17, 2020

Speaker: Dr. Mark T. Wade

Dr. Mark T. Wade:

Not all summits are created equal and not everyone should run a multi-day summit. Luckily there are seven different types of summits that allow you to choose the summit best aligned to meet your goals on your timeline and budget. Let's talk shop. Hey, there summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host here on the Virtual Summit Podcast. And I am super excited about this episode. We are going to be talking about understanding the different types of summits and when to host them. But before we jump into that, I want to remind you to check out our resources over <https://virtualsummits.com> and don't forget Summit Fest Live is right around the corner. I am so excited for this event. We have 30 plus experts who are going to be speaking on all things, virtual summits, all things, virtual events, and we even have some special speakers for our agencies and producers out there, our summit and virtual event agencies and producers.

Dr. Mark:

And for the first time ever, we're going to be doing a hybrid version. Yup. That means if you want, you choose. You can come be with us in person or stream virtually as we run this interactive live amazing conference, Summit Fest Live. It is February 3rd through the 5th, go over to <https://summitfestlive.com> and come check out the revolution of summits and virtual events. Also, don't forget to head over to the resources area to get started with some free resources, like the One-Day Summit Starter Guide, our Introduction to Interviews and more. All right, well, let's jump into this. I am so excited to talk to you about the different styles of summits. Now, some of you might be going like what, what, there's more than one type of virtual summit. I know, right? It's kind of crazy. Most people do not actually even and recognize that there are a variety of different types of summits.

Dr. Mark:

Most people just know of the multi-day summit, you know, three to seven days, 25 to 60 speakers that, you know, as this big event, which is the most common style of summit that is run, it doesn't mean it's the best. And it doesn't mean it's the right one for you though. So in today's episode, I want to break down the different types of summits. When's the best time, not the best time, but like what's the best reason to host each one. So you can find the one that's best for you and align that with your goals and your outcomes. So, uh, that's awesome. Now I'm going to start off with my favorite. The one that I think everybody should start with, if you have not run a summit before, which is the One-Day Summit. So the one day summit of course is like, it sounds it's one day, but it doesn't mean it's a full day in content.

Dr. Mark:

It just means that the audience has one day to consume it. So this overcomes a lot of different, uh, challenges that we experienced with other style of summits, one being, uh, you know, overwhelm and video fatigue, interview fatigue, et cetera. Um, it allows us to really fine tune the topic and get into the problem and provide the solution in a very short amount of time. Now, this is really great. These have a higher conversion rates, um, and it's really specific on a topic, meaning we have anywhere from about five speakers, upwards of about 15 speakers, okay. Eight to 10, usually being the sweet spot. Very effective for a tactical style summit, meaning this is one of the very few that you can really use

effectively for a variety of different reasons. The most common reason, the most common reason people run multi-day summits is because of a list builder goal or objective.

Dr. Mark:

They're looking to build their audience to expand their audience. And so they are, they are hoping to bring as many speakers as possible for a collaborative marketing strategy to get as much attention as possible to then grow their audience. Now with a one day summit, it's not going to accomplish the same kind of list, build that a multi-day summit would be, obviously it's got 5 speakers versus 50 speakers. There's going to be a different amount of attention. However, you can do things with a one-day summit that you can't do with a multi-day seminar, the other summit. So really what a one day summit does is allows you to get super specific on the topic or the problem you're trying to solve to really bring in qualified and engaged audience members who will then convert with your next post summit profit strategy or next customer journey.

Dr. Mark:

So a lot of times we actually have 10 different frameworks we use the one day summit for, but some very popular ones are using it to prime, a membership launch, or to prime, a product launch, um, a really popular one, a really effective one is using it to prepare for an affiliate promotion. Like so if you're going to be promoting somebody else's offer. Running a one day summit in front of that can help bring in an engaged and qualified audience to then move towards that promotional offer. I mean we've used one day summit before for brick and mortar to bring clients and patients into brick and mortar businesses, book launches, fill a mastermind, avert a live event. So the really cool thing with that one day summit is allows you to get super specific on the problem to bring in specific people for a specific outcome.

Dr. Mark:

Again, a membership launch, a Jeff Walker style promotion launch afterwards. So putting a one day someone on the front end of that increases those conversions. So it's extremely the affective in that sense. The other really great reason about it is this much easier to put on. It takes a far less amount of time, um, and resources to do. I mean, you know, we pump out one day summons in about 30, 30 days or less. You could probably do it in 30 to 60 days without eating any problems without any trouble. The reason I really like it and recommend it for people getting started in the summit space is it's a lot, it's way more forgiving than doing a multi-day summit. So one day summit, let's say you don't know hit your Mark. It's off a little bit. It doesn't do as well as you'd like you're only out five speakers in about 30 days, days versus 50 relationships, 50 speakers and potentially three, four, five months.

Dr. Mark:

So doing a one day summit really helps you understand the process too. So expanding into a multi-day summit afterwards, uh, is not that difficult. The concepts are similar. You know, some of the strategies are a little bit different, but you know, the process, you know, you know how it works. So one day summits are really effective in that. Um, they're really great. And you know, we have strategies now that we've implemented, uh, you know, I created this, you know, I started hosting one day summit about six years ago now and started teaching, creating this strategy. Uh, you know, when we invented the one day summit a few years ago, and now we've seen so many people running one day summits and the results they're getting is phenomenal. I mean, uh, I've seen several people run the affiliate style, uh, the affiliate framework one day summit, which has they generated over six figures with that, I know we

generated over \$50,000 on one of our recent, um, promotion styles, our affiliate launch style one day summit.

Dr. Mark:

Um, and what's really great with that is it allows you to change the font or of what goes into the one day summit as well. Multi-day summit. You know, it's when we're going to talk about multi-disciplines here in just a second, but with a one day summit, it allows you to really change or Deere your content gear, your sessions, your presentations, your interviews towards that specific result. If you're doing a membership, you know, priming one day summit, for example, you may end up wanting to bring in, uh, some of your past, uh, membership clients into your one day summit to highlight and show the successes they've had. You may want to specify your topics that are in your one day summit to align with the topics you, uh, teach and cover in your membership, for example. So it allows you to get really specific in those manners.

Dr. Mark:

Okay. So that's the one day summit. Again, five to 15 speakers, eight to 10 being the sweet spot one day. Uh, it doesn't mean a full in content just means you have one day to consume it. Um, of course there's a ways to prolong the engagement, uh, you know, et cetera, with bonus days in a workshop strategy on the back end of it, et cetera. But let's now talk about the multi-day summit. The multi-day summit is the most popular, the most common style of virtual summit. It's also pretty challenging. There's a lot of work that goes involved. There's a lot of people he says, um, that go to it. Um, if you've done right and correctly, they're extremely powerful, extremely powerful. Um, but it is a lot of work. It's a lot of time and it's a lot of energy. Again, completely worth it. If you're done, if done correctly now, a multi-day summit, it's just like it says multiple days.

Dr. Mark:

It's typically between three days in seven days, three to seven days, that's a multi-day summit. It has anywhere from about 20 speakers upwards of, you know, 60, 80 speakers. Our Summit Talks Summit had 125 speakers. So they can go way up there. Now I don't recommend that for any of you. Of course, I recommend it. I recommend starting off with a one day somebody, if you're going to do a multi-day summit, we typically recommend shooting for that 35 promoting speaker mark to get the goals and object actives you want. Now with it, its primary goal is list built. It's going to do a lot of things. Of course, it's going to generate a lot of influence and authority. It's going to get a lot of attention, a lot of exposure. It's also going to generate revenue. Although we know our summits are not a revenue generating strategy or a monetization strategy, there are relationship building strategies, right?

Dr. Mark:

Um, but they do generate revenue. Now with that being said, the main goal being list building is a collaborative market strategy. You have 30, 40, 50 speakers on there all promoting it to their audience, all driving attention to this one centralized event. Um, and the main goal is to bring that attention to that event and then build the audience. Now, every speaker involved gets a little bit of benefit. They get a little attention, they get some exposure, they get their audience, uh, increased as well. And so all kinds of all raising tides lift all boats. So that's a multi-day summit, it's probably the most popular because most people's primary goal with a multi-day summit is to build their audience. And that's one of the most, it's one of the fastest, most powerful ways to do that. Period. Out of any online marketing strategy, the multi-day summit is the most powerful one out there.

Dr. Mark:

Now let's talk about some of the less known type of summits. So there's a micro summit. Now micro summit is essentially it's a two day summit. So this isn't offshoot of the one day summit it's instead of one day, it's two days. Now this allows you to expand your audience base or expand, excuse me, expand your promotional period because it's not just one day it's two days. It allows for a little bit more engagement. Um, and it allows you to, to really expand your speakers, um, instead of like five to 10 and you can now get like about 15-ish, 15, I'd say 20 would be the maximum I would ever consider doing probably more around the 10 to 15 mark. Now, the reason with this is, it still reduces overwhelm to an extent, but, but still provides a lot of substance and content into that.

Dr. Mark:

So we've seen these done as like masterclass sessions. Um, for example are very effective with this, but it's just an, an offshoot, it's an extension. So it adds a little bit more content or, um, kind of, you know, added, added meat if you will, to the summit. Um, these are great. They work well. It's kind of the interim in there, you know, between that one day summit, which pretty quick and easy to do to that multi-day summit. A lot of people do a micro summit instead of a multi-day summit, just because a multi-day summit can be overwhelming or uh, just too much time and energy for some people. So if we go back and talk about the one day summit, we said, you know, 30 days you could have a one day summit done, you know, sick. If you take longer than 60 days, you're probably procrastinating or multi-day summit.

Dr. Mark:

You need at least 90 days, unless you're an experienced summit hosts. Um, if you're just getting started, I would recommend, you know, four months, give yourself three to four months to do this with a micro-site it's in between that, right? You can, you can easily get a micro summit done in about 90 days. Um, 60 days would be kind of pushing it unless you're on that 10 speaker side, closer to that 10 speaker side. Um, but it essentially is that interim it's the gap, the bridge in between that one day summit and the multi-day summit. So a lot of people use it instead of going full on into the multi-day summit, but still the focus on that is going to be audience generation. I will also say micro summits lend themselves more, I would say to a revenue generation than some of the other ones, um, because it's more of an event it's more of a two day, um, kind of what people would think of as, uh, like the, the live streaming conferences, which we'll talk about here in a moment.

Dr. Mark:

Um, so it lends more towards that. So it's more opera options and it feels more normal to go from more of a heavy revenue kind of tactic or strategy. So sales strategy. The next one we're going to talk about is the summit show. So this one was made popular by one specific, uh, summit coach. Um, and this is eight or more days, most commonly 21 days, okay. Summit show is eight or more days. So if it's more than eight days, it's a summit show. Okay. The most common type of summit show is 21 days. And it is typically one speaker maximum two, but usually one speaker released each day for 21 days, it's released like a show. So this is primary. Number one goal is exposure and lead gen. Number one is exposure. It's 21 days of talking about this summit. So it's in front of people for a long time.

Dr. Mark:

Now each speaker's released one a day. So it allows you, the reason a lot of summit hosts will like this one. Um, is it allowed it's different. It seems a little bit different and it gives you a longer window of

promotion. So list build. It gives you a lot longer window to promote and build your audience base from it. It also gives you a lot more opportunities for soft selling. The replays of it. Imagine if somebody comes in and day 10 day, 14 day 20, you know, you have all the previous sessions that you get to sell to them, uh, with that all access pass. Um, but really the summit show is great because it gives your speakers the opportunity to choose when they can promote versus like a multi-day summit, which is a set time, you know, it's three days, four days, five days over this set window, and all of your speakers are promoting at the same time.

Dr. Mark:

So multi-day summit gets a lot more attention in a short period of time. So it's kind of like, wow, man, I'm seeing you everywhere versus a summit show is like, man, I keep seeing you every day. For example, in your speakers are like, well, I can't promote that first week. No problem. We're running it for 21 days. Can you pro the week after or the week after that? So it really gives your speakers a lot more opportunities to promote. And from a speaker standpoint, there is some value in this because they go, Oh, wait, I get my whole day. Like, I'm the only one on that day. And you're promoting me on that day, um, to the whole audience. That's awesome, okay.

Dr. Mark:

So like for example, one, um, uh, negative that summit speakers will say with a multi-day summit is if the host doesn't run them correctly, it doesn't get enough attention or exposure that they may not get very many views onto their, um, on their video, on their presentation because it's over so quickly and they were on day one, for example, or day three and people came on on day five, whatever. So with the summit show and or your, you know, with the multi-day summit, you're promoting six other people. So maybe they watch somebody else over mine, et cetera, with a summit show. They're the only ones being promoted on that day. So they get their whole day, a whole day to themselves. So that's a really big added value to some speakers. So that's one of the, those are two of the big reasons. People like some shows is it extends that promotional period and gives your speakers the option of when to speak while also feeling like they're getting their own time.

Dr. Mark:

Now, one of the most powerful ones, also one of the least commonly run is a summit series. Now we, uh, we first started running these about a year and a half ago and I made a prediction, uh, last year that these would be the most powerful style of summit because they're different. It combines the benefits of essentially of all of the styles of summits into a format that anyone can do. So summit series is typically a one day summit, but it's in a series. So there's two different types of series. There's a limited series and there's an ongoing summit series. So this could potentially be done with the multi-day summit. Although I wouldn't recommend it. It's most commonly done with a one day summit. So you choose a topic, let's say it is marketing, and then you choose a frequency. So if it's an ongoing summit, it may be every month.

Dr. Mark:

It may be every week. It may be once a quarter, you choose the frequency. If it's a limited summit series, there's a limit, it's three summits or four summits or six summits or two, well, typically it's three or more summits. Okay. Um, and it has to have at least twice a year, otherwise it's just an annual summit. So with a summit series it's limited or ongoing, and the topic let's say is marketing well, um, every month I release a new one day summit on the topic of marketing. This one could be on Facebook marketing next

month on Instagram marketing. Next one's on email marketing next one's on TikTok marketing for example. And each of those one day summits is just a one day summit. So five to 10 speakers typically with a summit series, there's going to be a little bit less, um, probably like five to eight.

Dr. Mark:

You know, you're going to probably err on the side a little bit less because you're producing them more frequently. But now you're essentially getting the benefits of a multi-day summit spread over a year with the, the ease and uh, in the, the want or the overcoming of the attention span with the one day summit. So you're getting the best of both worlds. I like to call it. It's got the loyalty of a podcast listenership with the power of a TV show. So one day a summit series are extremely powerful. And here's the thing. This I say this all the time is summit hosts, when you do a second summit, it's not twice as hard. It's actually half as hard. And then when you do a third summit, it's not half as hard. It's actually a third as hard. The more summits you do, especially in a specific framework, it starts to get easier and easier.

Dr. Mark:

It gets to the point where it really all you're having to do is tweak, copy, tweak, some promotional images, do some editing, um, and redo interviews. Everything else essentially stays the same. You can clone it, copy it. And you start to have a process. When you do your first summit, you don't have a process. You're figuring out the process as you go. And I tell this to summit hosts all the time. Look, your first summit is not going to be your best summit. So don't get frustrated. Breaks my heart, I see summit hosts do a summit and their, their results don't meet their expectations. So they get frustrated. They don't do it again. It's like you just spend all the time and energy to learn how to do it. Like you now have the most value, go do another one. So with this, uh, summit series, you're actually benefiting on that.

Dr. Mark:

And some people, they actually batch record it. So they're like, okay, the entire quarter, I'm going to do three summits this quarter. And I'm going to batch record the next two weeks, all of my interviews for each of the three summits. So for example, going to do three summits this quarter one a month, and their topic of marketing, this one's gonna be Instagram. This one's going to be Facebook. There's, one's going to be email. And I'm just going to record all those interviews in this case same week. And so it's done, it's all done. And now it'll drip out. So what's cool about this is you stay top of mind for your audience every month. They see what this new, amazing audience of speakers talking about a new time topic. So you, you maintain authority and influence every month. On top of that, you're getting new speakers that are promoting you every month.

Dr. Mark:

So you're building your audience every month. Now it's not going to be as big as this 60 person multi-day summit, but one day summits can generate anywhere from one to 3000 leads. Easy. I've seen some generate 5,000 leads, okay? Although those are on the high end of a one day summit. But the point is, if you're generating a thousand, 3000 leads every month without having to pay ads, pay for marketing, pay for ads, and you're building relationships with your speakers, et cetera, et cetera, and staying top of mind of your audience. How wonderful would that be? Exactly. Like I get super excited about this. The other reason is it gives you a soft sell. So if you're not a hard seller, if you don't like urgency sales or scarcity sales, every month, you have this opportunity for people. It's like, Hey, if you, you liked this, then maybe you would want this.

Dr. Mark:

So if you liked my summit, right, or maybe you want to buy the recordings, or maybe you want to keep the recordings, or maybe you want to buy last month's summit, you know, or maybe you want to buy last quarters package of summits, et cetera. So it gives you really easy to just have monetization happening from your current audience without you constantly having to come up with like a new course or a new program or something like that. So I love summit series. I have all of the summits. I think it's one of the most powerful, it's one of the best ones. Um, especially in it builds your brand ongoing all year, all year. So that's a summit series. The next type of summit is more. It can be, it can be related to that, any of the frameworks of summits, but it's a premium summit.

Dr. Mark:

So premium summit is a paid summit. So it just means it's not free to attend. So most historically and traditionally, most virtual summits, their goal is list build. So it's a free summit people opt in to get the there's amazing value, this amazing information for free to learn from these experts and speakers, um, that are giving real time. They're giving like up-to-date information that solves their problems, which normally they'd have to pay thousands of dollars to go get consults with et cetera. They're opting in for free. Now there's the different style summit, a premium summit is paid access. You have to pay to attend it. Now where the other ones are, the goal is to build an audience and you don't really have to have an audience to do, uh, the other style of summits, with a premium summit it is recommended that you already have an engaged audience.

Dr. Mark:

Now, I mean, that could be 500 people. It could be a thousand people. It could be 10,000 people, but with a premium summit, it's going to be, you're going to, it's not going to be a big list build. You're going to have less people that do it. You're going to end up having, you know, you're going to generate more revenue. So this is a revenue strategy or revenue objective style of summit, because they're going to pay on the front end. You also need to make sure that it is kind of bigger or more. And I don't mean bigger. Like as in more speakers, it just needs to be more than a, it needs to be better, higher production value, better topic, longer interviews, like whatever you want to do, but it needs to be different than what you would do on just a normal multi-day summit.

Dr. Mark:

For example, um, with a premium one, though, they are really great for generating revenue, especially if you have an engaged audience and especially if you're like, man, I don't want to build a new course. I don't want to build something new to sell. You can run a one, you can run a one day summit. You can do a multi-day summit. You can do a summit micro summit, et cetera. You can do a summit series if you wanted that, you know, as a paid series and they pay to get access for it. I mean, we've done these many times, uh, most recently, um, just a few months ago in my health company, we ran the virtual neurology summit. So two years ago we ran it for list-build. We did 3,500 leads on that one. This is in the healthcare industry. So that's pretty good for these as 3,500 chiropractors.

Dr. Mark:

And, um, that summit generated 25, \$28,000 on the summit. Now, of course we have everything on the backend overall with the post summit profit strategy did over \$200,000, but the summit generated 3,500 leads. It may 28 or \$29,000. We ran that same summit this year and we tweaked it. We did it as a premium summit. So it's paid access. We only had 200 people that opt that participated because these

were paid, but the summit generated over \$50,000. So that's the difference. So the, for free one generate a bigger list because it's a list, build strategy, the premium one generate way more revenue with less, um, participation. So it really depends on your goal. If your goal is to build a new audience and then monetize that audience over the course of the next two, three, four, six, 12 months list build free is the way to go.

Dr. Mark:

If you're already got things going on, you've already got an audience and you're like, man, I need something for next month. And I don't want to build a new course premium summits. Perfect. You say, look, this is a special summit. It's only for a select group. Maybe you're going to do live live speaker panel with the speakers. They get access to the speakers, something like that, whatever the thing is, but you're gonna add a little bit more to it. It's going to be premium. I mean, you just charge, you know, 47, 97, 197, whatever you want to charge on the front end, and that will generate revenue for you.

Dr. Mark:

Okay. So again, do not use that. One of your primary goal is list build. It is not a list build style strategy. The paid premium summit is a monetization strategy. The next style of summit is a live stream summit. Typically call these live stream conferences. Okay? But it's a live stream means instead of recorded, the sessions are live stream that are all happening in real time. Typically these are going to be paid. So these would typically be premiums as well. And typically the goal on this versus a normal multi-day summit, which free access, which would be goals to list build the primary goal on a live stream conference or live stream summit is usually going to be to sell a higher end, offer like a mastermind or a coaching program. So it has a primary goal of revenue as well. So you won't have as build a big of an audience build, but you will generate a lot more revenue.

Dr. Mark:

And by charging for that on the front end and streaming it all live, you have them show up, engage. They have to be there because if they don't, if they're not there it's live stream, they miss it. Um, and they miss out, it keeps them engaged in it. It lends to the ability to do a higher end ticket sale on it. So that's a livestream conference. Typically these are two or three days. Um, it is usually less speakers and more of the host. Okay. But there is speakers. A lot of times there'll be student panels or case studies done and there'll be some evening activities or some experiences built into it. Virtual experiences built into it all lean lending towards that goal of monetization of a higher ticket sell. Um, one of the other things back to the one day summit that I really like is you can use that with speakers.

Dr. Mark:

You can use that with testimonies or students. You can also use it with no speakers. One day. Someone's one of the only ones you can do with almost no speakers or zero speakers. Now you may say, well, isn't that a course. It essentially is the same, except it's stacked differently. Of course it's stacked out over a week, a month, et cetera. This is stacked over a day. So it gets completion rate. It increases the completion rate, which we know we have to have to increase conversion rates. So again, we have the one day summit, we have the multi-day summit. We have one day summit, one day multi-day summit, three to seven days, micro summit, which is two days, summit show, which is eight or more days, typically be in around 21. You have the summit series where we have a limited series or an ongoing series of limited would be three or four, one day summits, ongoing series would be a frequency.



Dr. Mark:

So like once a month, once a week, once a quarter, you have your premium summit, which is a paid summit, which is typically geared towards your audience, a warm or an engaged audience that you already have. And then you have a live stream summit or live stream conference, which is all live streamed. Now a couple other things I'll just add to that is on any of the other prerecorded summits. You can have live streamed components. Actually. We kind of recommend that now historically summits were all prerecorded. Um, now we recommend about 85-15 or 80-20. So most of it is prerecorded with, uh, like one session a day is live. Now some of you are like, but more live is better. That's not actually true unless you're doing a live stream summit, like a live stream conference more is not necessarily better. The reason people enjoy summit and the reason the prerecorded is better is it allows people to watch it around their schedule.

Dr. Mark:

So most commonly people are waking up. They're watching it before their kids wake up. They're watching it on their lunch break. They're watching it after dinner, before their kid, after the kids go to bed, et cetera, they're not watching it on your schedule. They're watching it on their schedule. And that's why a prerecorded version lends well for the summit and the summit attendees live stream conference. Remember they've got to be there 8 to 9, 9 to 10, 10 to 11. And so you'll have much lower engagement. As in show up, Rachel have much lower people who actually participate or even sign up, but you'll have a higher engagement rates. The people who are there are fully engaged, they're spending eight hours with you that day or six hours. So that's the difference. Like livestream components can be added on summits, but it's usually like one session a day, if any. Also clarification mega summits, mega summits or 10,000 leads or more so a summit that does 10,000 leads is clarified as a mega summit.

Dr. Mark:

And then, um, we have six figure summits. So summits that generate six figures or more are called six figure summit. So that is today's episode. I know it was a little bit longer, but we had a lot of details to cover a lot of specifics, hopefully that clarifies for you. Now you can see all the different styles and types of summits understand which one would be best for you to use when to do it again. I always recommend starting off with that one day summit. Um, I, what we do in most of our companies, we have one to two annual multi-day summits. We have anywhere from two to four, one day summits, that'll go out and kind of on a quarterly basis. And then we usually will have a limited summit series, a three to four series that'll pop out. Um, sometimes throughout the year, over a specific topic.

Dr. Mark:

Um, with that being said, I highly recommend the one day summit having, uh, to get started. You should definitely start with a one day somebody, if you've never done anything else before, it's going to be easier. It's going to be more forgiving and you'll understand the process. And then you can move into your multi-day summit. I also really think the summit series is a really powerful way of combining the loyalty of a podcast with the power of a TV show. So I hope you enjoyed this episode. Remember, don't forget to check out Summit Fest Live over <https://summitfestlive.com>. We've got a hybrid version going on this year, so you can choose. You can choose to be a super VIP and come hang out with me and the other 30 speakers in person. We've only got 20 tickets available for that, but you can come be in person with us in New Orleans for Summit Fest Live or watch from the comfort of your home of your home, your choice you choose, but make sure you join us for Summit Fest Live, February 3rd through the 5th,

you can grab your ticket over at <https://summitfestlive.com>. Remember your message matters. And that the virtual summit is the most powerful way to get that message out to the world. So go out 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. 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.