

Episode 164: The DIRTY Part of Summit Speaker Interviews

Publish Date: July 16, 2020

Speaker: Dr. Mark T. Wade

Dr. Mark T. Wade: I'm going to take you on a journey with me as I create one of the most historic virtual summits ever built called Summit Talks and show you what's working and what's not in real time. All right, let's get started. Hey there summit hosts, I'm Dr. Mark T. Wade, founder of Virtual Summits Software and your host here on the Virtual Summit Podcast. Before we jump into this episode, I want to remind you, you can get a bunch of incredible resources on getting started with your virtual summit. The One-Day Summit Formula, Interview Like a Pro along with how to create highly converting summit pages and more over on our website <https://virtualsummits.com>. Just go to the resources area and there is a lot of incredible value for free. Also, don't forget to come hang out with us inside of the Viral Summits Facebook group, where we have weekly trainings, as well as a way to meet and greet with other summit hosts.

Dr. Mark: And if you haven't checked out our Summit Genesis workshop, I highly recommend you look into that. It's a three day virtual intensive to get your summit done from idea to launch. So if you need to get your summit out quickly, this may be something you want to look into. All right. So what we're going to do today, again, we're going to be changing it up a little bit. I kind of mentioned this on our last interview last week, or excuse me, on the last episode last week about Summit Talks, I used that as a opportunity for an invite for many of you to come be speakers on it. And it worked at this moment right now, we have over 145 speaker applications. People filled out forms requesting to speak on our summit talk summit. Now, of course we can't take everyone. We can't take all of those.

Dr. Mark: There's just unfortunately, not enough hours in the day or I would. Um, so one, thank you. Thank you. Thank you for all of those of you who reached out and are interested in requested to be a speaker on there. Hopefully we'll be able to get many of you on there. Um, but with that being said, what I wanted to do, it's kind of occurred to me. I'm going to be going through this process right now of creating, not just throwing together a summit, right? But actually going through the full process, setting the standard, practicing what I'm teaching plus innovating ways and better ways of hosting a virtual summit. So why not for the next couple episodes, take you through the journey with me during different aspects of our summit creation and build out and tell you what I'm doing, show you what I'm doing. What's working, what's not working the lessons I'm learning as well as all the things that are working on things that aren't working as well, which we find many of those never, there's never two summits created alike or the same.

Dr. Mark: So that's what I'm going to do today. I want to actually share with you some insights to what has happened in the last week to two weeks and that the lessons that are in that for you now, what I've been primarily doing the last, uh, week is interview, interview, interview. So obviously we had speaker research and outreach the two weeks prior to that. And a couple of things with that. I mentioned this as well is you need to, if you really want to get a lot of yeses, like let's take one step back and look at speaker

outreach ratio, speaker outreach ratio. Typically for most summit hosts is going to be about a one in five meaning for every one speaker you're going to get to say yes on your summit you need to reach out to about five. Now for many of you, if you're just getting started, don't have a lot of connections.

Dr. Mark: Um, or it's a lot of cold outreach. It may be more like 1 in 10. Okay. So for every one speaker you may need to reach out to 10. Now our speaker ratio is actually just under it's about it's between a 1 in 2 and 1 in 3. So it's right around 1.27. Um, and there's several things that have caused that to happen. The big one, the main one, connections, of course, but two is how we did the speaker outreach. So for everybody, I invited personally like the people that I reached out to, I sent a personal invite and it was, and I know I say this all the time and I still get so many summit hosts like Mark. I don't, just give me a template to fill out so I can send out a templated email. And it's like, okay, we have those. You could actually use our templates, which is better than probably just winging it. But at the end of the day, a personal message is going to be so much more impactful and powerful. So again, practicing what I preach.

Dr. Mark: But it wasn't just a personal invite email. I also recorded personal video invites. So for about a hundred, well I'd say more like 75 to 80 of the speakers I reached out to, I actually recorded a video inviting them. That was only a 20 to 40 second video clip. I used Vidyard, but it was just a simple, Hey there, Steve so great, you know, to connect with you and hope everything's going well, I got something really epic. I'm working on it. I want to give you a special impersonal invite for me to be a speaker on it. Check it out. I think it's something you'd be interested in. If you got any questions, just reach out. Let me know. So I sent this invite to all the people. I know that I wanted to be on it. Overwhelmingly I'd say 75 to 80% of them said yes, they got us a personal message.

Dr. Mark: Now then I send out another 50 to 70 probably that was relatively personal. Although the video was not specifically to or for them. So it was a, it was a video giving a personal invite, but I just didn't use a name in it. So that's still a again, if I'm reaching out to influencers, A-level people, I am recording a special personal invite video. So please note that. If you're doing that may take the time. Yeah, it took me a couple hours. I blocked off one of my evenings. I think it was like four hours. And I just sat there and recorded video after video. But it was worth it because most of them said yes. Now if you have then my next kind of level of connections, they are a little bit further away from me. Not my, the first people I was reaching out to.

Dr. Mark: They got an actual video invite for me. It wasn't personal, it didn't have their name, but it was recorded in a way that was my personality to them and made it feel like it was for them. Okay. So you can still get creative like that. So that's the first thing. Now the other thing is then I started talking about it. I talk about this all the time, foreshadowing. Foreshadow your summit. Post about it. Talk about what you're working on. I'm currently in my, on my Facebook page and in my groups, I'm sharing daily video clips, images, um, of the summit and not just like a promotional style, I'm sharing bloopers. I'm sharing funny things behind the scenes. There's one of me laying on the couch, holding up this thumbs up sign, being like, tell me what you do. Do you ever feel exhausted after your interviews?

- Dr. Mark: What do you do to recharge and recoup? But it's still putting it out there on people's mind. So this does one of two things. One, it lets people know that there's a summit coming. Okay. This is important because a lot of people would be willing to speak and promote your summit, but they just don't even know it's happening. Most people don't know the summit's happening until promotion starts. And by that point, it's too late. So talk about your summit, put it out there. The second thing it did is all of my speakers that I reached out to and you're going to get, this is another point we're going to talk about all my speakers that I reached out to that I had not filled out the speaker application form yet. It was a reminder. They were like, Oh man, that's right. I need to do that.
- Dr. Mark: Every time I posted an image or something about the summit, the speaker application form went up and I wasn't posting the link to the speaker application form. It was just the social proof and reminding them, plus once they started seeing that other people were doing it, they were seeing what the setup look like, that it was going to be something of value. That was the deciding factor for someone being like, Oh yeah, I want to be a part of it. So foreshadow. Talk about it, but not in a promotee way. Right? Like do it, you know like, Oh man, something I learned today while doing this interview was this. It was so great. Or give people you're interviewing shouts out, take pictures. That's another thing. If you're doing these recordings and you're by yourself, you know, do selfie style, let your speakers in them know they're cool with it and be like, all right, we're going to take us real quick screen capture or a selfie.
- Dr. Mark: I recommend selfies versus like use your phone versus a screen capture of your computer. Cause it just doesn't catch as much attention. The next best thing is if you have somebody in your office or house, be like, Hey, I'm going to be doing this interview. Please just take a picture of me if you can. I'm doing it. Okay. Now that kind of depends on your setup. It might, you know, might not be that make that much sense, but if you can show the screen with the speaker's face on it, it just catches people's attention and you can share that. Okay. So that's a big one. So I have every time I'm doing an interview, I have a Krista come and take a picture of me with this person, with this interview. So I can share it, talk about it. Plus take notes. A couple of things like take notes of the bad things that happen and of the good things that happened.
- Dr. Mark: The bad things, use those as bloopers. Use those to talk, get vulnerable. That brings in way more attention and way more focused than any kind of braggy posts you can do. So like I have an image of me where I was trying to steam clean our green screen so I could film and I didn't test the steam route ahead of time and like, literally sprayed water all over the green screen. It was just soaking wet. And so, you know, I made a little fun of myself and put that out there, but that got a lot of attention and people clicking on it and liking it or, you know, sharing their own version of their stories of things like that. So think about that. Foreshadow. Foreshadow when you're doing speaker research and recruitment. Okay. Some other aspects to think about in this stage or this phase of the game is one, don't forget how much you can learn by doing these interviews.
- Dr. Mark: Now I'm obviously in a really great situation. I'm doing a virtual summit on virtual summits. Summit Talks, the virtual summit on virtual summits. So everybody I'm interviewing, which it's also not just interviews. It's more a presentation based hybrid

style. We have interviews as well, but everybody is sharing their insights on summit. So what do you think I'm doing every single session I'm not tuning out and just letting them just talk and not paying attention. I'm actively engaged because I'm taking notes and I'm listening to what I can improve and change for me. It's directly related to the summits. I'm like, ah, you know what? That's a really good reminder. I haven't done that in a couple of years. I should do that. Or you know what, that, that's a really good point. Something that didn't work and they just ran their summit. Maybe I should consider pivoting that to something else.

Dr. Mark: Now for you, if you're running your summit, it's probably on a topic that's beneficial to you or your business. Use that opportunity. That's a deep dive. Like I did a podcast episode a couple months ago about the 15 non-intangible or non-tangible return on investments. Knowledge growth is one of the big ones. You have 10, 20, 30, 50 hours, however many sessions or speakers you've got, of you having an opportunity to learn from people that takes your knowledge and expertise to the next level. Don't take that for granted. Use that opportunity. You're there anyways. Put the time in. This is also another reason why I'm not a big fan of just submitting presentations. I'm cool, and I like that it's presentation based, but I'd prefer to do a hybrid where I'm there with the speaker. I intro the speaker and I'm listening to them do the presentation for multiple reasons.

Dr. Mark: One, you can catch if they try and slip a promo in there that they're not supposed to. Two, you build the relation ship with the speaker. But three, you're actually there learning from that person. So get as much knowledge as you can out of it. It will help improve you your business and all aspects. Okay. Also when it comes to recording. So week one of recording for me, we did I think 36, 30, some 30 something interviews. So I had three days back to back of eight, nine, eight, and then I think seven hours, eight hours, nine hours, eight hours, seven hours back to back to back to back. And these were all back. You know, one started at eight. The next one started at nine. The next one started at 10. The next one started 11.

Dr. Mark: So two aspects of this definitely batch record your sessions. It's going to be so much better. If I had to do one here, take an hour off, come back, get right back into mindset, take another hour. Then come back, reset up, like just batch your sessions together. Okay, it's going to be better for your mental health. It's also going to be better. Your performance will be better because you'll be in the zone and the, you know, in the grind now you may have to, to set a certain time limit. Like I'm definitely fatigued at the end, mentally fatigued, physically fatigued as well. But I will say you actually develop a little bit of interview, um, interview, uh, endurance, if you will. So as you go now with that being said, here's how you do that. You set up your Calendly or whatever your scheduler is.

Dr. Mark: You only, you only release a certain amount of days and a certain amount of times at first. So maybe you have three different interview weeks and two days, Tuesday, Wednesday, and you're only doing four hours. Each of those, you got to give options. Okay? So you got to start with something. Then as those start to fill out, people are gonna say, Hey, there's no sessions left that work for me. Then you increase a couple hours on each of that. So you can either open up another day with a couple hours or

extend those hours a little bit longer than you wait for those to fill up. Then people are going to say, Hey, there's no interview that works for me. No time that works for me. And then you expand it. If I would have just opened up my session. Well, I mean, granted, I'm actually back to back with 30 plus interviews every week for the next six weeks.

Dr. Mark: However, with that being said for you, what you don't want to do is just have them sprinkled out everywhere. So start with a small condensed sessions and then expand those by a few hours as you get more and more speakers. So that's how you'll keep it batched versus having a bunch of scattered interviews. Now, with that being said, here's the thing you got to think about when you're doing this. So if you've got back to back interviews, you want to do an interview and you want that interview to be 30 minutes long. Here's two things you got to think about. You got your pre-interview chat also with that is what happens if the speaker's late? And two, you got your post interview chat. What happens in your post interview chat is your promo clips, any filming that has to happen after that. Any needed information. So I can tell you I'm pretty good at this.

Dr. Mark: My pre-interview chat is still somewhere between five to seven minutes. Some of them are longer. Some of them are 10, but I'm pretty good at being like, Oh, we're stopping right now and jumping in at 10, but it's still about five to seven minutes every time. Now my session's around 30 minutes, I have a hard stop at a certain point because then I also recruit crew record promo clips and super summaries as well as give them the information they need. And I know that's going to take me about 10 to 15 minutes usually right around 10 minutes, I can get it done. So we are now sitting at 45 to 50 minutes. Here's what you gotta remember if you're using Zoom and you're going back to back, one, you got to give yourself a little bit of space there in case you got to run to the bathroom, you need to take a drink as well as what happens if your speaker is five to 10 minutes late.

Dr. Mark: Well, the answer to that is you cut their session a little bit shorter. Do not extend your time where you're going to end up running back into all of the other interviews. So do not extend. They're late. Well, instead of 30 minutes, you get 15 minutes. That's what happens when you showed up late. So they need respect your time. That's important. So the other aspect to that is if you're using Zoom or anything else, that's processing a download. So unless you're recording it to the cloud, if you've got a process that download, here's the thing you have to have time in between one Zoom to the next Zoom for that to download, or it's going to pop up in the middle of your interview and it's going to throw you off. So for me, I have it down to a science where I have exactly seven minutes at a, at a minimum seven minutes from the time I finish everything and stop recording to the time I started my next interview, which is approximately the exact amount of time I need for that file to convert and download.

Dr. Mark: I can save it and then boom, I'm onto the next one. So remember about that file a time to download now with that being said, at the end of your day, you also have to think about this is you're just using Zoom. You're probably fine, but like our setup, we actually have a Canon DSLR, you know, high, like high def video camera recording, everything too. Those on average, each interview, each session is around 15 to 20 gigabytes. That was a G. Gigabytes. So you need to think about two things here, file sizes. How are, how

and where are you going to put those in to upload times? Even with my high speed internet plugged directly into my computer, it takes almost all night, or a whole day. Again, eight to nine hours of interview. So nine times 20 gigabyte, 180 gigabytes, huge amount of file space.

Dr. Mark: Huge, huge, huge. It takes a lot of time. So remember, gotta think about file sizes and times to upload, okay. Now where I'm using a special thing with Dropbox where it doesn't, you know, isn't onto my computer. So it doesn't take up the size, but you also have to have a mega one of the business premium accounts on Dropbox. If you're using Dropbox, if you're using Google storage, you know, you're going to have to expand your Google storage, et cetera. So that's something to think about. Additionally, when you're thinking about interviews, if you've got back to back days, back-to-back sessions, you need to prepare for your interview. So I prepare for every single one of my interviews. Again, practice what I preach. So I have a perfect intro creator with a welcome flow for every single interview. I know what the interview is going to be about. I have an idea of what direction I want to take that session. I also have my close like a pro planned out, mapped out for that person.

Dr. Mark: So all of that has to happen in advance. If I, if you have four or five, six, eight interviews happening in the next day, that's 10 to 20 minutes. If you have that information, which brings me to the next point, I'll talk about, so it takes you 10 to 20 minutes. So I have another two hours of prep time every night on top of the eight to nine hours. So these are things you need to think about creating time to prep. Now with that being said, here's the thing. The speakers always wait till last minute. So you speakers listening to this right now. Get your stuff together already. You want to be on the summit. We know you want to be on the summits. You get a lot of value out of the summits. Fill out the darn forms. Like Mark. I hate filling out the forms.

Dr. Mark: I know I hate it too, but do it. You want to be on the summit. Give that you want to have a great session, give the summit host what they need to crush your summit. Okay? They need to be able to create a perfect intro for you. They need to be able to prep for your session. If you want it to be a stellar, help them be stellar. Fill out your forms. Don't wait till last minute. I know it sucks. Just get it done. Get it over with, okay. Stop my rant. Right? We're dealing with that and you're going to deal with it too. It's going to happen. The speakers are going to wait to literally every day I have speakers that are waiting till the last minute. Some of you are listening right now. I know you are because you know who you are.

Dr. Mark: Some of them wait until like the day before, some of them are that morning submitting the form. And it's like, Hey, how am I supposed to prep for your interview? If you submit your form at eight and I have 8, 9, 10, 11, 12, 1:00 PM interviews. And you're at one. So you find a way to make it happen, but speakers just help us out. Fill it out in advance. Two, hosts, you need to be thinking about that. So if you're doing all of your outreach and communications, if you're doing the back and forth, then you need to consider that you're going to need to be following up. So plan some stuff in the morning and then in the evening and then be able to hit them again. If you've got, if you're friends with them on Facebook, message them on Facebook, I've had to do that many times, but you're going to need that information.

- Dr. Mark: Now you can streamline that process. Two ways. One, you have a form, you have every single thing connected. So I have my speaker application form where they apply to be a speaker at the end of that, it gives them the Calendly link to book their interview. And as soon as the thank you page from the Calendly is fill out your speaker details form. So it's back to back to back. And most people I'd say 50% of them just go straight through it and do it. And then of course we have our follow up notifications, which are please fill out your speaker information form. This is different than what you already filled out, et cetera. So if you have that, then it's easy to go into whatever tool you're using. We use type form to go into type form, and I can see all the data, all the information there.
- Dr. Mark: I can take it and I can prepare for their presentation or for their interview or whatnot. So that's a ninja streamlined way, especially if you're going to be doing a mega summit, you need that kind of stuff. Also, if you can have somebody help you with the communication aspect, that is ideal. So of course I have members of my team that are helping run my summit in the sense of the communication aspect. So I did all the initial outreach. Remember I sent a personal message, it came from me like I always say, now when that message comes back into the inbox, it's fielded by my team and they handle communication from there. Okay. The other thing is you got to understand some of your speakers. This is another thing. If you really want some big name speakers, some of them are like, I ain't got time for that.
- Dr. Mark: If you want me on your summit, I'm here to show up. So you need to be able to accommodate them. So my team will actually reach out, call them and just write down, let them just tell us the answers and write down the answers. Now I wouldn't recommend doing that for everybody obviously, but if there's somebody or some people that you're like, I really want this person on, make it easy and accommodating for them. Um, so those are some of the main things right now that we're talking about. That's been going on, uh, lots of outreach, lots of, lots of back and forth. Um, also again, remember file size and issues like that. So these are some things that are happening this week. I'm giving you stuff real time. I'm taking notes as I go through this of reminders, um, of what to tell you what to give you and things that are happening, I'm going to keep doing it.
- Dr. Mark: I think I'm going to do this, you know, a couple of times a month, at least throughout the launch of the Summit Talks. So you're going to get essentially guidance on what's working. What's not working thoughts to remember in real time so that you can implement these into your summit. And again, Summit Talks is coming. Mark your calendars, September 28. Um, if you're listening to this in advance, get ready. It is going to be the most, the largest, most impactful virtual summit ever hosted for summit hosts. So get ready if you're listening to this after September 28th, reach out and see if you can get the all access pass. We probably have that for sale. Other than that, remember your message matters. So go out there, make an impact in the world 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, 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.