

Episode 106: Here's How You Get To Speak On More Summits In 2020!

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Dr. Mark T. Wade: Happy New Year's! Now. Let's go get to work. This is going to be the most impactful and historic year ever for virtual summits and I want to give you the exact game plan on how you can make 2020 your best year ever. Let's get started. Hey there, Dr. Mark T. Wade here at founder of Virtual Summits Software and your host here on the Virtual Summit Podcast. I want to make sure you know you can check out all of the resources we have over virtuallsummits.com we've got everything from our One-Day Summit Starter Guide, Interview Like A Pro training, as well as access to like Summit Scripts and even more amazing resources, so be sure to check out the resources area over virtuallsummits.com. So Happy New Year's to all you amazing summit hosts. I'm so excited to be kicking this year off with you here on the Virtual Summit Podcast. Wow. We have a lot in store for this year.

Dr. Mark: It's going to be a jam packed historic year. I can already tell, I know we're only a few hours into 2020 but over here at Viral Summits and Virtual Summits Software, we've already planned out how we're going to make 2020 the year of the summit and you are perfectly placed to reap the massive rewards of this because you're dialed into the source here in today's episode. I'm going to give you a little advice on how to tackle 2020. I want to ensure that you are primed and ready to not only get your message out to the world and make an impact, but to literally skyrocket your business. I really believe in you and I know you can do it. So I'm going to ensure we get you the items you need to make it as easy and quickly as possible. So in true new year's fashion, I want to give you the five new year pointers.

Dr. Mark: Okay. First I want to refer back to Episode 100 that went live a few weeks ago. This is a must. Listen, I gave my predictions of what I believe is going to happen in 2020 what type of summits are going to perform best and how you need to evolve to thrive with your summits. So if you've not listened to that, please, please, please be sure to check it out. It's really important. So that's Episode number 100 now for today's episode to kick off, what will be the most epic year in history? For some. I want to give you five specific items that you need to know. First, I want to start off with Summit Fest Live. I've got several intentions. I've got several intentions for 2020 on how we're going to help level up the summit industry. And one very specific way we're planning on doing this is by creating a summit space for likeminded, inspirational entrepreneurs who have a message that they want to get out to the world.

Dr. Mark: So our first step in doing this is by creating the only in-person conference designed for summit hosts, speakers and experts. I've purposely positioned this during the beginning of the year to allow anyone in the summit space to come join a tribe of likeminded high level entrepreneurs, but to also get the most cutting edge, what to know and how to implement summits for the year. It's being held in my favorite city in the world, New Orleans. So if you're serious about summits, then you need to be here. Summits are not just a one off strategy and especially with what I believe the trend will become starting this year. Summits are going to become a foundational part of successful businesses and

if you want to be one of those businesses, then join us at Summit Fest Live. You can grab one of the few remaining tickets and secure your spot at summitfestlive.com.

Dr. Mark: Okay. The next thing that should be on your radar is our Certified Virtual Summit Consultant Program that's releasing this year. One of the biggest reasons summits will become bigger and more common than ever this year is because the overwhelming emergence of summit coaches, and honestly it makes sense. If you're a coach in any niche or industry or you have an agency working with clients, then adding a summit service to your repertoire is a no brainer. Quickly and easily add on a brand new and super popular and high ticket source of revenue. But here's the problem. Most of the current coaches and quote unquote summit experts aren't really that good. They typically run one summit and all of a sudden they think they are qualified to teach. This is a big part of the reason why we are seeing so many poorly run summits emerging, so we're going to fix that by giving a thorough and powerful training to help any coach or agency or anyone that really would like to add virtual summit coaching to their business.

Dr. Mark: This way, summits will be run better in a higher quality and anyone looking for help with their summit will be able to quickly know that person is qualified to help them or not. So Mark this on your calendar as it's going to be releasing in the next few weeks. Now becoming a summit speaker, this is literally a no brainer. One of the biggest ways to increase your exposure authority and get your message out to the world other than hosting your own summit is by speaking on other summits. Now, I'm sure most of you are aware of this and are eager to speak on other summits, but the problem is how do you find them when they're in the preparation stage and how do you get them to let you speak? Well, we're helping you solve that problem as well. First off, if you're not already on our Viral Summits Facebook community, you should head over there right now.

Dr. Mark: That's Viral Summits. There's a lot of summit hosts looking for speakers. However, we are taking this to a whole other level. We've created an entire speaker platform. We've created this thing inside of the Virtual Summits Software, so if you head over to virtuallsummits.com and click where it says become a speaker, you can sign up completely free. Yup. 100% no cost to have a speaker profile inside the Virtual Summits Software. Now, in the next few months, we'll be releasing our Matchmaker Feature, which will allow hosts to search for speakers who are registered in the platform. This will help hosts find more qualified speakers and get you to get more speaking opportunities almost instantaneously. Imagine if you were speaking on a different summit every month that had 5,000 people attending, what could that exposure do for you and your business? Yeah, it would be a game changer. This is a very powerful way to make 2021 of the best years yet for your business, so be sure to head over to virtuallsummits.com and sign up for free to be a speaker.

Dr. Mark: Next is our Viral Summits Concierge Service. Yep. We've committed to leading by example, we are going to help summit hosts actually create impactful summits that make a difference in the world. We're not, we aren't talking just about hosting. We're talking a full on vision call where you, where we, where you download your vision of your summit to our summit strategists who go away and map out three different possible summit stories for your summit. Then we go out and recruit the speakers and

ensure they're pampered and have the best experiences ever received on a summit with our Speaker Concierge. Plus we help with the interview process and do the post summit production and all of the preparation for the summit. Then on top of actually hosting the summit and managing the customer services. We also help you during your summit live week when we roll out that red carpet and give you a virtual publicity tour to promote your summit. We've spent the past four months building teams and protocols and action steps to ensure we can help make very impactful summits. That way we can lead the summit industry by example with the summits we curate.

Dr. Mark: If you're interested in applying for the Done For You Viral Summit service. Then shoot an email over to info@virtualsummits.com and let us know so we can set up a discovery call. Now of course, this isn't going to be for everyone. We can't run everyone's summit, but for those of you who are serious about it and want to create a massive impact this year, then this is the way to take your 2020 year to legendary heights. Lastly, I want to talk about the type of summit I believe will be most powerful summit for 2020 and that's the Summit Series and I plan to release an entire episode going in depth on this type of summit and how to run them, but I have to mention it here too, although I believe there will be always be a place, always, always be a place for multi-day summits. I think we're going to see a shift this year with the ever dwindling attention span and the need for specific and relevant messages, the One-Day Summit hit the summit space by storm.

Dr. Mark: When I started teaching the concept two years ago, there'd only been a handful of One-Day Summits other than the ones we were running. Now at least 35% of all summits run this year were One-Day Summits and I forecast the percentage will only increase. Despite the amazingness of the One-Day Summit. There are some hindrances and areas to improve. This is where summit series comes in. Now I'm not going to go in depth on that here. Stay tuned for episode 112 where I go full in depth on these, but it's important for you to know so you can start planning your 2020 and there should one percent be as Summit Series in your forecast. Doesn't matter if you've never run a summit or if you have an annual multi-day summit, you need to add a One-Day Summit Series to your promotional strategy.

Dr. Mark: It's the power of a podcast with the benefits of a TV show with the benefits of an evergreen webinar. 2020 is definitely going to be the year of summits. The question is, are you going to take advantage of this coming year and are you going to ensure you do it right? I would strongly encourage you take a look at how you can incorporate summits as a part of your business strategy. Go back and listen to Episode 27 where I talk about the Summit Ascension model and break down our million dollar business model in three simple steps. It's time to make summits a part of your business and not just a one off Hail Mary, but irregularly planned and properly executed summit strategy. Now I truly hope you'll come join us at Summit Fest Live where I know you will find your new summit tribe. I'm bringing together more than 10 summit experts to help teach you the most cutting edge strategies. I'll have several summit millionaires there to show you exactly how they built multiset bigger companies using summits and you'll walk away with specific and implementable strategies to incorporate not just a one off summit but summit as a business strategy to take your message in business to the next level, including how to increase your revenue both of your summit and of your business.

Dr. Mark: I promise you this is a no pitch conference. You will get a chance to meet and talk with all of the speakers. You will walk away with new tactics, inspiration, and a group of allies in the summit space to turn to when you need them. Plus, if you know me at all, you know we're going to have a lot of fun. It's New Orleans during Mardi Gras for crying out loud, my favorite city in the whole world. Grab your ticket at Summit Fest Live. It's not too late. Come and join us. Those who are at this first Summit Fest Live, we'll get honorary founders recognition and we'll always hold a special place moving forward. Additionally, don't forget to sign up for free as a summit speaker over at virtuallsummits.com. And if you're already using the software then you're already signed up so you're good to go. For the rest of you, simply go to virtuallsummits.com and select be a speaker and create your speaker profile.

Dr. Mark: This will give you countless opportunities to speak on new summits this coming year. Get your message out to more people and make an impact. Also, we are very excited for you coaches and agencies coming up. In a few weeks we'll be releasing the Certified Virtual Summit Consultant Program. This is going to be a game changer for the summer industry, but also for those of you looking to add additional sources of revenue through summit coaching and consulting. So get ready to get certified. We'll be sending out information about that in the upcoming weeks. Be sure to sign up to our list to get notified. Now I have to say I am more excited than I have ever been for virtual. I am more optimistic for the impact that can be created for each and every one of you. This is your year. This is the time the opportunity is perfect and there will never be a better moment in summit history than this year to jump into virtual summits.

Dr. Mark: If you're just getting started, this podcast is a great resource. Be sure to head back and listen to the first episodes if you're just getting started. Also, for those of you ready to start implementing One-Day Summits, go to our resource areas over at virtuallsummits.com we have plenty of free resources to get you started like our Summitology Foundations Training or even our One-Day Summit starter guide. We have our free training on how to create a highly converting summit page. Also our tribe favorite, Summit Home Video guide and template to ensure your summit home video converts. Additionally, don't forget about the Summit Interview and how to create an impactful interview. Don't try to wing your interviews, take that free training and use it. It's so important to the outcome of your summit. Focus on your summit story concept by creating a summit story arc and engagement with the summit action arc.

Dr. Mark: So much opportunity, so much potential. We're going to do everything we can to continue to support you and provide you with the resources to make your summit quicker, easier, and more impactful. If you have any specific ideas or requests, just send them right over. We love hearing from you and every single resource we've created game out of the requests from our tribe and community. You are our tribe. You are our community. You are the summit family and this is your summit space from all of us over here at Viral Summits and Virtual Summits Software. I want to wish you the happiest of New Years. I truly believe 2020 is going to be your best year yet. I'm here in your corner and I'm rooting for you. I know you have a message that matters and an impact that you need to make. You just need a little help getting it out there and that's exactly what we intend to do. Thank you for spending this time with me and I'll see you on the next episode.

Dr. Mark:

Now, I want to end this episode by saying to all the summit hosts listening right now, I believe in you and you can do this. Summits are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money, and most importantly, make an impact in the world, even if you're just getting started. So don't get caught up in analysis paralysis because the world needs to hear your message, 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.