

## Episode 199: How To Prep Your Speakers For their Super Summary & Promo Clip

Publish Date: January 14, 2021

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Dr. Mark T. Wade:

Hey, Dr. Mark T. Wade here, CEO of Viral Summits, founder of Virtual Summits Software. I wanted to do a quick training on the super summary and the promo clip that happens after the interview. It's come to my attention that this is an area that I think is not getting the appropriate attention and, or, uh, kind of leaves the interview hanging a little bit lacking. Okay. So remember when we're doing interviews with our speakers, it's not just interviews or present hybrid style interviews, does not matter. It's not just about the attendees, it's also about how we make this speaker feel from our interview. Now, when the speaker walks away and goes, wow, you crushed that. Or that was an awesome interview. Then they are going to be more likely more eager to promote it. If they walk away and they're like, it looks like they're just getting started. Or, you know, you know, you don't have everything together yet. They're not going to not necessarily promote it, but it's going to be less than, than desirable. Okay. And the same thing with your attendees, the ideal outcome is they get amazing content from your interview or your hybrid presentation, whatever, um, that you solid, you close, you nail a perfect intro. Like if you, when you are doing an interview or any introduction, you need to do a perfect intro. You need to use the welcome flow on every speaker. That right there is the most important. The rest of this is secondary. That's super important.

Dr. Mark:

Finish your interview. Of course you want to close strong. We call it close like a pro. So have your set thing that you're saying every time so it just seems natural. Now when we move into the last two things, there's the super summary. If you choose to do one, we do them because this is a great upsell opportunity. It's also a great added value for our audience. We have a super summary and a promo clip. Okay? Now the promo clip is obvious, your user's going to be using that to promote the summit. Now how the order I like to do in it. And then the super summary is just a summary of the session. The interview in the, or the, the training that just happened. Now, the benefits to this or the direction I do this in, okay. The promo clip's important because it's going to promote the summit.

Dr. Mark:

Your, your speakers can use it to promote. You can use it inside your summit to give your audience an idea of what the sessions about like it's the promo clip. The super summary is just a summary of the top takeaways of that session. Now, when I'm doing my interview, I do the perfect intro. The welcome flow. I do the interview flow. I closed like a pro and now I'm done. Now when I do any of these, when I'm doing any, um, recordings, period, from a production value, I don't care if I have my production team doing this, it's going to be easier on them. They're going to get through it quicker. It's going to save me more money. Or if you're doing your own, post-production, it's going to save you so much time. When you go to do any of your video clips, you start recording when you start that clip.

Dr. Mark:

So if it's going to be the interview, I do all my pre-interview chat in advance. Okay. So I chat with the speaker, dah, dah, dah, and then I'm okay. I'm ready to rock. Are you ready to rock? I know you're ready to rock. So let's rock, and they go, ha yeah, I'm ready to rock. So then I go, boom record. Hey, there's someone who is Dr. Mark T. Wade. I record. And then I start why I don't have to clip out anything before

that. I mean, maybe they clip a little bit, so it starts right out and they put the intro clip. But what I don't want to have is seven minutes of my pre-interview chat on there.

Dr. Mark:

Same thing when you end your interview, when you end your interview, have it with your close, like a pro. So it's the same thing. You close it out strong. You got the next call to action. Next steps. End. Wow, that was awesome. So I've stopped recording. Now. I give my, my, uh, speaker, the pro you know, the, the ego, uh, ego bump. Like that was awesome. Great job. So phenomenal. Excellent. Now before you go, and this is how I roll into the super summary before you go, um, I've got two more things that we need to do. Okay. The first one is a super summary. So I like to create content the way I also consume it. I won't sit through a 45 minute interview. So I like to create a super summary and all this is is three minutes or less of the top takeaways from the session we just did.

Dr. Mark:

So I'm going to bring us in and then you just take it away three minutes or less. Sound good? And they'll either say, well, hang on, like, they may have a question. What am I supposed to talk about? And you say, you can talk about whatever you want. Like you can re-say the same things you were just talking about, or if you got something new, but what do you think is the most valuable thing for them to know? That's all you've got, say three minutes or less. And then they'll say, okay, so then I go, I start it. And I bring them in. Hey, .summit hosts, Dr. Mark T Wade here. We got another super summary today. We got legendary, Dr. Krista burns, Dr. Krista, let's hear your super summary. Then they'll do their three minutes. And then I end it and say, that's another super summary in record.

Dr. Mark:

Here's the thing you can say, whatever you want at the beginning and at the end as long as it seems polished. You don't want to be like, well, uh, Hey, um, that everybody was another summary. Thanks so much for being here. And, uh, you know, see on the next one. It doesn't sound polished. Whatever you're going to say, you should essentially say it every time may help to start by writing it out. And usually I'll write out what I'm going to say. Um, on my intros at closes, et cetera, and read it the first two, three, four times. And after that, I usually have it memorized. You do whatever you need to do, but that intro needs to be short, solid. The close needs to be shorter and more solid.

Dr. Mark:

So, right after that interview, super summary. And then I say, okay, last thing here is the promo clip. This is just 30 seconds or less of why the audience should listen to your session. Now we're going to use this to promote the promote the summit, but we're also going to use it to drive traffic to your session. So 30 seconds or less, what's the top reason they should check out your session. And I say, and I say, you know, this is just going to be you. So actually I stop right there and I say, are you good? See if they have any questions. The powerful part of this is this is for their own self-interest. This is to get people to watch their session. So they want to make this good. So I stopped asking you, are you good? Does that make sense? Cool, no questions.

Dr. Mark:

And then I say, okay, this is just going to be, you I'll count us down and then you take it away. And then I go three, two, one go and I hit record. They do their thing. I end it. So that is the process of doing the interview into the super summary and then the promo clip. So I've had some other summit hosts say,

you know, I've had a hard time getting people to do the super summary or it's not super good. You just go straight into it. You don't really give them the chance or the option. You just go. Awesome. That interview was so great. Thank you. The next thing we have to do is, and you go straight into it, super summary. So again, go back re-listen to this. This is exactly how I do mine. Works every time. You've got this, let's make sure your interview is incredible. So go out there and rock it.

Dr. Mark:

Now I want to 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.