

## **Episode 87: FIRST EVER 100% Customizable Summit Page Builder™**

### **Strategy**

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If this was any more magical you would have to start calling me Wizard Mark instead of Doctor Mark. Now hold on to your broomsticks and magic wands because I'm about to blow your socks off with what we have just released for you!

I just couldn't help it. I had to record a quick episode letting everyone know about something that literally is going to change the game when it comes to Virtual Summits. Plus I have to get it off my chest where I have failed you all, and how we have fixed it.

Most of you know or know about the Virtual Summits Software. If you haven't you should check out Episode 4 where I talk about it briefly.

Essentially it makes hosting a summit quicker & easier than ever before. Now before you skip to the next episode, I would recommend holding on for a second because I'm going to tell you about something new with the software that is going to literally change the game for you and your summit.

The Virtual Summits Software is the first ever software designed specifically for hosting a virtual summit. Of course there are other options, which we talk about in episode 4, but none that are designed only and specifically for hosting a summit.

The others are course builders, or funnel builders, or even webinar hosting platforms "disguised" under the term of a summit. But in the end they are all still built for something else.

Now I have to be open and honest about something. Up until a few months ago we had a major flaw. We were still a great summit hosting option, one that was a reliable, cost effective way to quickly & easily host a summit.

However when we first started building Virtual Summits Software back in 2016 (and dreaming it up in 2015) we were focused on one specific objective.

Be quick, & be easy. Everything we created in the software was designed for someone who had no technical skill set, and wanted to be able to put a summit together without spending hundreds of hours building it, or thousands of dollars paying someone else.

So we built that. And it worked great. Of course just like any new software or new business for that matter we had some bugs to iron out.

Thanks to our awesome developers at Virtual Summits Software they were able to tackle all those issues.

However one small set back still remained based off our original design.

To be quick and easy we created templates to use for the summit registration pages. These were based off the 100 most highly converting summit-landing pages and ironed down to three main templates.

This was great for most of the summit hosts, however for a smaller (but growing) segment of our summit hosts this actually created a roadblock for them.

They wanted customization. They wanted to make it different. To make it their own.

The templates let anyone quickly get a summit up and ready to run in a matter of hours (versus the 100 + hours it use to take to do it the old way). But in full transparency they were limiting.

Limiting in the way of you couldn't change most of the main aspects. You could hide sections, you could change the text, but you couldn't add more than what was already there.

Again this was perfect for a majority of our summit hosts, and was exactly how we had meant the platform to work.

However as awareness & interest started quickly growing for the Virtual Summits Software so did the type of users?

We started getting more advanced summit hosts who wanted to add custom code, or implement a more advanced strategy, to use upsells, or redirection.

They wanted it to match their brand perfectly and to be an exact replication of their own creation.

We heard those requests, and we made the decision to take this challenge on.

Now keep in mind this may sound like a small thing, but this was no easy task.

Our entire development team put their heads together started researching how we could do this, and what it would take.

And most importantly how we could do this without losing the number one factor that our entire software is built around. Being Quick & Easy for everyone, tech skills or not.

We quickly put together a game plan and set out on that. Now I must admit we were a little naive to begin with, thinking we could get this put together in a relatively short amount of time.

What we failed to realize was how fundamentally connected these pages are to every aspect that the software runs on.

You see unlike most platforms or other software that simply sends their attendees via a single link to a page with videos on it.

Our platform is actually designed to function & feel like an actual summit. So the attendees can feel around in the summit, they can see who is coming up to speak and on which days.

The software automatically tracks each individual attendee and provides a unique experience for that person. This is still ground breaking today as no other platform does this.

Then there is our Ever-Summit Feature. Which is a proprietary technology that we alone created to allow you to rerun your summit as if it was live on going forever with one simple click of a button.

This completely changed the game for summits, turning summits from a one off event, to the beginning of your customer journey.

All of these aspects tied together with those original templates we were talking about.

However, after thousands of hours of work, and tireless nights and long days of working, creating, testing, rebuilding, and then implementing, I am SOOOO excited to announce the ONLY 100% customizable Virtual Summit Page Builder.

Now this went live a few weeks ago, but I wanted to wait to release this episode about until after we got the initial feedback from our current users letting us know what they love about it, and what still needs to be improved.

I can tell you with 100% confidence having tested EVERYTHING out there, that the Virtual Summits Software is officially the absolute best option for hosting a virtual summit.

There's not even a close second.

So what's the big deal? How is this important to your summit?

Well that's simple; this now lets you get as creative, & complex as you want to

improve not only your attendees' experience, but also the success of your summit both for you and your speakers.

Plus you can now implement any and every type of marketing strategy you would like to use based on anyone teaching you how to do summits, or actually just any marketing strategy you've been taught to improve your outcomes.

What can you do now with the summit page builder?

We ensured that we did not lose the speed, simplicity and ease of use that everyone has come to love with Virtual Summits Software.

We also still kept the original themes, in case you really just want the quickest, simplest option.

All that research, testing, and searching we did was implemented into creating a simple and easy layout to create your summit pages.

So what pages can you create? Of course you can build out your summit landing page, or registration page. You can build out your summit sales page, and the thank you page. Yes you can also use analytic code if you'd like such as Google analytics or Facebook pixels to track any of those specific items.

Now for each of those pages you can 100% build it from scratch? Meaning simply drag and drop a section, do you want 1, 2, 3 or 4 columns? Drag it over then get busy creating.

You can create text, buttons, images, and videos. You can customize all the font, the sizes, the look, and the feel. Change the padding and margins, and also just quickly rearrange anything by dragging it around the page.

I know it's literally unbelievable how simple and easy this is yet how powerful it now is.

Of course we know some of you want to customize your pages, but you don't want to build it from scratch.

So we have our pre-made sections based off those original templates. So just pull over any of the sections you want and they are already premade and laid out for you.

Now here is a mind blow for you. These premade sections will auto populate the information you've already inserted about your summit.

Meaning if you created a summit host already, boom the summit host information is already filled in.

Your speaker's section, boom auto populated, all your speaker's information and layout are automatically inserted for you.

It works with any of the pre-made sections. Drag them over and you can quickly create your summit page however

Literally full customization capable in the quickest and easiest way possible.

Plus we have pop ups, and registration or opt in forms available that can be used and created however you need or see fit.

You can control where your pages go to if you for some reason want to redirect them somewhere else.

We have literally given you absolute complete and full control while still utilizing what you love about the software. It's ability to host and run the summit completely hands off.

So if you want it to look exactly like your brand, or your website. No problem. You can do that. Or maybe you have a funnel/page/website builder on your team and want them to go crazy and build you a Picasso masterpiece.

No worries, they can literally create you the Mona Lisa of virtual summit pages if you want them too. And it is so easy to use and figure out they won't have to spend ANY time learning how to do it. If they have ever used click funnels, or kartra or any funnel builder for that matter, then they will intuitively be able to use our summit page builder.

Believe it or not this was 100% built from scratch from the ground up by my team of summit developers, who are like wizards when it comes to coding and building software.

I have to give them some mad props because none of this is possible without them.

I come up with some crazy seemingly impossible ideas and they go to work making them come to life. So let's all give them a virtual round of applause for helping us create this one of a kind proprietary technology that has just revolutionized virtual summits again for a third time.

Anything is now possible.

Speaking of that I wanted to mention you can now add custom code as well. Integrate your favorite additional software such as a many chat button or a special doodad or gadget you love and want to use.

You can do it.

If you want to build other pages, not problem you can do that too.

Like our Speaker Information Page for example. For all of my summits I create a page that has all the information about the upcoming summit, almost like a sales page, but to help convince my potential speakers to say yes to speaking on my summit.

You can build that out in the new summit page builders.

Want to create a FAQ page, or a technical assistance page, or even an ABOUT US page. No problem. You can literally do almost anything you want now!!

Ok, magical rainbows will not fly out of your computer and manifest a bowl of ice cream, although that would be pretty cool. There is a boundary between science and magic but we'll keep pushing on it for you!

As I start to wrap up this love fest about my new most favorite thing ever in the whole world, I want to reiterate it still literally hosts and runs your summits with simplicity and ease just like before.

It is still the quickest and easiest way to host a virtual summit. You just now have 100% control & customization options.

It still has the Ever-Summit Feature, which is only available through the Virtual Summits Software, and allows you to re-run your summit as if it was live forever with one click of a button.

It has that amazing summit experience for your attendees. It still automatically makes everything mobile friendly and looking incredible regardless of what or where your audience watches the summit.

It's the only summit software that can do all of this.

And also at the time of this recording there have been over 550 summits hosted on our platform, making it the most trusted software for hosting a summit.

Here's the kicker. We are just getting started. We have so many other cool and amazing things coming for you.

I wish I could tell you about all of them right now, but my team would totally freak

out, so let's practice a little delayed gratification and just know that our complete and overarching mission is to help you get your message out to the world.

We will continue to design, develop and build magical tools like this summit page builder for you, and you will be able to use it to go out and tell your message.

Make an impact in the world, and help create a better place for everyone to live.

I want you to know I appreciate you and am excited for your summit.

I can't wait for you to jump in and start playing with the Virtual Summits Software and to host your summit.

I'd recommend checking out the show notes if you want to see a demo of the new summit page builder. Also we have a special free trial opportunity going on right now that you can get access to in the show notes.

Any questions feel free to reach out to us.

Now go out and share your message!!

#### Page Builder

- quick & easy
- Completely customizable
- Pre made templates
- Pop ups
- Control where the pages go
- 100% custom and your brand
- Add integrations & custom code to use your favorite other tools
- Also build other pages – such as a “Speaker Information Page’ or an FAQ page, etc.
- Whatever you want to do, can now be done.
- Still runs & hosts a summit
- Ever-Summit still works

Nothing else can do this

## Speaker Pages