

Episode 57: Title: How To Create A Binge Worthy Summit
September 11, 2019

Description: We are drawing the line here. No more crappy summits. With the information in this episode you will know exactly how to create a binge worthy summit. Never neglect this most important aspect of your summit ever again. Let's get started.

Introduction

Resources – Show Notes 057 virtualsummits.com

It's time to have a tough love conversation. You all I know I love you and I want nothing but success for you and for you to get your message out to the world, but there's a huge fat nasty elephant sitting in the room and it's not just effecting your summit, it's effecting my summits and really everyone's summit.

It's a simple fact that most of the Virtual Summits being put out today really suck. I know please don't hate me. I told you we need to have some tough love, but you also know I'm not going to leave you there. I'm going to give you a very specific way not only to make sure your summits don't suck but also that they are SOOOOO good that you become the example of how someone should run a summit.

We good with that? Ok, in order to get to that point we have to go through some really uncomfortable points and address that big ole elephant that is sitting there in between us on the couch. He really needs a shower too.

So right now I have made it my mission to raise the standard of Virtual Summits. I'm going to ensure that my summits from this point forward and anyone who is coaching with me or looking to me for advice that all of our summits are at a completely higher level.

If we do that not only are we going to be doing our audience a better service, but also we are going to be set the standard for summits, and our summits will blow every other summit out of the water.

If you are with me on this and ready to join me on this mission to raise the status of our summits then I want you to be sure to sign up for my free training over at "SummitStoryArc.com". Go there: SummitStoryArc.com" and get the full training on this topic.

For today I'm going to open Pandora's box and expose you to the dark underbelly of summits and why so many summit hosts are not experiencing the success they want, and what is causing a ripple effect through out the summit community with attendees and speakers taking a negative stance towards summits.

It's so blatantly obvious but completely 100% ignored by most summit hosts. Of course it's not on purpose it's just from a lack of knowledge and from here forward we are going to ensure you are not one of the summit hosts ignoring it.

The one aspect of 90% of all summits that are being ignored is the summit sessions.

This has a two-part problem really. The bigger more fundamental problem is the fact that most summit interviews really just flat out suck.

I know, I know, it hurts to hear. Trust me I'm in that same boat. Looking back at some of my earlier (and even some recent summits) my interviews were straight up boring.

It's the truth, and honestly it's not your fault but regardless we can't ignore it.

The summit interviews are boring. And no one wants to listen to 20-30 hours of boring interviews. Just think of your self the last summit you were on, did you see some boring interviews? Yes of course you did.

Because none of us have had any official training on how to perform an impactful summit interview.

Now I went through this aspect of the problem in episode 51 of the Virtual Summit Podcast. Interview With Impact. Please check it out and be sure to check out our free training series "How To Interview Like A Pro".

That is such a crucial aspect to increasing the quality of summits across the board and really there is no excuse on not raising the standard.

But for today we are going to look at the summit sessions from a higher perspective. We are going to look at them from a summit overview perspective.

Most summit hosts take the interviews and they put the most important, the anchors or featured speakers first and then just scatter the rest through out with out any real thoughts to how they should be organized.

This is a huge mistake, and this is honestly one of the main reasons your attendees are not finishing the whole summit. 1. The interviews are so boring, and two it's like watching a movie with all the scenes mixed up. No one wants to watch that.

We need to start thinking of our summits as a story. Like a Netflix series or a book.

Each day is a chapter and each session is a scene in that story.

This is where the Summit Story Arc becomes so vital to the success of our summit. When we take the time to plan the summit out like I'm going to teach you today then it becomes a story with a journey that is entertaining and intriguing that our audience not only completes but they enjoy and share and promote.

Ultimately we need to think of our summits with these aspects. The mission, which is how our audience will know if they succeeded or not at the end of the summit. The Story, which is the journey, we are taking our audience on with our summit. The Adventure or Experience this is the engagement we will be providing to our audience (which is currently not being done by most summits) and finally using the above as the guide for our Topic Selections which creates the sessions which tells us the right speakers to choose.

We've been choosing speakers based on their list size or their names. When we follow this format we now build a story a journey that our audience wants to participate in, and it also means we don't need nearly as many speakers.

Now this is kind of a 3 part series here. In this episode we are covering the Summit Story Arc, but coming out soon will be the Summit Action Arc episode which shows you how to create engagement by turning your summit into an Edu-Tainment event and then the Summit Storyboard Template episode will follow that showing you how to successfully map out your summit and the sessions to create this impactful and powerful Virtual Summit.

So let's jump into it.

We need to first start off by understanding what is the true purpose of our summit. Now most people would say to generate an audience or leads. That is not the purpose of your summit. That is one of the outcomes of your summit.

The purpose of your summit is to take your audience from one place to another higher more enlightened & inspired place through a journey.

It's important to start thinking of your summit as a story. What is the story that you are trying to tell? What is the mission of your summit? Ultimately you want your audience to believe something or have the same perspective as you whatever that might be.

Now you can't change a person's perception from disbelief to belief in a single session. Let that sink in. It takes a journey to break a belief and re-instill a new perspective. So we need to build a journey, we need to use our summit to tell a story.

So after we identify the purpose of our summit, the mission, we need to look at the characters. We have the Hero, who is your audience, we have the guide, who is most likely you, the host, and we have the mentors, which are your speakers. You should be looking at your summit from the eyes of all of the characters. Ultimately the hero is the most important character but if we understand each roll and factor that in then the story continues to grow and evolve.

Now from the summit perspective the easiest way to break this up is one we look at the overarching mission. That will create our theme. Then we break our summit into chapters (or categories). This is most commonly done by the day.

Inside the chapters we have the scenes, which are your sessions. Understanding the purpose of the scene and what the action and emotion is that the scene needs to elicit helps us determine what speaker is the best for this scene.

This is currently being done backwards. Most hosts are our searching for speakers and then trying to fit them into their summit.

Now that we have understood the correct framework to view our summit in we need to address the Summit Story Arc.

This is the simplest most effective formula for making an impactful story.

The Summit Story Arc is also incorporated into our interviews, which discussed in depth inside the Free Summit Interview Training over at SummitStoryArc.com. However it is also a fundamental component of building the overall summit story.

This ensures every session is impactful and every session moves the hero, your audience further along the journey.

Let's recover the Summit Story Arc. It has 7 components that need to be accounted for.

We need to set the scene, which is letting our audience know what the world is currently like and how it is wrong. The Problem which is the main issue causing all the problems, pain and struggle. Then we have the Contributing Factors, which are the small factors that are contributing to the overall problem. We then have the climax, which is what the world will look like if nothing changes. Then the transformation that is how we solve the problem. We then demonstrate proof so our audience knows they can solve the problem as well, and that it's not only for the elite to benefit from. Finally we have Solution or next steps.

From the summit perspective the solution and next steps should be hinting towards the item you will be offering to the audience after the journey or summit ends.

Now to dive deeper into this, you don't have to start the story off with the scene. You can mix these up and start it off with the climax or the problem for dramatic effects.

It really isn't as important as just ensuring you are at least aware of the components of the story arc and mapping your summit out with intention.

I unfortunately don't have enough time on this episode to go super deep into the summit story arc, which is why I recommend you absolutely check out the training over at SummitStoryARc.com to get deep into it.

Now let's look at how to plug this into your summit. Remember you have the overall mission which is the end goal of your summit. This is the perspective or belief that you want your audience to have at the end of the summit.

Then you have the chapters, which are your days. If you are doing a One-Day Summit it is even simpler, you have one chapter and you essentially just follow the summit story arc in one day.

We do need to look at the summit from day 1 to done from the perspective of how are we moving the audience through the journey, but also looking at it from the day perspective as well.

Meaning if your audience only watches one day of your summit or it is a One-Day Summit then they could get the whole story there as well.

As you build out multiple days then you are going to be explaining the story several times but in different ways.

There are several ways you can do this and they are all correct. Remember I always say being creative is the best solution. However you need to take that belief that you are trying to instill into your audience and determine what beliefs do you need to break or overcome for them to believe the new belief.

Maybe it's just one or maybe there are a couple. You would then identify the emotions & actions that you need your audience to have and take to break those beliefs. You want to place that through out your summit ensuring that you are addressing each of those every day of your summit.

This then takes you to the session level and you can then identify the purposes of those sessions – what emotions do you need to elicit on this session, which actions do you need your audience to take on that session.

By identifying that you can then identify the purpose of the session. Now you can determine the exact type of speaker you need to achieve that purpose.

Also knowing the purpose of the session you can begin to add Netflix style tactics to your summit. For example at the end of each session you should incorporate a “cliff Hanger” about what will be on the next session.

Think of the last TV show you watched. At the end of the show they stopped the show in the middle of a tense or interesting scene. Making you want to know what happens next. This how they make shows binge worthy and how you can make it so that your audience is actually binge watching your summit.

Also every time you start the next episode in the series there is always a “recap” which brings you back up to speed on where you are in the series. What if each day of your summit you had a recap of the previous days of the summit so your audience can get caught up to speed and ready for that days sessions.

We are not just creating content. We are not just educating. We need to be entertaining. We need to be Edu-Taining. If we can do that we can create a binge worthy summit that will leave you with a result that summit hosts only dream of.

Incorporating that into the summit story arc at the interview level ensure you will get that exact result.

Can you start to see how much more effective this is going to be for your summit?

Instead of just throwing a bunch of content, and videos at your audience you are telling a story and taking them on a journey.

A journey that they are happy to go on and excited to participate in.

This is how we incorporate summit psychology into our summit and how we tell a story to get a specific outcome, which increases the quality of our summit 1,000 times.

Now this doesn't have to be difficult. This doesn't have to make it overly complicated. It actually in some ways makes it much easier. You no longer need to have 60 or 80 speakers on your summit.

You can effectively tell a story with 10 or 20 speakers. Of course you can still go for a mega summit as well, but now you do it in a different way.

If you decide to run a 14 day summit you now know that every day needs to tell a story or overcome a belief and you now know how to map out that story from a daily perspective or chapter perspective but also from a summit level or mission level perspective.

This becomes a game changer for your summit and summits across the board.

If we start to view them as stories, as a journey, like we do when we read a book or watch a movie or series on Netflix we change the game when it comes to summits.

This is the mission I am on, and I am dedicated to helping every host raise the game on their summit so we no longer have any boring or bombed summits.

Now this is just kind of dipping our toes into this concept, I would highly suggest jumping completely in and accessing the training over at SummitStoryArc.com to get the full training.

Plus this is just one aspect of the full over arching aspect of creating a binge worthy Edu-Taining type of summit.

Coming in soon in a next episode we will be addressing the next two components of creating a binge worthy summit. We will talk about the Summit Action Arc, which creates the engagement aspect of your summit. Without engagement we just have content. When we include specific & strategic engagement tactics we create an unresistable binge worthy summit.

Then finally we will cover the REVOLUTIONARY Summit Storyboard Template which is how you can quickly, easily & effectively map out your binge worthy summit.

So stay tuned as I am on a mission to change the game when it comes to Virtual Summits. No More boring, unengaged, crappy summits.

Together we are going to make hosting a summit the most game changing strategy period!

Because your message matters and the world needs to hear it. Now lets go out and make an impact.