

Virtual Summit Podcast Episode 006: Introducing The One-day Summit

I'm going to show you how to successfully launch your online business in one-day, even if you have no audience, no budget to start that and more. In today's episode of the virtual zone podcast.

Hi, I'm Dr. Mark T. Wade, founder of virtual summit software creator of the one-day summit formula. I'm a postural neurologist with two doctorates and 50 plus certifications, who walked away from his clinic because I saw an opportunity to help the world. I personally believe that virtual summits are not only the best way to quickly grow your list, launch your platform and make more money. But they're also creating something much, much more important. And that's a positive change in the world. Every summit that is launched helps hundreds, if not thousands, of people who are suffering, gain access to the solutions of their problems from some of the world's brightest minds, whom they may have never had access to otherwise. So, I'm on a mission to help you the summit host get your summit out to the world and a powerful and impactful way. So, let's get started.

Alright, so in this episode, we are going to be going through something that is near and dear to my heart, and probably one of my favorite things ever when it comes to summits. And that's the one-day summit formula. So, we're going to get into that and much, much more. But before we do, I just want to remind you, if this is your first access, or first time seeing The Virtual Summit Podcast, I highly recommend you go back to Episode 001, check that out, because that's going to let you know how you can get the most out of this podcast. It's also going to let you know how you can consume this podcast best as well as where to access all the additional resources and all the goodies that we have awaiting and available for you. Additionally, I'm going to be dropping a lot of gold. And gems on this episode, you may want to grab some access to the links or resources or PDFs, things like that that I mentioned, you can do that over at the show notes. And that's going to be located on podcast.virtualsummits.com/006. Alright, so let's get right into this.

What is the one-day summit formula? So this is an entrepreneurs proven formula to quickly grow your list, launch your platform and make more money even if you're just getting started, so let's kind of talk about like what it is, it's a one-day pre-recorded event that very specifically solves an acute problem in a very short amount of time. While building relationship with new subscribers. Typically, it's between 5 and 16 speakers over the course of a single day. Although it does not have to be a full day and length as far as the time. It can be as short as a few hours even.

Now, think of a series of very short master classes that are solution focused pre-recorded with experts on them. That gives us a specific solution and guaranteed amount of time. So also, I'll just throw this out there for those of you who are going to want more information and get started with this, you can actually get my one-day summit formula PDF and strategy guide, which we're about to go through here in just a second over at the show notes at podcast.virtualsummits.com/006. And so that'll actually have the mapped out formula as well as a strategy kind of guide or worksheet where you can fill out your own one-day summit strategy.

So how is a one-day summit different? So, the main difference between a one-day summit and a multi-day summit is obviously the amount of time. A multi-day summit is a minimum three to

four, 14 days with 30 to 80 speakers were one-day summit can have as little as four or five speakers in a single day. Now in some instances, like a premium one-day summit, you could even do this with zero speakers, which would never be possible for a multi-day summit, for example. Now the purpose of a one-day summit is to solve a problem and build a relationship with a cold audience. Again, I repeat, solve a problem; build a relationship. It does this by overcoming the obvious issue or elephant in the room that's occurring all over the world today, which is a lack of attention span.

As I mentioned previously, it doesn't need to be a full day in length, that's just the amount of time that they have the access the information for free, it can be as little as like 2, 3, 4 hours or as long as you really want it to be as long as they can quickly and easily consume it. And one-day, you get all the same benefits of a multi-day summit like list building, launching a platform, making money networking with influencers, but with much, much less work and less risk. A one-day summit can be created in as little as 30 to 60 days versus 6 to 9 months for a multi-day summit. It has less speakers, it's got less moving parts less overall items that are needed to be created. So, it makes a one-day summit pretty easy and strategic.

Now in my one-day summit formula online training program, I say for most entrepreneurs getting started, I highly recommend it. I recommend starting off with a one-day summit. It will give you that experience you need of building a summit with again less risk which is super important and less work or stress, but still similar results and benefits. Now then after you've done like one or two of these one-day summits, you'll have the experience you need to successfully tackle a full multi-day summit.

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A multi-day summit, when performed correctly can generate far more leads and income really than an initial like one-day summit. But they're very appealing in that sense. So like I mean, multi-day summits are really appealing when you're wanting to orchestrate this huge kind of massive event that's going to bring in you know, if done successfully and correctly a massive amount of exposure and leads as well. Now it takes a significant, much more amount of time and a lot more risk. If it doesn't hit or go correctly with a multi-day summit. Plus you have you've tapped also this is one one of the also important factors have you tapped most of your connections and networks. So you're going to be limited on partnerships for the immediate future with a multi-day summit. Like if you have 80 speakers on there. I mean, technically, if you got 80 speakers, you probably had to contact three hundred or 400 to get those 80 to say yes and interview. So it means you've probably tapped most of your network and you're going to be limited on people you can contact in the next in the immediate future.

With a one-day summit, you can be strategic and tackle specific issues, to attract qualified engaged leads instead of being general and generic. And you can give a much more personalized experience to those leads, which is where honestly everything is going and super important. A one-day seminar becomes the beginning of your customer journey as you solve a problem and build a relationship.

So let's actually kind of talk about the history real quick of the one-day summit formula and how it was invented. So when I was first getting started on my business, I was wanting to help more patients as a healthcare professional. I tried everything webinars, lead magnets, you name

the ebooks, you name it, I've tried it, and I was failing at all of it, I was starting to get a little discouraged and close to probably wanting to quit and give up and just go back to you know, my practice - my brick and mortar practice. When I heard my buddy Pat Flynn on a podcast interviewing someone about virtual summits. As soon as I heard it, I was like, This is exactly what I'm trying to do. I want to help the world I want to solve their problem and reach more people. So I set out to try and create an actual multi-day virtual summit. However, I was just getting started in an online business. So I really didn't have any influence or authority, I had very few connections and very limited resources. So in the end, I was actually only able to get nine speakers in total. And two of them were me and my business partner. But I said whatever, let's go for it anyways, and just make it one-day instead of seven days. Now this was back around like 2016, I think I believe it was around then. And at the time, I didn't realize I was creating anything special because I wasn't like trying to teach her you show this to anybody. I was just doing what all of us entrepreneurs do, and that was be resourceful, like I was trying to grow my business. And I had to be resourceful. So when I pulled it, I went ahead and pulled it off. And the one-day summit was honestly the jumpstart to my entire business and like it was a success. I think we generated around 5,000 leads and made around \$32,000 just from that one-day summit. And then we ultimately turn that into a certification. We took the summit and turned that information and created a certification around it. And it became our first million dollar certification. And then from there we stemmed off into several other certifications. And within 18 months, we had a multi-million dollar business. And we continued to use one-day summits throughout the year alternating between those and multi-day summit.

So my entire business was built and grown on summits, we would run two to three multi-day summits, virtual summits, and we'd run anywhere from four to eight one-day summits. And we still do that right now. Every year, every quarter, we are launching either a one-day summit, or we have multi-day summit. So that's when I started. And then I essentially after that I started helping other entrepreneurs implement summits as they started, you know, as we started to gain our success, people come out, you know, obviously come to an ass How did you do this, I'd started to tell them. And then obviously, I eventually built the software for my company to be able to run our summits on them. So I could get rid of the \$10,000 expand and not need the four full time VA's that I had to run all of our summits, the Virtual Summit Software, honestly, like solved all of that for us.

But of course with that we eventually had people asking how to do it, how to use it. And so and then, as I was teaching people like I was teaching them how to do like a traditional virtual summit, because most people, that's what they want. It was a multi-day summit. But I realized pretty quickly that for most, especially newer entrepreneurs, but just honestly many entrepreneurs in general, multi-day summit was just too much for them at the start, especially for them to handle on their own without any kind of like real training or anything like that. So I started teaching others how to do the one-day summit and poof, you know, it was an instant success. Everybody loved it, they started getting more results, anybody could implement it. And then over the years, of course, I've perfected the information. And the formula even created this online training program called the one-day somebody formal training program, which has been a huge success. And then the trends quickly caught on over the past year or two. And now one-day summits are being implemented all over by new and seasoned entrepreneurs.

I even saw a Weber for example, do a one-day summit not that long ago, because of the simplicity, versatility and effectiveness. And honestly because it overcomes the problem with

attention span. It's like a proud father moment to see something you've created, spread throughout and help so many people. So that's how the one-day summit was originally invented.

Now, what are the benefits and why run one? Well, they're quick and easy to run. So that's a big one right there, you can still generate a great list of engaged qualified subscribers. It's a self liquidating offer, which means the summit will essentially pay for itself. Like that's very rare that when you're doing lead generation out there, you know, on paid ads that your offer pays for itself, usually you're looking at like, okay, you know, it's going to cost me \$5 or \$10. For lead acquisition, I'm going to try and have an upsell to lower my costs on that. But hopefully, I'll be able to sell them into a program and then everything will be great. Well, with a one-day summit, the people that opt in. So even if you're running paid ads, and you let's say your lead cost \$5 a lead and they go into the summit, your summit typically pays for itself because most it will generate income from people upgrading to the paid membership of the paid program. So it's also a perfect way to prime any additional promotion or campaign you have coming up. So that's a huge one as well.

So let's get into setting up your one-day summit strategy. Again, I have an actual strategy guide that you can print off and write out your strategy and get that in the show notes over podcast.virtualsummits.com/006.

So this is a super important part, the one that I typically see messed up most frequently is that of the theme and topic selection. So feels contract intuitive to us. But the more specific and niche you go, the more success you will have, you will generate more qualified and engaged leads that will be ready to go further with you on your customer journey.

Now we think if we go generic we will attract more people, but they're not going to be qualified and most won't actually even opt in. For example, if I talk about online marketing, yes, that's a that's valuable to a lot of people. But most people are searching or even know what they need and what they want in the topic of online marketing. They don't want online marketing, they want something super specific, like for example, email conversion, or email bot opt in sequences, it's much more targeted and in people who are acutely searching for that solution will be much more quickly, quick to opt in and go further with you. So I break it down into a few phases, you can write this down. Now if you have availability, if you're at the gym or driving, you know, just make sure you go over to the show notes and grab that download.

So you can map this out on your own. But you have your phase one, which is your main category, so like what do you do? Or what do you identify as either one? Next is the sub category. So what do you do there? What like under what you do, there's obviously several things. So for example, with marketing, there's like Facebook ads or Google ads, email marketing, etc. So you're going to pick one subcategory. Now this is specifically for this one-day summit that you're creating, okay, doesn't mean you're only going to focus on this forever and all your business, you can do a different one-day summit and a different target or different sub category. It's just you've got to get super specific to attract these quality engaged people into this one-day summit.

So now that we've gone through the main categories subcategory, now we need to get into the specialty. So underneath that sub category, we have specialties Okay, so with Facebook ads

category, for example, so we want marketing, Facebook ads as the sub category, there's going to be specialties under Facebook ads like lead generation, there's retargeting, there's custom audiences, there's chatbots, etc.

So pick one specialty. Now with that specialty, we need to get into a niche and get super specific, who are you going to be targeting? Is it dentist, chiro, attorneys, stay at home moms, I mean, depending on your topic, obviously, but get super specific. Now because the more specific our language and one-day summit, the higher our conversions and the more engagement we get from our audience. So the topic or the title is going to be based around. Now that was the theme, the topic and title are going to be based around this next point.

So you really need to know who your avatar is like, you really need to know that. Because with that you now need to determine what is their number one biggest problem like what are they acutely searching for right now, if you don't know what, if you don't know or can't really decide, write out three of problems they have sometimes for whatever reason, it's easier to do this or write out three and then choose one or another option is you can do a poll or survey to your list or in a Facebook group. So the more acute and painful the problem, the higher the conversions will be in, the more likely they will progress through your customer journey.

So your title is going to be based around or on this specific problem. Now, don't worry about getting fancy or making it sound sexy. Just stick to the pain point and be clear what it is and that and what will be solved because sometimes people try and make it sound all cute and sexy or interesting or fancy. And then people don't really know what it is. And if they're confused, they're definitely not going to opt in. So make sure it's super targeted, super specific and super clear.

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So now let's get into the teaching sessions. We got our theme, we've got our topic, we've got our title, it takes us to our next step is going to be the main. So now that you have your main problem that you're basing your one-day summit around and list.

Now you're going to list out the top most important solutions or information that your attendees are going to need to know to learn in order to solve this problem. So list the solutions out now these solutions are going to be your summit sessions. You can either teach them yourself, and not use any speakers, which you would never be able to do on a multi-day summit. But you can totally do on a one-day summit. Or you can find speakers to participate who can teach on these topics. And I'd say this is important. If you're trying to do a list builder, if your objective is list builder, having speakers is important because you can target their audiences. And it helps generate more leads. If you're doing a monetization strategy, you're going to be running a premium summit, it doesn't matter, you can do this by yourself like so you're running that to your own list, you can do this by yourself, or you can use other speakers as well.

Now, being super specific, like this increases your chances of getting high level speakers to participate. So if your solution that you're reaching out to them is in their zone of genius, it increases the likelihood of them saying yes to speaking on your summit. So like if you reached out to me and said, Hey, Mark, like, I want you to teach on the topic of podcasting? Well, obviously, I have a podcast, but that's not my zone genius. That's not where I want to teach. It's

not where I spend my time. So the answer is probably going to be no. But if you reach out to me and say, Hey, Mark, I want you to teach something on the one-day summit formula. I mean, that's an easy yes for me. So reach out to the speakers that are it's in their zone of genius, get clear on the solution that's going to help you do that.

So, now you got your theme, your topic, your title, and your speakers. So you're pretty much ready to rock out your one-day summit at this point. So we walk through more specifics of narrowing down these, you know the aspects and speaker recruitment in my online one-day summit training program. But for today's episode, just so this doesn't turn into a two or three hour long episode, this is going to be a great start for you to get started. And again, if you go grab the one-day summit formula strategy guide, you can get that over in the show notes podcast.virtualsummits.com/006, you're going to be able to walk through that there. So how do you structure like how do you structure your one-day summit, and what are the actual components of a one-day summit. So let's just quickly run through those.

So, first off the stages of a one-day summit are going to be your pre summit, your summit live bonus day (which is optional) last chance, the turn, and ever summit protocol. And then also there's five specific email sequences, but we'll kind of get into that a little bit later. So, let's go through these stages real quick. So, the pre summit stage includes the registration page for people to opt in, and for opt in for your one-day summit. Then you have the thank you page and probably an upsell page. Usually those are actually combined.

So, at this point, you would start the forward facing and the countdown email campaigns. And we're going to clarify these later. But I just want to let you know it's in that stage. The summit live stage includes obviously the summit live page, which is going to have your summit homepage, your speaker pages, your bonus pages, sponsors, resources, etc. email campaigns are going to be your summit live sequence and any bonus day sequence you got going on.

So, the post summit stage includes mainly the email campaign sequence to your attendees to upgrade them from the free access to one of the paid levels, giving them ongoing access to the summit. And just right here, I'm pretty sure I clarified this, but with a one-day summit, just like a multi-day summit, if you're doing a list builder strategy, your one-day summit is going to be free for people to opt in and access the information during that day that it's available. And then it closes down. And the goal is to get people to then pay to have ongoing access, you also throw in additional bonuses in there. So just like a multi-day summit, it's free to access, you're going to have these pre recorded videos that are going to be released on a certain day and time and then at the end of that it's going to be closed down. And then people can upgrade or pay or purchase ongoing access to those videos or teachings. Another we'll get into the different strategies. But of course, there's the monetization strategy, which is people have to pay to get access.

But most people most commonly one-day summits are done free. So we just went through the pre summit stage, the summit live post summit stage now The turn is the next step going into, so this is going into your next promotion or campaign that you've got aligned with your one-day summit. So this is where your customer journey is going to continue and the monetization phase begins, you should always have your next campaign prime. Most often you actually build your one-day summit in alignment with a campaign or promotion you already have. So this is another common mistake I see is people entrepreneurs create a one-day summit, but they don't have anything after it like one-day someone is great to create an

engaged qualified list of an audience that has a relationship with you that are going to be willing and ready to purchase from you. But if you don't give them anything within a relatively short amount of time, they're going to end up getting cold and moving on to something else. So you should always have this kind of planned out. So in again, you would probably build your one-day seminar in alignment with that.

So the ever summit protocol is the last kind of stage or phase. And this is how you set your summits to run ongoing forever to be your the beginning of your customer journey essentially ongoing now the virtual summit software clarify good point here, virtual summit software actually has the ever summit feature that can make all of that happen with just one click of a button. So it's it's pretty phenomenal.

Again, you can get if you're interested, you can get access to my one-day summit formula PDF and Starter Guide over it in the show notes at podcast.virtualsummits.com/006, okay, let's get an email sequences.

So this can be as complex and complicated or as simple as you want it to be. I've seen complex email campaign strategies, crush it and then others bomb, it really comes down to how specific and direct you can be with who you're talking to. Okay, like we've talked about this is super important and that goes back to knowing the problem who you're serving. So I've seen short email sequences performed just as well remember that attention span is that elephant in the room. So we go through these in a lot more detail on the one-day summit formula program. But we can get into the important aspects of it here just so you've heard of them, and you've seen them, but they're five specific sequences that you should have in your one-day summit.

So the five email sequences or campaigns are going to be the forward facing the countdown sequence, the summit live sequence or the early bird sequence, summit live, last chance sequence and then the turn. So the forward facing and the countdown sequences are going to start at the initiation of the attendees registration. So the Ford facing sequence is actually your indoctrination campaign. This sequence has one purpose and that's is to connect with your audience audience to make them aware of the mission you're on who and how you serve, and get them inspired to join you on that journey.

This campaign can be anywhere from four to 10 or even more emails if you wanted to, because it doesn't really matter when they get them because they're not specific to the summit. It's all about the mission you're on now the countdown sequence, which can also be called the early bird sequence also get started when the attendees register this is specific to the summit. It gives them the information they need to be successful with the summit, lets them know who is going to be on the summit, and any information they need to prepare.

It can also include the early bird sales offer that urges your attendees to take advantage of a purchase opportunity. Now it can be anywhere from three to seven emails usually or longer, kind of depending on how early you begin promoting but honestly, like shorter is probably a little bit better here. The summit live email sequence is typically three emails that go out while the summit is live. The first is to let the attendees know that the summit started; the second lets them know that the second session starting and then starts to urge them to upgrade and purchase. The final email goes out a few hours before it ends, letting them know it's wrapping up and increasing urgency to upgrade and purchase.

Now, the last chance email sequence includes two to four days of emails twice or three times a day, depending on your preference. And it's all about urgency, getting the attendees to upgrade and purchase. And then finally the turn. That's the transition between the summit into the next email sequence, which starts your next promotion.

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So moving into what can you do with the one-day summit other than just list building and monetization because I talked at the beginning of this episode, how versatile and how powerful the one-day summit is and how it can be implemented into any campaign in your business.

So I want to talk now about our plug and play strategies or my plug and play framework. So the one-day summit is a perfect strategy for increasing the results of almost any promotion or campaign your business.

Now, I've created 10 specific frameworks that I use. And I've talked to other entrepreneurs that I work with within most common aspects of the business. So the plug and play frameworks are going to be list builder to build your list, grow your audience monetization framework, which is going to be for like a premium one-day summit. So monetizing a list you already have membership priming, increasing your membership activation, product, launch priming affiliate promotion strategy, so how to increase your success if you're going to be promoting somebody else's product or program live event recruitment, physical product selling, and then of course to fill your master framework. And then we even have a book launch framework in a brick and mortar business if you're trying to get new customers, clients or patients into a brick and mortar business.

So the one-day summit can be used to drastically increase the results of each of these, I don't have time to go through each of those frameworks. But you can actually get these plug and play frameworks. I'll put a link to them in my show notes over at podcast.virtualsummits.com/006 so you can get those frameworks.

But the one-day summit can be used to drastically increase the results of each of these and a great example of this is a few months ago, I was asked to support a launch with a friend in a niche that I didn't have any influence or I didn't even have a list for honestly, so asked him what the problem does. What problem does his program solve for the audience, I then created a one-day summit solving that problem and are based around that problem essentially.

So I base it around that problem, I brought on 13 expert speakers that are on that topic that are in that same industry and niche, I tapped into their audience built a small list of about 3,000 emails, I turned around three weeks later and offered my friend's program through his program launch, I ended up taking fifth place and the affiliate sales contest out of 150 of the world's top online marketers and influencers. It was unbelievable. People were like how in the world is this guy doing it because many of them have lists of hundreds of thousands. And they were doing ad spends of 10s of thousands, I obviously had a much smaller list and I almost no ad spend and I was still able to outperform them, because I use this affiliate promotion, plug and play framework with a one-day summit.

So again, you can grab those frameworks over in the show notes. So this is going to wrap up this episode with on the one-day summit and getting started.

I'm a huge fan of the one-day summit. Of course, I still run plenty of multi-day summits in my business every year. But when it comes to efficiency and ease of use, there's no better strategy than the one-day summit formula. Now if you're new or entrepreneur or you've you haven't run any summits before, or looking for something that you can add super quick and easy to get some money right away, then this is obviously it.

Now again, I'm a big fan of multi-day summits. But I think you need to know which one's best for you. If you've never run a summit before, it's much better to get your experience and knowledge with the one-day summit. And if you're looking for ongoing strategies that you can implement maybe even quarterly or every other month. You know, we implement a one-day summit quarterly we do we if you're looking to target any of those other strategies, you know, the plug and play framework, then the one-day summit is going to be there for you.

You can't use the multi-day summit for many of those. However, a multi-day summit is still extremely powerful and effective for generating a massive list and awareness. Again, you can grab my one-day summit Starter Guide over in the show notes podcast.virtualsummits.com/006

And guys, summit hosts here. Look, I'm going to be giving you gems ongoing, I love this. This is like near and dear to my heart. I'm hoping you're getting massive value out of this because I'm giving away everything I got right here. And I'm going to continue to give you the best insights and gems that I have that I've learned from doing over 25 summits that I've learned from helping hundreds of students do the same. And I'm going to make sure that the interviews the guests that I bring on, we're going to squeeze out all their secrets and insights. And I'm going to give that all to you here on this podcast for free.

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Thanks for listening. Don't forget to subscribe and leave a five star review on The Virtual Summit Podcast. Head over to the show notes to check out all the links and resources from this episode. And be sure to grab your free trial of the Virtual Summits Software.

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. There are people who are waiting for you to help them. So just get started. Because imperfect action is always better than no action. Thank you and see you on the next episode.