

## Episode 76: How to craft your affiliate management process for your Virtual Summit

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Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summit Software and your host on the Virtual Summit Podcast. We are going to be talking about the one of the most important aspects to a summit that most hosts are completely and utterly unprepared for when they jump into a summit, and that's the affiliate management side of a summit. Luckily, I have legendary Paddy McGill here with me. He's the head of partner marketing over at Thinkific. He's hosted several of his own summits, like the Book Decor summit and the YouTube Creator summit. He's been a part of helping that happen. He's also the king of ideas over at Thinkific with all these amazing things going on in his brain over there. Paddy, thanks so much for taking the time to be here with us today.

Paddy McGill: Mark, it is a pleasure. Thank you so, so much at lovely all from you, mate. You know, we've had, we've been able to build an amazing relationship pretty much since this time last year and mate, learning it all from the best. Then all my summit stuff from the best there. The doctor. Doctor summits.

Dr. Mark: Hey, that's actually good. I kind of liked that Dr. Summits. I may have to, I'll give you credit for it twice and then I'm going to steal it. But no, we are very fortunate to have Paddy here. I consider him a good friend of mine. Um, he's doing amazing things in the world as well as over at Thinkific and you should definitely know about this guy because he's out there creating some amazing things. Now for today, we're going to go really specific on this. I mean, obviously Paddy could help talk us through a lot of things when it comes to virtual summits, but there's a topic that we have not dove into on the virtual zone podcast and that's the affiliate marketing side of this. And now Paddy's kind of a, you know, a savant level genius when it comes to this area. So we're going to, we're going to take advantage of that. Now before we get into that, Paddy, why don't you let our, um, our summit hosts know just a little bit more about your background and who you are.

Paddy: Yeah, you got it. So, hey everyone. Paddy, here's, so this, so my, my story begins back in the UK, so you may, may tell them my accent is slightly, slightly not North American. Um, but I started off at, uh, I actually started off at a tech company, went from a zero to 4 billion pound, uh, valuation and then, uh, you know, met the soon as you met the love of my life, come to Canada. And, uh, you know, I've been working the affiliate marketing space, predominantly e-commerce so work with big brands, like Hilton, Expedia.com, you know, huge clothing retail brands there. And then when I joined the Thinkific about three years ago, three and a bit years ago, I came in actually as a my second open hire. So I met Greg, the founder, and I said, look, this is my background. I saw, you know, you've got an affiliate program, but there's nothing really happening with it.

Paddy: So I'd love to just find out a bit more about where I can help. And, uh, you know, three years and the rest is history and you know, the program's grown, our affiliate programs grown 11 X, um, you know, since, which is absolutely phenomenal. And yeah, mate, you

know, this is awesome. It comes to be, and I, I've fully immersed myself in this world of like online digital entrepreneurship, which still every time I speak to my friends in the old e-commerce sort of brand affiliate world, every time I talk about, you know, the launches that people have, the amount of affiliate commission that people can make just by even sharing a, you know, a launch or a virtual summit or something like that. Even once it's, you know, they, I think that eyes, I can hear like that especially I'm on the phone zone that the eyeball was like hit the, hit the floor, jaws hit the floor, that's for sure.

Dr. Mark: Yes. Well we, we've got some amazing things happening and I know, think of it's been doing some incredible stuff. Why don't we start off by like just mention two or three of the most recent summit, uh, that you've helped been a part of, you know, kind of behind the scenes but making sure all the pieces came together. Cause I'm sure a lot of our summit hosts out there listening and probably even heard or seen some of these. So just talk us to through a couple of those.

Paddy: Yeah, sure. So, uh, around about the springtime, we created a, we created a, we've created a couple of, so we had our, uh, Offer to Course series or Book to Course series. And that is where we interviewed, um, published authors. We've got people like Danny Iny, we've got people like Jeff Goins, you know, had the opportunity to interview Danny Iny talk about, you know, how he turned his, his book into an online course. And then also we had our YouTube Creator summit. So we interviewed, uh, you know, top tier YouTubers that are using Thinkific to, you know, as a way to like supplement that the income, you know, outside of like AdSense and Patreon. And we know, we, it's been, it's been amazing the, the feedback and the amount of lead generation we've been able to do. Um, and it's, I, I think, I believe, I sincerely believe it's true quality content because a lot of the, there's a lot, some it's out there and I think unless you're, there's a lot of sites out there to consume, but you have to be crystal clear on what that core message is.

Paddy: So that's why we keep it pretty, uh, I guess like pretty obvious. It would be something like the Book To Course summit or the Coach To Course summit or the offer, you know, also the offer coach, offer series. Um, we will say we also have Think In Color. Um, so that was, I'd probably say, well, most successful ones. So we realized there's a, there was a huge sort of, I guess like, you know, I guess like gap in the market. You know, there was not enough, um, there's not enough summits based on female entrepreneurship and females from, um, underserved and underprivileged, uh, communities. So we want to make sure that that is, you know, that's, that's brought to the forefront. So we interviewed again, people like Marshawn Evans Daniels, um, you know, who has an amazing course right here on the platform.

Paddy: And it's been amazing. It's been amazing. And we actually, you know, what we'd done and what I think what's really well they was, uh, the relationships that we've been building up with like key influencers and our customer and our customers along the way. So one in particular is Zaley Barkley, she was the cohost with Emily, uh, in our partner marketing team. And they, and they, they basically doubled up and Zaley is a partner of ours. She's a Thinkific ambassador of ours. She's absolutely wonderful. You know, we've, she's been a part of us for a long time now and you know, we made her, you know, we made her the host and also, you know, she helps out with a lot of the in a

recruiting partners and affiliates, you know, the perhaps we didn't necessarily have the reach to or even like the uh, you know, the relationship there and it's worked out for the better because even after the summits now, uh, it's had amazing feedback. It's still generating evergreen leads. And I think, again, maybe we can touch on this, maybe another time, I know other people talk about this, but creating content that, you know, certainly that from a summit perspective that can be evergreen and be viewed, uh, you know, long term and obviously with that, you know, that compliments any partner activities as well because if it's still converting, if it's still making sales and obviously in our case converting, uh, in paid accounts on to Thinkific, it's a good opportunity for people to keep sending traffic there.

Dr. Mark: I completely agree. And I was just trying to look up here because we did an interview with Greg actually and we talked a little bit about the, the, Oh yeah, here it is, episode 47. So if anybody wants to check that out, the, uh, we, we actually interviewed Greg Smith, founder of Thinkific and he talked a little bit more in depth on the Think In Color summit. So if you're curious about that. And he also talked about the power of co-hosting summits as well. It's been a strategy Thinkific's been using, which is just genius and Paddy was just kinda mentioning it there as well. So let's jump in now into kind of the affiliate speaker management side of summits. So first off, a lot of our summit hosts are kind of, you know, this is a new topic to them. Most of them maybe are just getting started even in business or they've got some momentum going, but they haven't really managed a major kind of launch.

Dr. Mark: Like as some, as you know, summit is, you know, if we're talking to multi-day summit, 20 to 40 to maybe 50 or more speakers or even a one day summit, you know, even managing five to 10 is still something that needs to be and understood. So can you maybe give us two or three or just kind of talk us through a little bit of the overview of what like a speaker management or affiliate program for a summit might kind of look like or some of the points to consider. And then we're going to dive more into some of the specifics of it, but just to give our audience, our listeners a little bit of an idea of what's about to happen.

Paddy: So for me, when we, when we talk about speaking monetarily, it has to, we have to start with like that like the goal end in mind. So what is like, what's it supposed to be like? What's the key message we want to deliver? So using the, like the offer, the Offer Series, the Book To Course Series. We wanted people to base take their book and turn it on to an online course. So we looked at all of our customers, all of our partners or, or the people that we've worked with and who could, who is like the very best, are well known in their space to deliver a particular outcome. So with Danny Iny, for example, it's like testing your concepts and building your, building your curriculum. Um, you know, we've had other partners there that also talking about, you know, how to get mentioned on, uh, you know, local news, local publications.

Paddy: We took people from each, like each area of expertise and then when we basically built an agreement with them, uh, for me, I like to, and I think I have this luxury working for a, working for a tech company where we can also offer things like promotion. You know, we might, you know, we may, depending on the performance, we, we may promote your stuff to our audience as well later down the line. Uh, obviously the people that opt

in for it. So I have that luxury of doing that. So not a lot of new summit people will have that. However, what I would say is that you should absolutely leverage the power of, um, other speakers and sponsors and use their lists as well. So being crystal clear on who you want to target and talking to them about what they're looking to get out of the summit as well.

Paddy: Because you know, your affiliate program is great you a bit, if you, if you can figure out exactly what people want, it could be that they don't even want the commission. So to give you an example, like we don't take generally speaking, we don't take commission for any of the virtual summit that we've ever hosted or been on. And if we do, we usually just donate it to charity. So it's like, you know, so if someone said, you know, we'll give you 50% commission, I'm like, well yeah, don't, you can keep it, we don't want it, but it's more, I'm trying to understand what these, what these people want. A lot of time the people that I, I speak to, it's, we want exposure, we want, obviously we want to be in front of your audience. Um, so my advice would be if you don't have that sort of, that sort of list size right now is to leverage other sponsors and brands that have the list size to uh, to again effectively get more eyeballs for your speakers.

Paddy: Um, you know, with thought with their audiences as well. So the sort of key is that does, do those tools fit those speakers and who they go after. So again, if we're talking like offers, we know we're probably going to talk with someone like Canva or you know, cause obviously they do start off as a book cover, um, a design business. Um, or it could be, you know, like let's say ActiveCampaign or Aweber or MailChimp, whoever it is that we'll pick a couple of sponsors that, that have an interest or have a special ear in those areas. Um, and then day to day when I, you know, when I imagined I, I can start with the goal in mind. We set that, we set them up. Uh, we, we have this obviously refined many, many times now, but we have this like spreadsheet, it's like a template now.

Paddy: And we have like our speaker slots, uh, what the topic is going to be about the keywords we can be going off it from like a search perspective as well. Is that sort of the all going to be baked into uh, what we do. And then, you know, we talk about, you know, affiliate commissions. So we'd have like our standard like 20% will be off of like all affiliates or partners, uh, any way for any of, for promoting any of our pay plans. But when we talk to them, we'll say, hey, you know, if you would prefer access to the people that registered for your talk or would you prefer someone, um, would you prefer instead us promoting maybe your products later down the line instead of commission. So with speakers, it's a tiny bit different because I believe in trying to make like a tiny, it's a bit more extra work.

Paddy: They're trying to get some customer agreements in place because then at least you know that if you, if you're serving what people want, then you know, they're going to take it, they're going to take it. And nine times out of 10, they're going to deliver on their expectations to emails that list. Um, but I think again, you know, even that you have to go, like you have to make sure your, your planning quite far ahead because depending on the type of person you'd go after would dictate whether or not they actually go on to share. Um, and I know Mark, you know, we, we spoke at length about us before. You know, you have to, you have to have this sort of like a, you know, A player, B player and like, you know, seeing people that are building themselves up. You

know the C to B players generally share, they want the exposure. A players generally get all like, you know, people that are considered like the very top tier in their industry may share but you have to, you have to know their schedules way in advance. So I believe everything starts even way before where you're cultivating these relationships and understanding what are you doing like this whole year, what are you doing for the next six months? Where can Thinkific and our, you know, summits fit into that and help your own promotional activity.

Dr. Mark: Yeah. So good. In speaking on the partners and getting them, you know, motivated and, and, and learning about what they want, which is so important because like you said, I think sometimes we'll approach speakers or you know, partners and, and we'll be saying things we think they want, but like you were just saying, maybe there's other options that would be more even more beneficial for them and easier for us as well. So can you kind of talk on the, the aspect of, you know, having, having the right partner or probably more so what happens if you have the wrong partner and what, what, cause we always look at trying to get the right partner, right? But what could actually happen if we get the wrong partner? And why is that such a big deal?

Paddy: So you could get a couple of things you could get, um, you can get, you know, people not sharing. You can get people, um, not really delivering the sort of value that's expected of, of them. So, certainly if you, if you made it crystal clear that this is a, you know, these, and we don't really, this, I can't really think of a case it's happened to us, but obviously I've obviously spoken in works of other people in summits world and you know, the hate these stories a lot, a lot of time people don't really deliver on the value proposition or they just simply, they just simply take everything. So they would say, okay, I'll have the exposure. Um, thanks very much. And then they never hit in, you never hear from again. Now that's very rare. Um, and I believe, you know, you have to, you have to do your checks and you have to perhaps ask your, your friends in your niche.

Paddy: So, uh, you know, I was speaking with a, I was actually speaking on a virtual summit recently for yoga. Uh, I mean I'm definitely not a yoga or yogis. I think they've put themselves, uh, but you know, my, the goal Michael there was that he teach people about how you could turn your, like your yoga practice into an online course as well. And you know, the, that, uh, Patricia, uh, so if she listens, Patricia, hello. And she knows, she, you know, she'd done a lot of lot of vetting when she was going out and finding her speakers. She's been doing that on, you know, she's done everything on her own. She's done a really, really great job and she stayed in touch every day. Day two, day three, day four, here's the summit, here's your speakers, here's what's going to be, you know, here's what's going to be covered. Here's your affiliate links. Make sure you share. You know, you're doing a great job. Yeah, that's a great way, again of building up a, in a building people up because we know particularly where and we're an affiliate and, uh, for her as well. So we're going to give a shout social and other places of, uh, of interest.

Dr. Mark: Um, so let's take a slight shift here. Let's, I want to kind of look at, look at this from a more minute detailed standpoint of the organization. Because again, some of our summit hosts, they, they lips is going to be potentially their first summit and they're not even, they don't know what to expect. So kind of want to paint the picture for them,

give them a, a really good idea of what to expect so they can be prepared for it. When it comes to organizing, probably like more from the content deliverables, links, things like that side. Um, let's talk about managing them up to the summit and then we'll circle back after that and talk about actually like the deliverables during and whatnot. So I'm kind of strategies for that. So what are some kind of good tactics or strategies that they should be aware of or maybe not even strategies? What should I know going into this on how I'm going to need to organize my speakers?

Paddy: So you need obviously like a central, a central place. I've got a project management board, Asana, Trello. Um, yeah, you could even a Basecamp, you know, we'd done, which we use with carrying these on for their, um, course success online course success summit, uh, earlier this year. Um, so that's that you need to have like, yeah, you need to have like one single place for your documentation and certainly from an affiliate's perspective or your swipe, I would, I would go as far as to say, you know, having like one, even like one master template of everything that you have or your speaker notes. Sorry. Of your speaker swipe, affiliate swipe, everything they have in one place ready to go. And you can always go back to, so if you lose a document or you know, maybe no, if you're working with our people and they overwrite by mistake and re-save what in a, suddenly, you know, not working in the cloud, having just one master document is great.

Paddy: Using Excel for me, or sheets is a really, really good way to organize it. And we have it in for us, we have it in tabs, so we have speakers, affiliates, obviously other sponsors and brands that are part of it. And then we have, you know, we have it organized by like, you know, name, email, contact, topic, a particular outcome that we're looking to have from that. Um, you know, and then we have, that's the sort of like the run up to like who they are. And then after we have like their affiliate links, um, if we have like a bespoke agreement with some sort of what they, what they, you know, what, what those are, uh, and then you know, their affiliate links. And again, that's a master, that's like a master sheet. So anyone in our marketing team, and actually, you know, I'm talking to specifically from a support perspective and obviously again, if you're, if you're just someone that's now listening to this and you're just about to do this on your own, uh, you know, the support element is really, really critical, especially from a service perspective.

Paddy: Because people would want to know what, what's going on, what's going on, especially if you getting new people into like your community. So having like, you know, this is the offer, this is what it means. Uh, you know, this is what it means to you as a, as an affiliate as well. So I would just have it in one, usually like one master document and then have that split up, split up into speakers, affiliate swipe, general email swipe for us because obviously we have reached our own email base. Uh, and then from there we have our, um, almost like a, a keyword and blocking, um, sort of research around it as well. So we take every summit, we get it transcribed, we get it, you know, slightly edited, fixed SEO and then we, and we post that on our, uh, you know, post each video on our page verifying their, so it's again, highly searchable.

Paddy: So it pretty much now we're like, we ranking at number one on most of those types of topics.

Dr. Mark: Yeah. You guys, you go ahead.

Paddy: No, I was just going to say yeah, cause he's like, that's, that's proven for us to be like a really successful way of like keeping that content evergreen as well. Um, and again, no, it all comes back like great evergreen content allows affiliates and partners to keep sharing time and time again. And you know, we have a consistent conversion rate on our, on our trials that paid so they know if they pay X amount of clicks, they get Y amount commissions.

Dr. Mark: You guys definitely have an amazing process with there. I'd seen it. I've been a part of it. Um, let's go into the aspects of, because this is a common question that comes up is getting speakers to promote. So one of the powers of the virtual summit is it's a collaborative marketing strategy and so we have, you know, our speakers help promote the summit. What is something from your perspective that helps to encourage the speakers to actually get behind and promote the summit as they said they were going to do without feeling, you know, sleazy or pushy in the process?

Paddy: I really, really believe it's fundamentally understanding what they, what they want to get out of the summit or even like why are they, why are they even considering being part of your summit in the first place? Why did they take the, like is that sort of sales. So one of the key things, uh, to make sure that you know your speakers and partners are going to share, in particular, speakers is understanding fundamentally what they are looking to get out of the summit. So when you approach them and you're talking to them about, you know, your key message or big idea people, they have to, I believe if they bind to that enough and then you give them the support and you understand what it is that they want to get out of it.

Paddy: So do you want to exposure to our audience? Do you want to be able to promote your stuff, you know, to us in the future. Do you want to come maybe speak on stage of us, you know, next year, a big event, you know, these are the things that we try to, we try to understand instead of just saying, you know, hey, here's a summit, um, it's going to be about, you know, course creation. Do you want to private yes or no type of thing. We've gotta we got to understand what they want. And again, this comes back to what I was saying earlier, these light, and again what we've spoke about Mark, when you have, you know, the, the, the people the very, very best in their industry might already be like, I'm lined up for speaking summits sharing stuff already.

Paddy: So you have to really understand and make a decision on to get some of the bigger names on board that would actually bring in the B and C level partners. Uh, in, I mean, in retrospect that I'm talking about, you know, from my back, uh, uh, like, you know, being known in their market that the people that, that bring in the other partners, so you have to make a decision on is okay, so we're going to have some key partners, the anchor share for example, the number one in their industry and we're still going to give you commission and we're still going to take great care of you. Um, but you know, we just, we want to make you like one of our like, anchor speakers type of thing. And then from there we have other speakers, uh, you know, not as well known, but more hungry and more willing to share.

Paddy: And I think that they can, comes back to what, finding out essentially what these people want. And this is like, this is the hardest part, right? Because your teeth, you'll, you'll deal with people on a daily basis. Uh, you know, you speaking with people on a daily basis, not just a, you know, set up a Facebook ad, increase ad spend and make a few tweaks and then make money. This is a relationship. This is a relationship game. So you have to stay regularly in touch, understanding what people are doing, um, to the groundwork again starts way, way before your summits. So as soon as you get.

Dr. Mark: I want to dig into this, cause I had actually just written down and circled relationships over here to ask you about because you, you are a master of this. So why don't you, do you have kind of a process that you use as far as that outreach, follow up touch base, things like that because you are constantly building the relationship in order to move it into the direction to be able to create a collaboration, one that'll support Thinkific and then one that you can turn around and support that partnership back as well. So do you have any kind of system as far as like how you build that relationship that maybe you could talk us through?

Paddy: Yes. So we have, uh, obviously we have like obviously a CRM. So, um, so for example, uh, we, when let's say Mark mean you meet, you speak for the first time or like this time last year and you tell me like, this is what I'm doing, this is what I'm working on, this is why I'm going to be up to for the next 12 months. Um, and, and I'll say someone on the lines, okay, so this is what we're doing. We're going to be working on some virtual summits. We're going to have, like big angle summit. We're also going to be attending these events. And also I want to know what other launches you've got. So we make a note in our system, we have like, almost like a tick box. Like does this, is, has this person sort of, you know, in principle, agreed to be part of our summit, be part of any mini-series.

Paddy: They specialize in these particular categories. Um, and then they have, uh, you know, other, other things of interest. So it could be that, you know, we're going to basically promote us, promote them to our audience around about this date or this quarter. So that's where the planning for me, the planning starts and that's like the little system that we have in place. And then just the regularly staying in touch, uh, finding when people's birthdays are, special events. Um, that we do a lot of cool things, uh, you know, for people throughout the year and, and again, believe some of the stuff we've done with, uh, we've Zaley for example, um, you know, she was part of Think In Color. She's one of our, you know, one of our, in our preferred partners and you know, she went to, I think it's Video Marketing World in Dallas, which is, yeah, it's Dallas.

Paddy: So you know, she went there as almost like a Thinkific rep, so to speak. So we basically got her ticket. She went out there. She's no, she spoke about her experience because she's a video specialist. And obviously that, that compliments, you know, what we do because you know, we're helping her get exposure as well. So these are the things that we try to figure out when we work with partners of all levels as well. You know, how else can we help throughout the year? Cause you have to, without knowing that, that you can't there's, you might as well just like just send people kicking out, just saying how you doing. You know what I mean?



Dr. Mark: Yeah. And I, and I wanna I want to go even a little bit deeper to this cause this sets us up for another question that I wanted to talk about is an area. But before we do that, I do, I have to just, you know, accelerate the point you just made there because I see this far too often in the, in the summit space is, you know, summit hosts one, they, they don't give themselves enough time to do the summit. So then they rush, they're trying to get all these speakers on, they get all the speakers on, but then they don't have enough time to take care of the speakers from a relationship standpoint like we're talking about. So then it comes off as almost transactional. Hey, I need you to do this and then do this for me. Versus actually spending some of the time, like you just said, Paddy and you know that's, it could be as simple as just shooting over a message on Facebook or email and simply saying, Hey, what are you up to right now?

Dr. Mark: What are you working on? And then letting them know that you care about them. So this is such a good point that I, that I really hope all of our listeners right now are taken away because it's not being done correctly currently and it needs to be. So then going in that direction. The other aspect that then doesn't happen, I always say if it's not processed, it won't happen. And this is, you know, everybody gets kinda caught up, they get the summit now they have this list and they're like trying to take care of the audience, but then they forget one of the most important aspects to your business, which is strategic partnerships. And so they don't focus on the relationship with the speakers afterwards. So can you kind of talk us through what you do, what your process is after you have a big event, whether it's a summit or a launch or something like that. You don't just forget about your, your affiliates, your partners, your speakers, you actually have a process. So talk us through what some of those things are that you're doing.

Paddy: So for us, you know, it goes without saying that we will send a thank you like a thank you email. Um, you know, not just like, Hey, thanks for participating, Cheerio. Uh, you know, we will send, you know, like, ah, I think of swipe pack. We will send, um, obviously like a breakdown of, you know, things like the video views, the watch times, registrations. If we've done a lead sharing component, we've, we've, uh, you know, some speakers which, which is a great way to see if there's any brands listening to this. This is a really great way to, to increase your lead capture. Um, you know, giving them access obviously in a compliant way to those leads as well. Um, and again, you know, a lot of times, you know, we can even do like we will say, so, Hey, you know, now, now we've got this locked in, what's next now that we need to do, we need to be talking about, you mentioned to me that you're going to be doing, you're going to be doing a launch in December Mark, you know, for example, uh, where can we now support you with that?

Paddy: So you exist for me just staying on, just staying on the beat and just, just making sure that you're referencing back your note, referencing back your notes or the CRM that you're using. So if you're not using a CRM, if you've just got using Excel, which is absolutely fine, then maybe just have, um, even in your, your speaker summit, Excel sheet if you use one or if you using Mark's training guides and worksheets. There may be even have a column on the very end that's like almost like an off the column and then maybe like follow up one, follow up two, follow up three and make sure that you're trying to again, figure out what they're doing, where you can help. Because you

know, committing to email to a summit is not, you know, it doesn't sound like a lot of work.

Paddy: Copy paste the script, send it, make money. Like, you know, I wish we all wish that was the, that was the way it was. But that's not really the case. But you're, you know, if you're someone who's, um, painstakingly crafted an audience, a community, you have to be 100% sure that what you're promoting to, I believe this anyway, you have to be 100% sure of what you're, what you're promoting has to add extreme value to your audience. So, again, the research from you as a, as a, as someone who's creating a summit, it's not just, uh, again, I want to get, you know, I want to get Dr. Mark Wade, Dr. Mark T. Wade to come and be my keynote speaker. It's like, what in a, why would his, and you know, knowing that he's got a huge audience, but why would he, his audience actually care to hear from me, why are they, why would they care to know about this summit? So that's what we've got to start thinking about as well. It's not just the speakers, it's their audience. Why does the audience care? Why should they care?

Dr. Mark: Yeah, no, that is so good. And, and like for me, I process this and it sounds difficult. I know like when you're for our summit hosts out there, when they're thinking like, I've got to do a summit, I've got so much work to do. How can I think about the, the follow-up process? But honestly it doesn't have to be super complex or complicated. Maybe it's a matter of four emails over the course of two or three months that you've just kind of plotted out. Like I do that on every aspect on my podcast. I have a process after the fact for every guest that's on the podcast, for me to stay in touch with them and follow up with them. It's the same on a summit and something as little as that can make such a big difference when it comes to a relationship. And that has a monumental effect on your business.

Dr. Mark: You know, if you can get one brand or one partner like Thinkific for to support you on some project, like that's a game changer for your business. And again, I have to give major props and shout outs to Paddy and Thinkific over there because they've been a huge supporter of Virtual Summit Software and everything we're doing over here. So I definitely hats off and I appreciate you guys and love you over there. So as we start to get towards the end of this, this episode here, I kinda didn't like to switch, switch, you know, tracks for a second and talk about the things that we offer because you know, everybody knows like, okay, give a list, build, give, give a commissions. And you've mentioned the fact that you should find out what the speaker wants or what the partner wants, but could you just give us some examples of some, some creative things to help our summit hosts start to see the different things we can offer to partners that are not just incentive or list build.

Paddy: Yeah. Uh, you know, a great one is actually, if you're, if you have a, let's say if you, you do a lot of these, a lot of like speaking gigs for example, and you're in a particular and you know, offline, but you get a large audience. Maybe you've got, maybe you get like a hundred people or so and meetup and let's say a partner, let's say it's a yoga meetup. You have a partner that's just about to launch a book. For example. Say, hey, I would love to either a purchase the books, maybe at discount, we'll see or figure out something there. I'd love to bring those books actually to my meetup and talk about you. Or even like dial you in via Zoom and have you as like a guest speaker, you know,

like a sort of mini, like a mini message to the audience that I'm working with and say, hey, you know, as a thank you for everyone that's joined this meet up they, uh, you know, my friend Mark here has got a copy of his, uh, you know, his virtual summits book and he, it's, it's for everyone that's here joining us.

Paddy: And then obviously inside you can have your, you know, link to a lead magnet or something along those lines that's generated. So that's like one for me, like a really cool idea. And I've, that I'm personally would love to, we'd love to try out, cause it's, it's a, it's a little bit unique. Um, but again, you know, helping, helping other people get exposure in other areas. So introductions, I think a massive, absolutely massive. So, uh, you know, I had a, uh, there's a, there's a lady I helped launch an online course, she's just using Instagram and they, you know, should do something giving now. Um, and she has about 170,000 Instagram followers in that she's on a health and fitness area. You know, she's young girl, you know, you said 21, 22 years old and you know, I spoke to another influencer, actually a competitor platform who's coming over to us and you know, they, she has exactly the same profile like we're talking like they might as well like be sisters.

Paddy: And then I uh, so Mimi is that lady I'm referring to. That's who worked for us for a little while. I just like yesterday I just dropped, I'll just open up a WhatsApp group and it just called it like power intros free and then I'll just start a quick video and it's like, Hey, how you too, and I've been speaking to you both about, you know, X, Y, Z of what you're both doing. I really think you two should start collaborating on something cause you both, you both complimentary to each other. And then I was here, I said, I just believe it's you. I think that's a much, but it's very powerful, especially if you can figure out what people's individual needs or wants or what perhaps they're lacking, either in terms of a skillset or if they need a connection or, you know, they forget.

Paddy: It's really doing the homework on what people want. So I know, for example, that Mark wants to be connected with speakers. He wants to be connected with people that have created virtual summits so that, you know, know, I know. No, because there's a very exciting projects on the horizon, so I won't, I won't spoil it right now, but yeah, I'm going to be actively helping him find the people that he's looking for. Now. The moment I think about it, you know, someone mentioned certain keywords, I'm gonna be like, that's it. I'm going to, I'm going to do the intro. I mean, I honestly, it can be as simple as just spoke to you tunes individually, individually, you know, you notice, make these fit introduction makes sense. I'm just gonna leave it over to you. I see. You know, make it happen. Cause that's powerful. That's powerful stuff. What's, what's, uh, if you find one contact that could be sharing or doing something to you that you perhaps never dreamed of then it could be a game changer.

Dr. Mark: So two points with that one. We can totally spoil the surprise because I'm super excited about that. And Paddy's referring to summit scripts, which is coming down the pipeline. You can stay tuned, check out our resources area over [virtualsummits.com](https://virtualsummits.com). We'll have information about summit scripts coming out and Paddy's of course going to be involved in that and, and, and, and highlighted there. Um, but another example of you living what you're actually talking about here is back when you and Thinkific were co-hosting the course summit with Dr. Carrie Rose Wilson. You put me in Carrie in touch. And from there, you know, I decided to go ahead and not only did we help, you know, consult on

that summit, give advice into that, but then partnered with it, promoted it. And from there me and Carrie have become incredibly good friends. I've supported her on other things and she supported us on, uh, you know, our Interview Like A Pro program that came out.

Dr. Mark: So yeah, just from that connection between you and us, it's been an ongoing, amazing relationship. And because of that, we both have extreme gratitude and towards you. So you're, this is a perfect example of how just putting, you don't have to spend money, you don't have to blast your email list. You could literally just put people together and make a big difference in their lives. So I absolutely love that. And that's a perfect example of you living that. So let's now as we wrap this up, I'm Paddy, I want you to kind of give our summit hosts any kind of like, just what's on your mind as far as top advice or inspirational information that they should be thinking about when it comes to their summit. From your experience?

Paddy: I think, don't worry that, try not to, I would definitely say if you're gonna just put all your eggs in one basket and hoping that the virtual summit is going to be like your, the, the, the everything of your online business as much as a lot of people say, you know, if you launched it at the virtual summit, you know, you can, you can launch a 10 figure business, you can like, it can work, but I would make sure that you just have other, you have a plan, but other things in place, the support your other marketing and community and importantly community building activities. Um, but don't get lost in the weeds of it because you can definitely do that. You can definitely go right too much into the detail about, you know, is this particular topic going to be right? Uh, I know when we first, you know, when we first were talking about doing a summit, we had this, it was meant to be, you know, we're going to have just a couple of people and then it was like huge. This, the people. So don't make a rod for your own back as they say. That's the one message, one person, one outcome and then deliver on it.

Dr. Mark: So good. So good. Okay, Paddy, at that point, now we are going to start to wrap this up. I know our audience is like, okay, I need more of Paddy in my life. Want to just love that sexy voice of his. So how can I get that and uh, how can I pick his brain? So why don't you let our summit hosts and summit speakers know where you hang out at. What's the best place to get in touch with you in any kind of final words you want to share with them.

Paddy: Yeah. Thanks mate. This has really been tons of fun. So if you want to, if you want to kick me personally, just you can find me. You can actually find me on Facebook. Uh, so Paddy McGill and uh, if your watch, if there's a video version of this, then you, you know what I look like, but you can just search Paddy McGill Thinkific and I'm usually there. Uh, you can find me on LinkedIn as well as, so it's a [linkedin.com/in/partnerpreneur](https://www.linkedin.com/in/partnerpreneur) which is like my tagline type of thing. And they find me there or just, you know, just emailing, just say, just do even [justwebinars@thinkific.com](mailto:justwebinars@thinkific.com), attention of Paddy. And then I'll pop you out, pop out a little note and you know, if you want to try Thinkific, just go, go over to [thnk.cc/30](https://thnk.cc/30). 3-0 and way to go.

Dr. Mark: Absolutely. And we'll have all of those links access to Paddy over in the show notes [podcast.virtuallsummits.com/076](https://podcast.virtuallsummits.com/076). 076, um, Paddy, this has been absolutely

phenomenal. Me and you could chat for hours literally. We haven't done that before, but unfortunately we have to bring this to a close and say goodbye. And I just want to thank you again for sharing your wisdom, your brilliance, your sincerity with me and our audience.

Paddy: Thanks mate. I really appreciate it. I enjoyed it. And, you know, I look forward to hearing you on another episode.

Dr. Mark: Absolutely. And thank you all you summit host for spending this time with Paddy and I am Dr. Mark T. Wade, founder of Virtual Summit Software, and remember your message matters. So go out and make a difference. Don't forget to check out all the information we've just had been talking about links and resources and access to everything at the show notes [podcast.virtualsummits.com/076](https://podcast.virtualsummits.com/076) and we will 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.