

## **Episode 175: Rec Gym Pros Virtual Summit**

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Speaker: Ali Stoffels

Dr. Mark T. Wade: And for today's episode, we have something pretty special lined up for you. We are going to give you a sneak peek at one of our Summit Talks sessions. That's right. We have our Summit Talks Summit going live, and I want to give you a sneak peek at it. So you're going to get the audio version of this episode, but what I want you to do is make sure you head over to <https://summittalks.online>, to get access to all of the amazing Summit Talks Sessions and video sessions waiting for you over there. So in the meantime, enjoy this audio version of another amazing Summit Talks. From inspiration to launch in two weeks. Our next guest held the first ever online summit in her industry. Want to build an engaged community, get notes of gratitude, pouring in open doors to speak at other virtual conferences. Well, if you want to use your summit to become the trusted brand in your niche, then this session is for you.

Dr. Mark: Hey, summit hosts, I'm Dr. Mark T. Wade founder of Virtual Summits Software, CEO of Viral Summits, and your host here on Summit Talks, the largest, most impactful virtual summit for summit hosts. Now we are in for a treat with this session. We have legendary Ali Stoffels with us. She is the founder of Recreational Gymnastic Professionals or Rec Gym Pros. Ali had 4,000 registrations for the virtual summit and 10,000 followers on Facebook and Instagram, and just 12 days. Despite being a one woman show and just a side gig, Ali has become the expert in her niche and has built a thriving online space for her community that didn't exist before. And is now shaping the future for recreational gymnastics. Grab your pen, grab your paper. We're going to have some fun on this one, Ali, thanks so much for being here with us today.

Ali Stoffels: Thanks for having me. That was the best intro I've ever had, when you put it that way.

Dr. Mark: I am very happy to hear that and very excited to dive into this. Um, your story is incredible. Your summit story is incredible, what you were able to build and how you're impacting the world in your niche and is phenomenal. Now we are going to totally nerd out over all that summit, goodness, but before we do, I'd love you to tell our summit hosts just a little bit more about yourself.

Ali: Sure. So, um, I, you know, Rec Gym Pros comes from the gymnastics thing obviously, so I'll kind of start there, but I grew up in a smallest town. I did gymnastics as a kid, but I was never like cream of the crop, but I did okay. I competed all the way through, um, through high school at a kind of a medium level. And, uh, but I loved gymnastics in general and I became a coach, a very young 14, 13, 14 when I started coaching. And, uh, you know, it was the next logical thing for me. I took a shine to it. I really enjoyed it, loved the kids. I've always been really creative. I get bored quickly.

Ali: So, uh, very early on with my, my, uh, my boss recognized by my ambition to go on to coach competitive levels. She was like, nah, you're staying with those little kids cause you can make them smile and have a good time to make sure it's fun for them. So I started that, that route. So that was my life pretty much growing up. It was like at the gym club. And then I went away to university and thought I was going to be done with gymnastics. Did, uh, did a bunch of summer camp gigs. So had that the show, you know, because summer camp is basically theater for two months long. And uh, so that's a really good tips and tricks from there, but then find my way back to gymnastics and ended up as a rec director at a really, really small gym in Northern Ontario, Canada, and, uh, really kind of started to get a handle of the managerial side of things and the behind the scenes stuff. So, um, and then that's where this all

came in, Rec Gym Pros kinda came from that. I realized that I didn't have support networks and I'm so to build them myself. More or less. But that's the story anyway. Just the gist of it.

Dr. Mark: That is innovation right there that is creation. They say necessity breeds, innovation and creation and that's what you did. And now you went from that to essentially kind of leading this industry and this community, building a community for others who were like you looking for that kind of network and that connection. Um, which to me is just an amazing thing. I think it's one of the most powerful aspects of a virtual summit when we don't talk about enough, we've always talked about leads and profit, cause those are fun, but the community and the difference you're making in the world is incredible. So let's talk about it. We want to jump into summit. So it wasn't the easiest, it wasn't challenged free. Of course it wasn't, you know, the perfectly done there was amazing success and there was things that had to happen last minute as is it with most virtual summits. So let's start with the overview. Tell us about what was it called, what was the purpose of it? Give us, help us understand what it was.

Ali: So it was technically called the Rec Gym Pros virtual summit for recreational and preschool coaches. So really like really obvious, um, really direct, uh, then it was the only one that's out there for this. So it was, it was perfect. And I really wanted to make sure it was targeted for preschool and recreational. Cause there's a lot of resources out there for high level gymnastics coaches, but not a whole lot for the front line, like working with the little ones. And there's a lot of turnover in that staff typically. So there's not a lot of time and money invested in these particular coaches. So I knew that this could be somewhere to go. Um, so we did a two day summit and we had four sessions each day there about an hour, an hour and a half each. Um, we had the speakers, if I'm being totally honest were mostly my friends. Cause it was very last minute. As you said, it was a, it was a quick turnaround, less than two weeks from when we decided we were going to do it and when we went live and uh, so I called on some super reliable folks that I know who would be able to pull something awesome together really quickly. So that, that was great. Had a lot of support from them. Um, yeah, we just cranked it out. So it was two long days. It felt like. And at the end of it though, totally, totally worth it.

Dr. Mark: So, um, let me dive in here. We're going to, we're going to circle back to how you were able to do this in two weeks, but for the moment you said hour to hour and a half long sessions where these prerecorded or live?

Ali: Prerecorded and then a live Q and A component. So the prerecorded was typically anywhere between half an hour to 45 minutes. A couple of, I think most of mine mine went overtime. Mine went was an hour and then we had like 25, 20 minutes to 40 minutes of Q and A live via Skype with them, with the speaker themselves so that the audience can interact with us that way. We did it on Facebook live. So it was, everyone was familiar with the platform. So they just had been in their questions, sending our likes and hearts and all that kind of thing.

Dr. Mark: I love that. And I want to, I want to dive into that here momentarily, but I also want to iterate like a lot of our, you know, a lot of summit hosts are like, Oh, I need the fanciest most complex thing. And I see a lot of, summit hosts do that. Some of my friends in big SaaS companies have tried to make it as fancy as possible. And the more fancy, the more complex, the more opportunity for problems and issues. The second aspect to that is if you're introducing a new platform to your audience and they don't understand the platform, you actually have to build an educational components just to teach them how to consume it. So if your audience understands Facebook live, go where they already understand it. They know it, they're familiar with it. They can figure it out. Or if you're going to use a different type of

platform, like now Zoom, a lot of people understand and know Zoom, but previously you had to have some educational components for most people to understand how to use Zoom. So just keep that in mind when you're actually planning out your summit there. Now let's circle back. Let's actually dig into that. So you use Facebook live, you mentioned Skype, kind of talk us through the structure of this, where would they go? And then how did they consume it?

Ali: Where did the?

Dr. Mark: How did they sign up for the summit? And then after they signed up kind of talk us through the process. I sign up, then what do I see? And then how do I actually consume and get access to the summit?

Ali: So I shared a link to a landing page on my social media, my website, my mailing list, which was much smaller at the time. Uh, and then asked my network just to share it. I have some connections with like local or provincial governing bodies of gymnastics. So they were awesome in spreading the word as well. It was almost immediately after the pandemic started. So, um, everyone was looking desperate for ways to support their people and they're willing to share my stuff. So that timing was perfect. Um, so, uh, they, they would share this link to my landing page, once they did that, we had it automated through, I use MailerLite. So if we just had it set up so that they were automatically sent a link to the Facebook group and, and to be honest, it's a private group. And so we had to accept everybody.

Ali: I just accepted everyone. If my friends shared the link, come on in. Cause we offered it for free. It wasn't a paid event anyway. The whole point behind the landing pages, I just wanted their emails. And if I missed a few, I wasn't really heartbroken about it and it was I'll try and grab them later in the process. Um, and then, so I had their mailing lists and sent out the schedule a couple of days before. And, um, as a reminder, the day of, and both days, and then a wrap up email and link where to find the videos after we took them off Facebook live Facebook group.

Dr. Mark: So in the Facebook group, uh, you would go live with the speaker. So you would both be on it or would the speaker just go live and then do a teaching session? Was it presentation-based we're interview based?

Ali: So I would come on and welcome everyone back to the, to the show. And then we would cut to the, to the prerecorded bit. And then, uh, while that was playing, we get the speaker on Skype in the background. And then once their prerecording ended, we would come on, live as an interview, especially. So we are split screening, two of us talking to each other on there.

Dr. Mark: So how did you display the prerecorded video into the Facebook group?

Ali: I'm not the person to ask about that. I had a tech guy who was amazing. Curt Jackson. He was awesome. He's run a bunch of summer camp sessions and he organized the tech behind it. He had, he worked the magic behind the scenes. So personally, I can't really answer that question other than ask Curt.

Dr. Mark: What was his name? We'll give him a quick shout out.

Ali: Perfect. Curt Jackson.

Dr. Mark: Curt Jackson, you rock brother.

Ali: Yeah. He's the best.

Dr. Mark: So there are tools like StreamYard. You can actually, even with YouTube streaming into variety of different places and, and, and Zoom also has functionality to stream into diff like Facebook, YouTube, et cetera, in case anybody's like, well, how do I stream those in those are three platforms you could use. Now let's circle back, Ali, into the fact that you said you did this in two weeks, two weeks. How many speakers did you say you had?

Ali: Uh, there were seven plus me, so eight.

Dr. Mark: Eight speakers, two weeks, 4,000 people participated 12,000 people onto a fair 10,000, 12,000 people on the Facebook and Instagram. So how did you do this in two weeks? Take us back to day one and tell us about how that happened.

Ali: I don't think it's fair to start day one. I think what's worth saying is that, so my friend Curt and I had discussed this as a possibility about a year, like a year prior, but we tabled it because our lives got busy and other things came up. So it's not like we were starting completely from scratch, but we hadn't totally dropped it. We hadn't talked about it. Uh, and then all the gymnastics clubs and like, they all got shut down because of COVID-19 and everyone was sitting at home and I probably spent like two days. I'm like, yoga, going for a walk, like, you know, trying to be fine with not doing anything, but I'm not good doing things. And I woke up and it was, I think it was like Monday morning, maybe Sunday night actually, before I went to sleep, I was like, we could do it.

Ali: And at that point we actually thought that the, the closers were only going to last like three weeks, maybe four weeks. Like we had, we had no idea. We were so naive. Um, and so we were like, well, we got okay. And I said, okay, well, if we're going to do it, we gotta do it fast because we're going to get back to work in three weeks. So you gotta, you gotta do it in two weeks. You know? So I contacted my friend, Curt, we like quickly tossed it all together. The good thing obviously is that my job was shut down. So I wasn't really working much at my actual job. So I had the full day to kind of a lot of time to dedicate to it, but yet just quickly kind of made a landing page, put it up there, put some calls out to my friends.

Ali: And uh, you know, I don't know. I didn't know how to recruit people I didn't know. There were, there are a couple of folks that I hadn't met before that I had heard good things about the speakers and I did reach out to them and gratefully. They were quick to jump on board, including an Olympic champion, which was like a winning moment for me. That was really cool. Um, how he felt, he won a gold medal at the Olympics and he agreed to come on and do a Q and A for us, just like an ask me anything. And that was, that was such a win. Um, yeah, so I haven't had a couple of contacts from previous sponsorships. So I reached out to them say I can't doing this thing. And they were awesome to be able to help me out and kinda, it was a, I don't honestly like looking back, I don't know how we did it.

Dr. Mark: You just woke up and is like, Whoa, what just happened? Like that just happened so.

Ali: Curt and I would check in every couple of days and be like, are we gonna be able to pull this off? And they're like, Oh, you better? Like we have all these people signed up. We have no choice now. It's gonna be what it's gonna be.

Dr. Mark: Excellent. Now I kind of want to take one little like sidestep over for a moment and talk about like, this is a side hustle, as you've said, this is not your main gig. You're working, you're helping people. They're at your actual job. And you have this passion on the side. We have a lot of our summit hosts listening right now. They haven't started the side hustle or they're just getting that side hustle going. And they're considering a virtual summit as maybe a potential opportunity to help get that going further. What's kind of your thoughts on that for them? Is this a good idea? Would you recommend it? What's maybe some words of wisdom for any other side hustlers out there with this thought and idea in their head?

Ali: Um, you know, I worked 40 hours a week, so I have limited different reserves for what I do outside of it. Thankfully what I do in Rec Gym Pros is still related to my job so there's a little bit of wiggle room. I think if you have a side hustle and you're passionate about it, you owe it to yourself to give it an honest go. I would say, I mean, look into it, see what you have time for it. It did take a lot of time. And I think it's, depending on how you set up your summit, it was two full days of work, but you know, it's something that when we were kind of imagining it and that year prior, I just assumed I would take a week off work and run it and just see how it goes. But yeah, I think you got to try it or at least explore it and see, for me, it was really, I loved it. It was really fun. It was really rewarding for me. It felt, felt worth it for me to put the energy and effort in, but I'm not going to lie about the amount of work. I definitely was busy. That being said, hopefully you're not going to try and do it in two weeks and you can spread this out over a length of time and it won't be as condensed. Yeah. Go for it. Why not? Let's not be complicated.

Dr. Mark: For sure. They've got to try it. It is your hustle. It's your side hustle. Don't give up on that dream or passion. You can do this. And there's one of the quickest ways to go from side hustle or full hustle is with that virtual summit. I mean an audience, small audience to 4,000 people now on there, I'm curious, Ali, how have you started to monetize this audience in any way yet? Are you still working on that or if you have, like, how has that been in light of side hustle to now?

Ali: Yeah, so I mean the summit itself provided a bit of income for us. So, uh, first there was a, there was a, we got a sponsorship from, from a great company that is really directly related in our fields because they're gonna equipment supplier. So that was perfect. Um, so we were able to generate some income from that, um, which I was pleased with in and of itself. Um, and part of the deal with them is that we would leave the videos available for people to watch for a few weeks. So I think we said three or maybe four weeks and then, uh, I took it all down and then they're uploaded it onto a membership site so that if folks wanted to have lifetime access to these videos and some of the resources that come with it, then they can pay 99 US dollars to have lifetime access to, uh, to the, to the sessions.

Ali: And so there are, um, the handful of sessions on there. One of the speakers chose not to have theirs on there. That's one of the things that I would learn from this is to be a bit more prepared with how I'm organizing and communicating with my speakers about what kind of happens after, after they speak. Um, I would probably revamp that a little bit. So I did add a couple of my own sessions into, to compensate. So there's a little bit of extra work that came afterwards, but, um, the sales event were probably not as good as they would have been if I did it immediately or if I shortened that session, that's that time period where we had them available for free, but we still had about 70 sales and, um, I'm

pretty happy, pretty happy with that. I would leave, you know, like I got five and I was like, you know, we got more so 70 it keeps it tons.

Ali: But the cool thing is that for those people who are, who bought that product are now going to be able to show these videos to their staff for as long as they want to. And there's a lot of really great content and helpful information there specifically catered to their people. And ideally, it's going to save the rec directors, which is a job that I do in my real life. I'm organizing, I have 60 staff when there's not a pandemic working for me and there's a lot of effort to train them. So it'll take a lot of that time and effort to send them to a website

Dr. Mark: You've got, I mean, you got my brain going over here. I'm like brainstorming for you. I'm like, you could start doing one day summit, you know, educational components, five people teaching certain things. You could bring in other industries or niches into it to help the creative side of it. And, you know, just release those like once a quarter or something that you've got the potential for a major brand over here, Ali. So jump in there and keep doing it. You're passionate. Um, let's circle back a little bit and talk about that community that you've built. So this community didn't exist. Um, it wasn't there. Um, now that it's there, what was some of the feedback? How has that been? Like what, or what was some of the benefits that they talked about?

Ali: So I think, um, it was, it was really cool throughout the summit to see on the Facebook group, everyone just interacting and asking each other questions and then people just pitching in and some of the speakers would sometimes respond to the questions that they had and it might be big picture related to her job. It could be just nitty gritty about how to handle a specific situation. Um, so that's been really cool to see that community develop and it's just been neat to, to kind of unite the recreational community because, um, you know, part of why this all came together is that we were very isolated. We're on our little islands. We have no reason to go visit other gyms or see what other gyms are doing because we're so busy here just running around. We don't go to competitions, we don't go to training camps.

Ali: We don't go to all of these things where competitive coaches tend to gather. Um, so we don't have those opportunities to share and learn. And so it's been very cool to have speakers share their perspective in the comments people were sharing their perspective as they are as well. Um, and so I'm really excited. I've been doing this kind of thing in real life and on a smaller scale. So it's very cool to kind of see it on a bigger, bigger scale, I guess, you know, and it was, it was pretty overwhelming, you know, like that. And then in the best way possible after we are seeing a lot of really good comments and people really grateful and, um, yeah, like it was, it was so lovely to the point. It was almost uncomfortable.

Dr. Mark: I was just going to say, how does it feel to be a celebrity in your niche now?

Ali: Oh God, I felt like it's delivered. There was moment when I was, when I was interviewing Kyle Shewfelt at the end and, um, I saw my phone go off in the corner of my eye and it was just exploding with my friends being like, I can't believe you're interviewing Kyle Shewfelt. I followed his career, I'm a huge fan. So like, I was like dying inside. I was so excited. There was a big moment. And my old gymnastics coach watched it and was like, that was just so like, Oh, I can't believe like it was like really cool that way. It was a really proud, proud moment for me.

Dr. Mark: I'm glad you're sharing that mean. So open with us, I've got goosebumps just thinking about it. That is one of the powers and benefits of summits is that is, you know, you have an opportunity to reach out to mentors, to influencers, to people that you've always wanted to connect with or get to know. And that most of the time, they're not just going to let you pick their brain on a random day, but by using a summit to bring them together, to do something, a bigger impact to help a community, to help a movement, whatever that is, um, it gives those opportunities. And that, I mean, I can feel the, the, the happiness and excitement coming through this from you, Ali. So that was great. Um, well, let's jump into our summit show and tell, I know our summit hosts are like, well, Mark, let's take a look at the summit. What does Ali have? So why don't you go ahead and share your screen and just kind of walk us through what you have there for summit show and tell.

Ali: Okay. So what I am showing is the membership that I launched afterwards for people to get access to the videos for lifetime. So I do it on MemberVault, which is awesome. They are great. And you can actually have up to a hundred members for free before you have to pay, which is sweet. I'm not even at a hundred quite yet, so it's nice not to have to pay. Yeah. It's more money to have more people involved. So that's, that's really great. So, um, this is the all access pass. So, um, what they would do is come on here and they would sign in or they would, they could pay for it or if they want to explore it, it's all up on here. It kind of goes through what all the different training sessions they would have. So they're all very specific to, um, gymnastics.

Ali: I'm sure for some of you are there, weren't familiar with necessarily, okay. Whatever, but so they take a look at this. You can you hook me up and then it brings it to like a ready? Oh, actually I forgot that. I had said that normally have coupon codes all over the place though. Um, so that's about there. And then, um, yeah, it's really pretty easy to use. Once you get in all the modules come up here on the right hand side, put the one you want. And off you go with the videos embedded, you press play and on the back end of it. It's kinda cool because I can see who's been watching what and how much they're actually engaging and who hasn't paid the money. So I can then reach out to them to say, Hey, don't forget this this year. And Hey, we also are putting a new one out, uh, you know, down the road, that's the plan. And whenever I have something new, I'll, I'll let them know that it's available and check it out there. So this is where everything has landed.

Dr. Mark: I love it. That is so cool. And thank you for sharing that with us. It's always fun to see what our summit hosts have and seeing that membership side of it was really cool. Um, so let's kind of jump in to a few more questions as we, as we start to wrap up this session here, this talk, Ali. Let's kind of talk about the promotional side of this. Cause you were, you had very limited amount of time to actually get this out and you still had a major, a major turnout for this. So what, what did you do that worked and what would you recommend people do on a normal basis?

Ali: So the thing that worked really great for, for me, there's kind of a couple of things. I have a pretty decent social media following. So putting it up there, it was really great. There's a couple of really targeted Facebook groups for gymnastics, coaches, owners, and managers. And, uh, once I got into there, it just spread like wildfire. People were sending it to people that they knew. I kept finding it, being it, popping up in weird places. So it ended up kind of organically making the rounds. Um, I think I had a couple of things going for me. I think it was, um, it was novel. It was pretty new. There's been a couple of iterations of online conferences since, but this was the, this was the first one and people are really jazzed and excited. There's a lot of buzz. So I just kinda capitalize that and just kept commenting when people be like, yeah, and I paid attention to it. People were asking questions so that I could respond and funnel them to where they could get more information or how to contact me. That was really helpful.

And then I think I've mentioned this, but also getting the provincial bodies under the wing. Cause they, they have an email list specifically for the people that we are trying to target and partnering with them a little bit, having them check our corners was pretty cool.

Dr. Mark: You got, you got to reach out to them now and tell them that you'd be more than happy to present at their next conference. And kind of put that out there.

Ali: Well funny, you should say that I definitely am lined up to speak at a couple of their virtual conferences coming up so.

Dr. Mark: Look at that.

Ali: So it's been pretty cool.

Dr. Mark: It's amazing, okay. So an idea I'm just going to throw at you and I, I want, this is important for all of our summit hosts listening in is the same is you can either be first or best either. One of those is going to get you the most attention. Um, if you can be first and best, that's always great too. But in this instance, uh, as Ali, you've just mentioned, there's been other iterations popping up since, and this will happen once other people see your idea and see something you've done, they'll try to mimic it or they'll do off shoots off of it. Here's the deal. You have the upper hand because you're the first in many of your scenarios or niches and industries. So immediately start planning the next one instead of getting shiny object syndrome, I'm going to raise my hand because I've done this many, many times. Plan that to be an annual summit. If you can, all usually if you're doing your first one, you can immediately right after ask, ask your speakers, say, Hey, we're gonna run this again. Next year, these dates 70 to 80% will say yes right there.

Dr. Mark: So you've automatically reduced the amount of work it's going to take to find the speakers, but also you keep establishing that brand and that summit and it'll constantly stay above everybody else. Who's trying to do other things similar. So I would recommend if you haven't already thought about Ali, that becomes an annual event, all of you that are going to do your first summit, just plan for it to be an annual event. It builds momentum each year. So thoughts on that Ali?

Ali: It's in the works.

Dr. Mark: It's in the works. That's what I like to hear right there. All right. Well, a couple last questions I have. Um, since you were handling most of this on your own, you had some help with the tech side of things. Um, I like to ask about the customer service side as far, you, you know, you were talking about, well, just would log in and I would respond to questions and this, and get people into that direction. People probably sent emails with questions on how to do this or that a lot of our summit hosts are in the same situation, they're solopreneurs, you know, they're tackling this whole thing by themselves and I really want them to be aware of what, what amount of work goes into it. So talk to us about the customer service side, the pros, the cons, and any kind of suggestions you would, would recommend.

Ali: Yeah. So the service side was pretty good. I think we had a number of people who struggled to get into the Facebook ahead of time. Even though we told them they needed to get in there, that once we started, we weren't necessarily going to be able to approve them immediately if we were going to live.



Right. So we had a couple of people who were confused or weren't sure how to handle that. But once we got from, into the group, they were okay.

Ali: When the suggestion that had been given to me beforehand was to delegate a few people, to be my chat ninjas so that they could help support if I was a busier, I didn't quite get to it. They kind of had a better sense of that. Some of these were my speakers. I asked them to help me with that. So I was like, if you see a question I haven't got to that, you can just answer it or send them the right direction that could help. So they had some help that way. Afterwards I had one, one booboo with somebody who bought a pass and didn't mean to and that created a bit of a hulabaloo and I had a phone call from somebody asking me like, I didn't pay for this. Who are you on my credit card? A couple of like weird stuff like that. Those are kind of fluky. It's pretty easy to get a refund, but just a couple of looky things like that.

Ali: But for the most part, it was, it was small things, but consistent and a lot of emails like are you, they're like, I can't see the video. That was pretty quickly. And then after, I would get a message back to saying like, never mind, I figured it out. Great. Perfect.

Dr. Mark: Excellent. Yeah. And it is very common. I mean with four set, I mean, doing it in Facebook, I think is definitely can minimize some of that because you got the comments right there. People can easily see things. You're going to answer a lot of the questions for those of you. You striving for one of those mega SEM, it's 10,000 leads or more, you know, be ready. The customer service side of things is real. Especially when you start to use other technology people again, if they're not familiar with it, you'll get those kinds of emails too. Like I can't see the video. It's like forgot to actually turn it on or press play or whatever, you know, 90% of the time it's user error, I promise you, but you still have to help them with that user error. So just plan for that and prepare for that. That is a part of your summit live you'll need to be aware of. So Ali, this has been phenomenal. Last question I have for you. What has been the biggest positive impact you've received from hosting this summit?

Ali: That's a great question. There's two. So personally for me, it was a really great growth opportunity. I feel like my name is out there more than ever now and that people are coming to me to ask for, for me to do things with their clubs or their organizations and this kind of thing. So that's really cool from an entrepreneurial perspective that served its purpose and that feels really good. And that makes me feel happy to be able to do that. The impact that I'm seeing, that I probably made me the most happy is just seeing the community come together and seeing people that I know didn't know each other before this, I might have known them or I've seen them around. And now I see that they're their kids chatting and they're having conversations in these groups or they're coming on calls. And we're where we have a little messenger group and to be able to have this network of people that keeps kind of growing and growing and growing and my friend and I joke that it's like the Rec Gym Pros army, our little army is getting bigger and bigger and bigger, and they were all really supportive and we all try and lift each other up. And it's just been really cool to see that, the shift in sharing and being really generous with everyone's lessons and learning that they can share. That's been really cool just to know that I had a hand in that.

Dr. Mark: That is amazing. It's very cool. Super impactful. Again, Ali, phenomenal. Summit hosts, you're going to see all Ali's information here next to the video, reach out to her, follow her on social. I'm sure she'd be more than happy to answer any questions you want to send her way. Um, also Ali has been super generous to give us a special Summit Talks bonus, which you'll see right below this video. Ali, do

you want to tell us a little bit about that free gift or bonus and it's going to be right below this video. So tell us a little bit more about that.

Ali: Awesome. So I have included a PDF, a document that I've used that for some workshops of crafting your legacy, um, and it is more or less a goal setting sheet and thinking about where you, how you want to be remembered 10 years from now, um, by the people that you're impacting. So in the gymnastics world, that's the kids that your coworkers, the gym, the sport industry, this kind of thing, and then helping to figure out your why and what, what motivates you to kind of be, be that, um, how, what motivates you to leave that legacy and what can keep you going on those days when it's a bit tough and a little bit of a stop ,start, continue guided document to work through, easy to edit for whatever field you're in it.

Dr. Mark: Oh, amazing. Grab it. It's right here below this video. Don't wait, you'll forget. Come back and get it. Now I'm big on legacy. So you're going to want to get that you'll thank us later again, Ali, this has been phenomenal. I just want to thank you for sharing with us your time, your energy and your wisdom today.

Ali: My pleasure. Thanks for having me on

Dr. Mark: And thank you so much for hanging out with Ali and I. I'm Dr. Mark T. Wade, your host here on Summit Talks and remember your message matters. And one of the most powerful ways to get that message out is with a virtual summit. Also don't forget your Summit Super Pack, which includes your all access pass. My One-Day Summit Formula in six months of the Virtual Summits Software, plus some very special bonuses from our partners, speakers, and sponsors, but it's not going to stay there forever. So grab it before it's gone 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. 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.