

## **Episode 78: See You at Summit Fest Live**

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What do beads, beignets, and virtual summits all have in common. You can get them all in New Orleans in February. If you are ready to find your tribe where you belong, up your knowledge on how to grow your community & have a blast doing it, then you need to be at Summit Fest Live.

I have something very exciting to talk about today. Today's episode is going to be a little different. I'm not going to be teaching a specific strategy today. Instead I am going to give you the opportunity to get it all. Get all the strategy you want. To get all the summit success knowledge you can handle. To also have the time of your life while making deep connections.

I want to introduce you to Summit Fest Live. It's the only live conference 100% designed for the Virtual Summit Tribe. It's been my dream to create a place where we can all connect, share ideas, push the boundaries and step our game up to ensure we get our messages out to the world & make an impact.

So I'm going to tell you all about this epic adventure, and let you in on a little secret at the end. Plus I'll let you know exactly how to sign up and get your access to this legendary event.

So first off let me start off by announcing why this event is so special. I'll start by letting you in on that secret now.

Something I've learned in business over the past decade as I have created several 6, 7 & multi-seven figure companies, and also having had several companies that failed, a big lesson I've learned that I'll pass on to you is when you are building things in your business, build them the way you want to do them.

What I mean by that is if you are building a company, set your hours how you want them, work with the people you want to work with, only take the type of clients you enjoy seeing, and when it comes to creating an event, whether it is a small mastermind, an ongoing workshop or a full on conference you create it based around what and how you enjoy it.

Because at the end of the day, you are the one who is going to have to continue to show up and deliver. And if you create it for others instead of yourself you may be building something that you don't actually enjoy doing.

Which is why I am happy to tell you that Summit Fest Live is being hosted in one of my FAVORITE cities in the whole world!

New Orleans. The sights, the food, the culture, the history, and the fun is unparalleled. It has something for everyone and leaves you inspired, and satisfied, which is exactly what I want Summit Fest Live to do for your business.

Now for exact dates, pricing, hotel location and other information be sure to go to [summitfestlive.com](http://summitfestlive.com) for all the details. However we will be holding it during my favorite time of the year.

Yep you guessed it. Mardi Gras season. It will be in February each year and will allow for us to incorporate the Mardi Gras spirit and fun into our event.

Which is exactly what I plan to do. This will not be your typical boring, stuffy, just sit in a conference room and learn type of event. It's called FEST for a reason.

We are going to incorporate plenty of learning, strategy & education, but plan to have some fun and enjoy everything that New Orleans has to offer.

Now why should you even bother coming to Summit Fest Live? Well that is simple. It's about community. Business is hard. It's tough, and honestly it's lonely. But it doesn't have to be.

When you have a community of like-minded, fun, & inspiring people to be around it changes everything. The problem is finding and being accepted into a community isn't always easy.

And there are so many different conferences out there too, it can seem almost overwhelming.

Well when it comes to business success & growth, it doesn't matter which level you are at, just getting started, got some momentum or already crushing it there are two things that are still fundamental to business success.

That's building an audience, and creating partnerships. And there is no better way to do that than a Virtual Summit.

So at summit fest live it's not just about learning information, which you will. It's about connecting with other world changers, visionaries, and motivated entrepreneurs. Especially from so many different industries. This creates the perfect opportunity to connect with like-minded, but also various types of businesses, to get so many amazing strategies to implement into your own business.

So come hang out with us and all the other amazing entrepreneurs with a message. We would love to have you as a part of our community and welcome you.

Let's actually go ahead and cover who is Summit Fest Live the right fit for?

It is important to know that we are going to be keeping the conference somewhat small and intimate at least in the beginning so that we can incorporate some fun activities, as well as great connecting opportunities amongst the guests.

So if you are interested in coming, I would grab your ticket soon, because once we are full then we are full. And no this is not fake scarcity. I'm going to keep the first several ones small and intimate. So don't wait till the last minute, or the tickets will be gone.

The conference is obviously going to be directed 100% towards virtual summits. Now we will bring you the most powerful & cutting edge strategies to implement into your summits, but it will be focused around summits.

So of course if you are a summit host then you definitely want to be there. But also if you are a speaker on summits then definitely come join us. We will have the opportunity for summit hosts and speakers to connect, as well as special training for summit speakers on how to increase your success from a monetization & list building aspect as well as how to get more speaking opportunities.

Of course we are going to have lots of summit peeps joining us so if you work with summits, as a coach or consultant or you do any types of services for virtual summits then you will have a lot of fun hanging out with your perfect crowd.

Also agencies looking to implement summit services into your business or want to learn how to better monetize that opportunity then come hang out with us at Summit Fest Live. As long as you are in the summit world, and you love summits then this will be for you.

Now the purpose of this event is to bring summit world changers together for fun, knowledge, strategy & connection

My goal is to help you learn how to get the most out of your summits or summit speaking opportunities, while being able to increase your efficiency, and decrease your costs and of course increasing your results.

We will look at all kinds of viewpoints from simply how to run a summit, to how to incorporate it as a part of your business model.

We will have other summit experts coming to share their strategies and insights. I'll bring in niche experts to teach specific tactics and skills to improve various aspects of your summit.

My vision for this is to build a community of inspiring world changers who have a message and give them the tools they need to continue to be successful while also having some fun too.

Ideally as we do continue to grow the conference and it does increase in size, we will create different tracks for you to follow, we will have breakout sessions, workshops to get things actually created at the conference, and even the opportunity to connect with great summit resources, tools, & services.

Plus the summit awards will be coming too. We will be honoring and recognizing amazing summit hosts & speakers, and looking at the impact they are making. You will be able to apply for recognition as well.

Plus industry changes & new revolutionary technology will be unveiled each year at Summit Fest Live giving you the first look and access to the newest and most powerful tools available.

So if you are sitting there nodding your head to this, and thinking YES, this is perfect. I know Mark is going to throw an epic event, and I definitely want to connect with amazing summit experts and of course improve my business through improving my summits, then head over to Summit Fest Live and grab your ticket.

Again the first conferences will be limited to 25 – 50 people. So these will go fast. Don't wait till the last minute to try and grab them.

Just think about it. You hanging out in New Orleans, feeling the incredible atmosphere that Mardi Gras provides, eating a delicious beignet and some crawfish & oysters, maybe even sipping on a Hurricane with some new friends you have just made after having finished what will be one of the most impactful & beneficial conferences the Virtual Summit world has ever seen.

I hope you'll join me because I am looking forward to finally meeting you and all of our summit tribe. I always say that I do this because of the community, and we have a great one. So come play together LIVE & in person at Summit Fest Live in February each year!!

Now let's talk about a few of the objections that are possibly popping up into your brain.

You may be thinking, but Mark summits are virtual why in the world would I want to come to a LIVE event. Well that's easy. Virtual is great, but we also need to build relationships and community and that happens best in person. Plus when we are live there is magic in the air and opportunities that come.

I always say one of the reasons I was able to build a multi-million dollar company in the health space so quickly is because I went to so many live events. I met the speakers, I hung out with new friends. I created partnerships and learned from thought leaders that I could then reach back out to and get advice throughout the rest of the month back in my virtual business.

Plus we need some motivation and inspiration in our lives. This happens at a live event. And I promise you Summit Fest LIVE is going to bring you some motivation & inspiration.

Live Events are just a bunch of nonstop pitches.

Well not at summit fest live. Our speakers know that they are expected to bring the goods, over deliver on the strategy, hang out and mingle with the tribe and of course NO PITCHING FROM STAGE.

Of course there will be plenty of options in the sponsors & resources area that you can browse, check out and see if you want to go deeper with, but don't worry about the content. It's a no pitch deep dive into great strategy.

Maybe you are thinking, I just want to do one summit, why would I come to a live conference?

First off, you won't want to just do one summit when you figure out how powerful and successful they are. Plus if you come to the conference your next summit will almost guaranteed be more successful than if you hadn't. Plus, you'll learn at this conference how to quickly, efficiently, & successfully launch multiple summits a year without spending a ton of time and energy to do it.

Plus we highly recommend running multiple summits a year, or at a minimum run your current summit annually. Don't lose the traction. Keep building on it. Come to Summit Fest Live and watch your summit success skyrocket.

But I have to pay for travel and a place to stay when I come to a live conference? Well obviously, but you get to actually connect with real, live human beings and make connections that you just can't possibly do virtually. That is important to business. You need to do it. Plus this is in New Orleans!!! It's one of the best, most fun places to visit. I go several times a year and never get tired of it, and I am certain you won't either.

Not to mention the partnerships that you could create, the opportunities that may be generated, and the increase in success of your summit will easily pay back many times over the costs you invest to be at the live conference.

I already go to business conferences in my industry. I totally get it, and you should definitely go to those in your niche, but when you mingle with people from different niches, industries, & levels of success it gives you inspiration, ideas, and opportunities to create things that you wouldn't get, or even think of by going to the same conference over and over again.

Plus this is not about specifically growing your business. These are tips, tools, tactics, and strategies all things summits. How to host a summit, how to create more leads, how to get creative on your summits, new summit ideas, things that are working, and things that are no longer working. Plus the monetization. How to create successful summit offers, and then post summit profits strategy, plus all the opportunities to monetize from hosting summits.

Take these ideas and watch them sprout 10 new ideas. Implement 1 or 2 of them and watch your business grow.

Plus did I mention it's in New Orleans?? I kind of feel like that is all I should need to say!

Some of you may be thinking, but mark I'm not a summit expert, or summits aren't a main part of my business. They are just something I do sometimes.

I totally get it. You don't have to be a summit expert to come to the conference. All you need is to have a passion to get your message out to the world and make an impact. We will show you all the ways to successfully do that with all the different types of Virtual Summits, and the ever evolving strategies and tactics that happen.

I believe every business should at a minimum have at least one annual summit that you run every year. This brings in new leads, keeps you at the top of everyone's mind, and places you as an authority in your niche, plus on going relationships with strategic partners. They start to know you more and more, and are willing to do more collaborations together.

I'd say if you have a tug in your heart, or feel a calling that summits could or should be something you start or do more of, then you want to be at this conference.

It may have the spark you need to get these implemented and to the next level.

Ok, that should wrap it up for this amazingly awesome upcoming annual event.

Again, I can't stress how excited I am about this, and how much I am truly looking forward to meeting many of you in person at our live conference.

If you are even remotely considering it, I would say just do it. Not only are live events one of the best ways to stir up opportunities and collaboration, they are great for the heart mind and soul to keep all of us online entrepreneurs rocking and rolling and making an impact in the world.

Just remember we are going to keep it limited and relatively small numbers the first couple times to create an incredibly amazing experience for every single person there.

Whether you are trying to get your first summit up and running, or you've been running summits for years there will be amazing information there for you.

Plus you'll get to kick it with me, and who knows what kind of crazy fun I'll end up throwing in there.

I look forward to seeing you at our Summit Fest Live conference in New Orleans coming up in February.

Be sure to head over to [summitfestlive.com](http://summitfestlive.com) for more information and to grab your ticket before they run out!

See you in New Orleans!