<u>**Virtual Summit Podcast Episode 012**</u> : <u>**How Do I Come Up With My Summit Ideas/Topic?**</u>

What happens if someone's already done your summit idea? And does your avatar even matter when it comes to the theme, plus, why the problem determines the speakers who you recruit. All of these and more on today's episode of the Virtual Summit Podcast.

Hey, guys! Dr. Mark T. Wade here, founder of Virtual Summits Software, creator of the One-Day Summit Formula. And I am super excited about today's episode, we're going to be getting specific and strategic with your summit idea and topic.

So first off, just you know virtual summits, it's important to know and my beliefs are the engine to conversation collaboration, empowerment and every business should have at least one so let's get started building your summit.

Now if you haven't already checked out Episode 001, be sure to refer back to that that's going to have all the information you need to know how to be successful with this podcast, where the links are where all the cool stuff is, how to get in touch with me, also show notes. Anything I say in this episode here will be over at podcast.virtualsummits.com/012. Cool. Let's get started.

So, coming up with your idea, theme and topic are super important and vital to the success of your virtual summit. That's why we're going to walk through some steps you can use to create your topic and increase your success. Most importantly, it really needs to be specific and have your niche down. The most common mistake hosts make is trying to go too general, thinking it will attract more people or trying to make the title sound sexy, and in doing so confusing the audience to what the summit's actually about. Remember, your summit should be focused on solving problems, preferably one problem specifically, everything else you create for the summit will be built off or around this main concept. So it's pretty important. Alright, let's get started.

Avatar: So if it's based off a problem, you should know who your ideal attendee is going to be. Who is it you are building the summit for, really, take some time to understand and decide on this. You've heard before the importance of creating and knowing your avatar? Well, it holds true as well here, we ran a summit called the Digital Dementia Summit, our avatar was middle aged 35 plus year old women with two kids, had a household income of over six figures, married, you know, has a priority of the family's health, and has aspirations for her kids to have a long successful fulfilled life. We probably could have even gotten more specific, but still, that's better than just saying women or even women with kids. Now we can get to know that person, we can look at their habits, their concerns their goals, we can see how she thinks about her kids and what matters most to her. And ultimately, we can relate and talk directly to that person who we actually named after close friend of ours who fits this avatar.

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Problem: So the next aspect is problem. So now that you have narrowed down your avatar to the next step, it's narrowing down the problem. This can't be generic, or even like a minor problem. This needs to be an acute problem that your avatar is acutely, actively searching for help with. For example, if your avatars a small business owner who needs to increase their income, you can't just talk or target increasing their income. Yes, that's a value for them and an interest. But you need to get more specific, what exactly are they searching for in that topic,

maybe they're looking for ways to increase their customer lifetime value. Or maybe they're looking to add a high-ticket product to increase their income. Or maybe they're actually looking to decrease overhead and expenses to give them more of the money they're making. These are two very different themes under the same general problem. And if you aren't clear on what you're targeting, you'll end up turning all of them away. If the person is trying to reduce expenses, and you're talking about bringing on a sales manager to increase a high-ticket sales funnel, you've lost them. So get specific on the problem for that avatar. And then this allows you to talk specifically to your avatar and their problem, which will dramatically increase opt in and sales conversions for your summit.

Theme: Now for the theme, I like to use a framework to narrow this down and give myself a better understanding of where I'm going with my summit. It goes main category, subcategory specialty niche, this will really help you narrow it down. Example, if you're a marketer, that's probably your main category, then a sub category could be Facebook marketing, or Google marketing or email marketing. So pick one. Let's go with Facebook marketing, then your specialty, you probably have multiple even under that one sub category, but you need to pick one. So for example, with Facebook marketing, we could have messenger marketing or lead generation or retargeting or even group growth. So pick one specialty.

Niche: And then finally determine your niche. This goes with your avatar, it doesn't have to be quite as specific as that but it can be, you could go with solo-preneurs or podcasters. Or more specifically, you go with a male podcaster focusing on selling courses, your call, but this helps you narrow down your theme. So now you know that the summit is going to be about Facebook Messenger marketing for podcasters, trying to sell courses much more targeted and specific. This will help with your branding, the speaker recruitment and what the summit is about. Now before we move on to the next step, it's crucial that you take some time and do some research before you potentially waste any additional time.

Research: So at this point, we want to spend some time doing research into other summits that have been done specifically other summits on your topic or theme, as I tell my students who are in my online training programs before you panic and get all worried because there's a 50/50 chance that someone has done a session similar to yours, barring the fact that you're in a super awesome specific niche like stamp collecting, microbiology, it's okay. If someone's done something similar. That's actually what we're checking for. First off, that means there's social proof, which means there's a need for that topic you're creating. So that's good. Also, we're going to get super specific on the niche so yours will be different than theirs when we're done. And what you don't want to do is launch a summit and then find out afterwards that the same or similar topics already been done - that suck. Additionally, you want to know ahead of time if your summit is going to be worth your time and energy. If someone's done something similar and it bombed because of some unforeseen reason, wouldn't you like to know that? So if you find a summit similar to yours, one, look at how long ago it was run, was it four or five years ago, makes a difference? Who was their avatar? Now do a decent amount of research, find all the summits on that similar same topic and write those down, then look and see where the gap is what's missing? Where's their niche that you can fill in a problem, you can solve that hasn't been addressed, you can target a different avatar or specialty or even a sub-category. This should give you even more certainty in your summit topic moving forward. Also, if it's different enough niche down like it should be, then you can actually look to having the other summit host become an ally having them speak on or support your summit, especially since you know his or

her list is going to be targeted right towards your avatar anyways. Now, let's have a quick word from our sponsor.

Okay, now you've done the research and solidified your summit theme, topic problem and Avatar, you can move on to the final point we'll talk about in this episode, which is speakers.

Solutions/Sessions: So the final points going to be your summit sessions and solutions. Looking back at your main problem that your summit is solving, you can now identify that specific solution or topic or information that your audience will need to solve the original problem.

So for example, if the problem was podcasters selling courses, not knowing how to generate leads and sales from Facebook Messenger marketing, you'll probably need a session on what is messenger marketing, another session on copywriting for messenger communications, frequency reach, Legion conversions, etc. Or let's say you're solving from like our 35 year old woman with two kids and her problem is she can see her kids are having behavioral changes, because they're on their phones and computers too much. So we need solutions on proper tech habits, setting phone time limits, creating a tech free family space, understanding neurologic consequences of tech addiction etc. So these are the solutions you're mapping out. Now these also become your sessions.

The great part of this is it maps out exactly who you need to reach out to for speakers for these sessions. So just to recap, with that, what happens is you have your problem, that's your avatars main problem, that's what's going to attract them to solutions. Now you need to solve that problem. So you need to map out what are the specific solutions they need to have your avatar to solve that problem and then now you have your sessions. Those solutions each become your sessions and those sessions now tell you which speakers you're going to need. So we could go even deeper and more finite on these topics. But for this episode of choosing your theme and topic, we've walked through the proper way of narrowing it down and ensuring you minimize any overlap or issues. So follow these steps in your well on your way to success. If you want additional insights into this process, you can grab some of my free resources over in the show notes: podcast.virtualsummits.com/012. Now go and get started building out your next virtual summit.

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.