

Episode 192: How An Application Funnel Created A Six Figure Summit

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Speaker: Jon Schumacher

Dr. Mark T. Wade:

Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host here on the Virtual Summit Podcast. Well get ready because we are in for a treat on this episode. I cannot wait to dive into this topic. I think it's going to make all of you a lot of money on your next summit if you put it in. Now and that's all possible because we got legendary Jon Schumacher here with us. So good to have you before we jump into all of that amazing goodness on your summit, Jon, I'd love for you to tell our summit hosts just a little bit more about yourself.

Jon Schumacher:

Yeah, Mark. Thanks for having me. I appreciate you having me on the show. So yeah, so we specialize in webinars, particularly we optimize and we build webinars and webinars selling systems for consulting and service companies that sell high dollar services who want more pre-framed, pre-qualified leads. We build lead generation webinars to sell higher price services for those types of companies. Uh, again, we optimize those. If they have an existing one, we have a 27 point optimization system to really take that to the next level, as far as attendance and conversion. And then we also build them. We have a full agency team who can do everything from make things look awesome to build out full technology systems and stuff like that for you, if you just don't want to do that yourself. So that's a little bit about me and what I do.

Dr. Mark:

I love that. And what's really cool about this Jon is, uh, I've had the fortune and the benefit to watch you in the summit space, uh, you know, work your magic for years. Like, I mean, you've been, uh, doing summits for some time now. It's not the it's. Uh, and with that comes experience lessons learned failures as we all have some of those bombs summits, as well as extremely large successes out of that. So what I'd love to do now is just give our summit hosts just a little bit of an overview of the different summits you've run. Maybe even how they've evolved since you first started running them.

Jon:

Yeah. So I've done three, so I'm not it's, you've probably done more than I have, but I have, I did my first one in 2016, another in 2017, then I took a summit break for better or for worse for a few years, got busy with selling agency services. And then in this year, 2020, uh, did another one in September, which is just a few months ago. So I've done three summits. All of them were the same topic, the webinar mastery summit. So I've used the summit as a visibility tool as a list builder as a, as a way of connecting with, uh, joint venture partners and other colleagues in my industry. And it's been great, you know, when we have great, great results, if we haven't made a million dollars from the list that we've generated, it's gotta be pretty close, uh, from just that channel itself, selling services and programs and things like that over the years. And yeah, it's just been great. So I've just chose to focus on one topic. I'll be running it again next year and likely the year after. And you just using it again is that main kind of list building audience, building tool, all of built around our niche, which is our backend service.

Dr. Mark:

You know, what I really love about this, Jon is I'm a big proponent of that annual summit. Like I, you know, I see so often summit hosts, they run a summit and maybe it doesn't meet their expectations or it's not as, you know, a 10,000 person summit and they get all frustrated and then they just stop. It's like, you know, your first summit, it's never going to be your best summit. You just put all the time and the energy into learning how to do it, like run it again. So I love this example of how you essentially, you know, now from your first to now, it's been like five years going on, uh, running the summit annually. What's, let's go back to that very first one. Like how, and why did you decide to do that? Cause we've got a lot of summit hosts listening in that they're still kind of on the fence or maybe they're a little scared. They're not sure they can do it. Like what, what took you from the concept to actually running your first summit?

Jon:

Yeah, well, I had a colleague of mine who I was friends with who was an expert in summits. Uh, you and I both know him. Um, and he, I saw what he was doing to generate business and leads. And I can't remember exactly. It's been almost five years now. Exactly what peaked our interest about doing a summit. But, you know, I just liked the idea of, of, of the growth and, and, and the idea. And, you know, I was at that, at that stage was kind of looking for other channels to grow. And again was a friend of his. So we looked at what he was doing. He was having good results. So like, well, maybe we can replicate this. So, uh, you know, I have my reservations, like I'm sure a lot of people who are starting, you know, am I going to be able to get people to speak on it?

Jon:

Are they going to share it? Is it going to be a complete flop from a marketing perspective or are people actually gonna buy into to, to the event and promote it and speak on it? And all those kinds of things, which is, I think was my biggest fear at the time, in addition to the technology and all that kind of stuff, which we outsourced. Um, but I have a saying, you know, what got you here, won't get you there, right? What got you here to this point, won't get you there, which is your goal, right? We need to keep expanding our comfort zones and doing new things, trying new things. And so that little statement that I say to myself, when I'm questioning things sometimes really pushed me into like, all right, I know this is going to be some work, but the payoff can be there. Not everybody's doing this. This is a way for us to separate ourselves in the market and really make a splash. So we went for it.

Dr. Mark:

I love that. And with that, you've evolved, uh, what you're, you know, you've had some summits with larger audiences, some with less than that, but throughout the process, you've, you've, you've constantly innovated what you're doing and how you're doing it with your summit. So I want to dive in into the most recent one that you've run. Uh, and I know we're going to get into a specific aspect of that in just a moment, but what I'd really like to look at is, you know, when you compare the summit, you've done now to some of the summits you've done previously, what's still the same in the summit space and what's a little different.

Jon:

Yeah. As far as the same, you know, it's, ours has been primarily joint venture driven, you know, so other people in my network who I've built relationships with, uh, over the years are willing to share it with their audience email for us, it's still the number one channel of sharing with them. Like if they have lists and stuff like that, it gets, it gets there. It's our summit in front of their audience via email. Uh, so,

you know, we still primary channels for us joint venture partners, uh, email marketing through those channels and through our own channels is still number one, you know, social has its place as well, but, and email, as far as, you know, with webinars or summits, I'm sure you would agree is still the number one way of driving clicks and registrations for online events. So we do a lot of email, a lot of joint venture partnerships as the primary marketing engine to, to feed the front end of the summit. So that really hasn't, hasn't changed much. Um, I've played with ads a bit. Spent a fair amount of money on ads. Sometimes I get that to work, uh, as far as liquidating the cost, sometimes I haven't, um, I don't know if you want to discuss that topic or not, but I would say what's, what's the same. It's pretty much been, you know, the, the, the, uh, the engine that sort of drives the marketing growth, which for me has always been through partnerships with others.

Dr. Mark:

Excellent. Well, I want to dig into this topic, actually, this is a, this is one that most new summit hosts kind of shy away from, or are a little intimidated by, which is the JV aspect of that. And, you know, you've done a great job at building these relationships and getting the support for your summits. This last summit, you said, was completely done by JVs and partners. You know, what's a tip or a suggestion or a strategy around getting these JVs and partners to support a summit. What's worked well for you?

Jon:

Well, part of it's just the relationships I've built right over years. So there's no quick button or anything like that. And I know you've spent years building relationships in our industry. I have to. Um, and, and so that's, that's really a big factor. Um, a couple of tips. Um, I've done a lot of interviews over the years. Like lots hundreds now of like podcasts. I've had a couple of podcasts. I've had, you know, a number of summits now. So I've done hundreds of interviews and that's a great way to meet people online, if you're new, is become the reporter. You know? So I interview people, build relationships through interview content, whether that's on a podcast or YouTube or Facebook live or whatever, but invite people into your world and then, and then keep track of those relationships. Right? So, so build relationships with people that are a few steps ahead of you in your industry can be a great way to do it.

Jon:

Um, also finding other summits and other people that are speaking on other summits can be a great way to say, Hey, you know, I saw you on the summit. I'd love to, you know, and then kind of give an ask or see what they're doing. See if you can support them, start building relationships that way. Um, so those are a couple of big ones, joining mastermind type groups. I mean, I've, I've been in a number of these over the years that have built a number of, of, of relationships with, with people in the industry. And, you know, a lot of people, if, if they like you they'll help promote you. Right. I, that for me is what it comes down to. Is it about money sometimes? Sure. It can be, but, but you know, as a summit, in my experience, it's mostly people are willing to help support your summit because they like you.

Jon:

And they like what you're doing that you're involving them. Not that they're going to make a gazillion dollars in affiliate fees or anything like that from promoting a summit. So, um, so that's been, the key is just relationship building consistently over time, uh, be willing to support other people, even if they don't, if you don't have a big list to start with so you can reciprocate in that. Some people will still engage with you, even if, because they like you because they like you, not that you can match their,

their share always or whatever, but because they like you. So don't be afraid to, to make asks and, and invite people into what you're doing.

Dr. Mark:

You know, I love, I love how you talked about this, about relationships. That's a foundational component of business. And I know a lot of new summit hosts are sometimes going from that side hustle, trying to get into their full hustle, right? Like full-time into, uh, into their own business as entrepreneurs. And, you know, it's like, ah, how do I build those relationships? Well, one of the cool things with the summit is if you run a summit, a lot of times you build those relationships with the speakers on the summit who then become relationships ongoing in your business. And so I love summits for a variety of reasons, but one on that, as well as the speaker, the opportunity to build relationships with the speakers. Have you had any instances like that? I mean, you've run these summits over the last several years. Have you noticed, you know, speakers becoming relationships that, you know, you've partnered with or collaborated with ongoing?

Jon:

Oh, absolutely. Yeah. All of them. I mean, I have a, I have a spreadsheet of partners, you know, uh, that, that I, I ask, how can I support them and vice versa. Right. So, I mean, yes, it's an ongoing partnership. Sometimes they'll just promote the summit that year, depending on the calendar, like, great. Like we're at the end of 2020 right now, I've spent the last month or so reaching out to my partners, Hey, what do you got on the calendar next year? You know, what are you working on? You know, can I support you? You know? So I have a number of partner promotions on my, in my marketing calendar already. And I've already, I already have the dates for 20, 21 for the summit, as well as, uh, the dates for the entire year for webinars that I host with partners. So I'll have partners mail to webinars and stuff like that to grow the database and get in front of new people as well.

Jon:

So, so that's, um, so yeah, I mean, there's, there's ongoing collaborations. I mean, if you can find, you know, 15 to 20 really good partnerships or, or so in that ballpark that's, I mean, all of those audiences for those partners are growing every year. And so that's really what you're looking for. Right. I mean, as far as the joint venture side, if you can find, you know, a dozen to 20 really good partners, you pretty good. You're going to get traffic, right. You're going to get, you're going to get new eyeballs on your stuff each year.

Dr. Mark:

Yeah. And, and with that, I love that you pointed out, you know, what you're giving to those relationships, to those opportunities, because it's not one that's talked about a whole lot. And honestly, a lot of people kind of, especially after summit, they build their audience. So like, no, that's my audience don't touch my audience, but I truly believe the more you can give opportunities to others, the more opportunities will come to you. And I love that you're sharing that.

Jon:

I can relate to that feeling. I was kind of that way earlier. I think like, I don't want to just hit my audience over the head with a bunch of stuff. So there is a, uh, an art to it and in all of that kind of stuff, but, um, I've kind of gotten over that as well. And like, look as a business owner, you need to be getting in front of new eyeballs all the time. You know, if, so it's a combination of feeding the list, but, uh, good stuff

from you and making offers from you. But also I'm willing to, you know, not hammer my list ongoingly forever with just tons of offers, but like, you know, a couple of times a month, maybe you're so, you know, Hey, here's, so-and-so, they're launching a book or they're hosting a training, you know, would you like to attend? And I'll send out a couple emails to that for the partner. And then I find that most people are fine with that.

Dr. Mark:

Yeah, I agree. And I, and it's a great example in it, you know, curates more opportunities then, you know, they're indebted to that kindness in that, uh, you know, that Goodwill and they want to support you more on your next summit or your next opportunity.

Jon:

So it just grows from there. Yeah. So.

Dr. Mark:

Continues to grow from there. Um, I will, I want to jump into the hot topic for today. I want to get into this, application funnel, something that you've done on your most recent summit that generated you tens of thousands of dollars. Uh, uh, so break it down for us. Take us back to the moment of what is it, how did it kind of work and, and walk us through it?

Jon:

Yeah. So I'll, I'll, I'll walk through the high level funnel kind of picture, and hopefully this makes sense for everybody listening to this, I'll try to go slow. So with a typical summit, you'll have a free opt-in right on, on the front end of the summit, where you're, in my case, my JV partners will send traffic to, uh, or you can run ads to, or whatever, you know, you're doing degenerate registrations for, for a free summit. Uh, on the next page, they're then presented with an opportunity to upgrade to the premium pass. And this is the recordings, as well as some bonuses, you know, the drill and everybody who's followed you, who knows things about summits knows, knows that this is generally how it flows, right? So we had a \$67 front end with a really attractive offer with action guides and all this kind of stuff.

Jon:

It converted at 9%, which is actually, for me, it was pretty solid. Uh, we had an order bump as well, I think for 32 bucks, which is basically a checkout box, you know, click. So that brought the total up to 99. And then I debated on, you know, should I have a one and upsell on the front end, like a one-click or should I install an application funnel on that, um, on that spot. So what I did was I actually installed an application funnel behind that. So when, when anybody who upgraded for the pass was given to chance to watch a short presentation about my services and then book a call if they would like, right. And so there's basically, if you could think of a page that has a small video, about four minutes long, the top, like, Hey, my name is Jon.

Jon:

This is how we can help you. This is who we've helped before. Here's the call to action. And then I have a calendar below where they can book a call, right. And I also included the link to this page, welcome emails and a few other places throughout the summit. And so a percentage of people, I think we booked about 20, I think it was about 20 calls. So at about 2,800 opt-ins I think we had a 9%. Yeah, we were, we had about 250 or so buyers of the past for this last one. And I think we had about 20 or so people book a

call, not at all of our qualified of course. Um, but we, so we canceled a number of them, but some of them were. So basically they filled in, they scheduled a call with my team or excuse me with myself and my team.

Jon:

And then they filled in a questionnaire about themselves, right? Like, you know, where are they at in business? What's the profit level, you know, what market are they in? What are they looking for help with? You know, I have a whole, a whole system for, for, for filtering a lead. So they went from scheduling page with a little bit about our services to, to a questionnaire. And then to what I call a pre-frame page, which is kind of a specialty to the type of funnel that I run, which is really posts between the time where they book and fill in the questionnaire to the time they speak on the sales call, there's a whole system in place to get them to do what I call Netflixing on my content. Right. So I actually have a page that talks about what to do before the call.

Jon:

I have links to case studies. I have authority content like speeches I've given at conferences and stuff like that. Um, I have, uh, uh, a video that kind of preps them on to expect on the call and about our services. Uh, and so basically, you know, there's reminder emails and then there's, there's a sales call, which I use video sales calls for, for my sales call process. And it worked great. Um, you know, out of the 20 calls, I think we took about seven of those. I, I canceled a number of them. Don't quote me, I'd have to go back and look at the numbers, but yeah, about 20 calls took about seven of them and we have closing three of them. Uh, one was a \$45,000, uh, consulting gig, uh, with a little done for you stuff for my agency. Uh, one, and there were two smaller gigs at 15,000 for just regular, mainly consulting and advisory services.

Jon:

So that was 75 grand in extra consulting fees, just from those three engagements that came through that funnel that wouldn't have happened in all likelihood. If I hadn't presented that opportunity, I think I was at Chet Holmes who did a study that said, the 3% of your buyers are red, hot and ready to go right now. So I'm a big fan of giving them that pathway to go in and to, into, to speak with your team, obviously in a filtered way, you know, and I didn't take all 20 calls cause it would have been a waste of time, but if you have a good filter and process and a good pre-frame process to warm them up, that actually is all you really need. So for example, the \$45,000 gig that I did, the guy had watched two hours of content of mine before he'd even got to the sales call, even though he just went through my summit and booked the call.

Jon:

He never saw any of this summit. It didn't, it didn't attend one session of the summit. None of those guys did. None of those three consulting gigs even saw a single session to my knowledge of my summit. Yet the summit did a good job of attracting attention, uh, and giving that opportunity for people that are interested to, to book a call. So I, I'm a big fan of giving a pathway, a direct pathway, a filter direct pathway, especially if you're selling higher ticket services to companies and stuff like that. Uh, give them, give, give those red hot buyers, a pathway, a filtered pathway to speak to you, and I think you'll make more money. Uh, so anyway, moving into the next year, I'll be running that same application system again.

Dr. Mark:

I mean, this is genius and amazing. And I love that. There's a lot of things I just want to touch on real quick here. One, the fact that a summit, it doesn't take 10,000 leads to make a successful summit. It also doesn't take a thousand buyers to make a profitable summit. I mean, you broke that down perfectly in the, you know, 2,800 people onto the summit, 280, or et cetera, purchase from them, 20-ish people book a call, three of those by, and now it's a six figure summit, you know, it's like, it's, it's perfect. Uh, and I think a lot of summit hosts, they don't think past the summit for one and they leave a lot of monetization opportunities on the table. Yeah.

Jon:

Yeah. That's the biggest difference between me in 2020 and me in 2016 is I know how to sell higher price services now. Like, you know, I'm a big fan of that skill set. Uh, and you know, especially if you're working B2B, like I do, I work with the consulting and service companies in a variety of industries and their, their lifetime value customer lifetime values are usually pretty high, so I can charge higher, higher price services, higher price, price points. And so I've just gotten better at selling higher price stuff. In my old days, I used to just try to sell these nine, nine, seven courses and stuff like that. And they look, they have their place. I mean, if you can do enough volume, go for it, you know, but for me, I've always found it a lot easier to sell higher price stuff, you know, system systematize it, you know, have your systems in place and your team in place and all that. But, but sell it at higher prices, you don't need as many leads to, to, to have a nice payday and reach your goals.

Dr. Mark:

Yeah, it is. It is so good. And then a filtered pathway for your hot buyers. I love that too. I mean, a lot of times I know I've done this in my summits where, you know, I'm like, no, no, no, no, you got to go do this summit first. And then after the summit, I've got this special thing. And then after that, we'll get to the big ticket item.

Jon:

So as such a mistake, I call that forced dissension. I think that's such a mistake. Um, you know, that you think you need to ascend people that way. Cause you know, think about independent of what you sell and to who, right? Like if you're selling into like beginner coaches or something, then yeah, you might want to force a little bit more action because they have more, I would say there's people that have more time than money and more even people that have more money than time. And if you're selling to people that have more money than time, i.e. executives, business owners, small business to medium business owners, these people aren't going to, in most cases go through a bunch of hoops and then finally stick with you, right like that. So give them a pathway, all of my best leads. And they come through <https://jonschumacher.com>.

Jon:

I mean, I've been using these application funnels for years. Um, all of my biggest leads come through the system and by pretty quickly, and some of these are pretty substantial sized deals, you know, multiple five figures I've even done a six figure deal just through my website. Somebody found me on Google, you know? So give those people a path still, still, you can still do your ascension. You can still do your other stuff, but give those people a filtered path, especially if you sell B2B higher ticket prices. I think you'll be surprised at that at the potential leads that you generate from that.

Dr. Mark:

Yeah. I want to come back to how you filter out so you don't waste some of your time, but before we do that, I just want to, you know, kind of reiterate the importance of this in what you're saying. You know, since we've learned, we call it the post summit profit strategy. We give people opportunity for hot buyers or high ticket clients to come right into that offer. Anybody who doesn't take it. We have the down sells and dissension of the opportunities that's right for them, which I think a lot of that plays into overall getting information about your attendees on the summit, where you can to match them with the appropriate, um, opportunities or offers. Now, talk to us about how you filtered that because what I don't want, all of the summit hosts listening to this to do is just throw an application out there on their summit. They get 500 people that book a call with them and they're like, Oh yeah, I got 500 calls. And then at the end they're like waste all their time. So talk to us about, you know, some of the strategies you've learned over these years on how to filter out these clients.

Jon:

Yeah. So I mean, 500 calls would be quite a bit, so, you know, you'd have to have a pretty big summit, but maybe you will maybe that's, you know, your summit or something Mark. But, um, yeah, so I, I'm a big fan of capturing minimal information first with an application funnel. So get their name, get their phone number, get their email boom. Because some of my best leads again, didn't fill out, but didn't go through the whole thing and I, and then you can follow up with them. You can do a little research on them. You can have your assistant reach out. So don't just, again, capture minimal information at the tip of the funnel. That's why I usually have people will book first or fill in, fill in a form with their basic info first. Then I direct them to a questionnaire. Right. And so it really comes down to what questions do you need to ask them to, to qualify them?

Jon:

Right. So you're gonna want financial qualifying questions. That's certainly a big factor. And so I'll ask them, you know, like, what's your profit zone in your business right now? Are you zero to a hundred? Are you a hundred to 500,000? Are you over a million? Are you over 5 million? Like, where's your business? As far as that goes and people are like, well, I can never ask people that, you know, if you're in business business, I can tell you people fill that in all the time. I never ever, I don't think I've had one complaint about that at all. So ask them, you know, where are they in business? If they're under six figures and you sell something that's, you know, 25,000 bucks or something like that, they may not be the best fit for you. And you can just politely cancel. You can create canned emails, um, have, have a, have an assistant, send something out, Hey, and I got your application, uh, you know, thank you for taking the time to fill it out.

Jon:

Um, based on what you shared, it doesn't look like it would be a good fit right now, based on the cost of our services. Here's a few things you can look at, or you could down sell them into a training course or whatever you want to do from there. You know? Um, so yeah, I asked them, you know, where are they financially? You know? Um, I'll even give them a range of my services. So I'll say, you know, our services range from X, Y, Z to X, Y, and Z. Can you afford a minimum of this if we decide to work together? Yes or no, you know, and they'll, if they Mark, yes. Then they're saying, yes, I can afford your minimum fee. Right. So you can share ranges on the application as well. Um, yeah, those are just some, some things you can do.

Jon:

I ask others other questions as well. How soon are you looking to get started? Are you the sole decision maker for your company? What industry are you working in? You know, those kinds of things. And, uh, and, and by the time I get, then I have a whole series of questions that I've refined over the years that give me the show up in my inbox on autopilot. I just looked at my phone and go, do you have a new consulting inquiry? And then you look over the lead and decide, is this a good lead? Is this not a good lead? Is this a lead that's for a lower offer for a bigger offer? You know, what is that? Uh, and that gives you a good amount of information, whether you want to take the phone call or not. So like of the 20 that booked with me, I canceled.

Jon:

I think I said, what did I say? 13 or 14 of them? Uh, 13 of them. And I took seven of them because they were multiple six figure plus some seven plus seven figure plus companies that could afford my services. You know? And so that's how I knew in that, in that instance. And then from there, I started the process of what I call Netflixing or pre-framing them, right? So this is the missing piece. In most application funnels, I've installed this with some of our colleagues, you know, and, and they'd be like, Holy cow, the number of tire kickers have dropped. Our close rates are better, or our sales cycles are shorter. You know, all that kind of stuff by, by getting people to, to start binge watching your content. So if you're not recording case studies, testimonials, pre-call video, Google video content, uh, if you're not sharing authority, content, give them the option to binge watch.

Jon:

When people are interested in your service, when they're interested in speaking to you, what do they do? They research, they want it, they want to consume. Cause they're like, they want to know more about this person that they're, they've, they've leaped out of safety and into a sales call with you. They want to know like, is this person, get me, have other people trusted and got results with this person, did this, does this person know their stuff? You know, all of these things are factors. So you need to, you can address those and stomp out some of those subconscious fears before the sales call. You never want to overcome objections. You want to block them if at all possible. And you can do that between the time they book a call with you and between the time they actually speak to you or your sales team.

Dr. Mark:

So good. So good. Well, what's something that you've learned from this summit with your application funnel that you think may be a little bit different. You may change, tweak or implement or improve on next year summit.

Jon:

Um, we'll probably do things somewhat similar as far as the application funnel for the summit. Um, you know, where I place this, where the application funnel will probably be the same, you know, I was thinking about it, you know, should I try to, you know, sell product on the front end of the summit? Like a lot of our colleagues, I don't know what you do, but they'll do, you know, they'll have the, the past, you know, maybe an order bump and then a one-click upsell to like something that's like 197 bucks or 147 or \$99 or, I mean, it always ends in a seven, I guess, or it's supposed to, I guess, but, um, you know, so I kind of debated on that. Right. And I, and I, and I went with, without that, in favor of the application funnel thinking I can move it one step closer and get a bigger pool of potentials to go through it.

Jon:

And I haven't split tested the two strategies, but I think I'll probably go with a similar placement as next time, as far as the application funnel itself. God, I don't know. We don't want to go down this rabbit hole. Like I'm always optimizing it with other tools around it. Like I use Google display network retargeting for people to go through it, video emails, you know, to, to add another familiarity piece before the call. Like there's all these little tools we're integrating and testing into 2021 to just take it to the next level, even still. So all of that will be tapped onto the, to the summit when we host it next time. But we don't want to go down that rabbit hole during this talk.

Dr. Mark:

Yeah, no, there's so many, I know you're constantly optimizing and improving there. So those are amazing, uh, ideas and examples in the application funnel in, in general is so powerful. Especially any of you that have a higher in opportunity or offer, you should be implementing this into your summit. I think this is such a great, uh, great use case and great piece of information that people can immediately begin implementing to their summits.

Jon:

Yeah. And you know, if you're listening to all this and it sounds overwhelming, look, I mean, just like, like Mark says, you don't want to take all the calls, but I'd rather have you give a pathway at least at least to have your calendar available. Like after people buy the pass or something like that, you can set up a simple redirect page that displays this and then maybe have them fill in a questionnaire, you know, and at least do something like that. So you kind of see what leads are coming your way. There's a whole optimization process or improvement process to that. But you know, at least at least give people the opportunity to book with you. I would recommend that if you're a consulting company or a service company who sells via sales calls, I think you'll get a few off your summit if you, if you put something like that in place.

Dr. Mark:

So good. Jon, this has been absolutely phenomenal. Love this information. Now, before we wrap up, I kind of, I know everybody's going Mark. Like I need more Jon in my life. Where can I find him? Where's he hanging out at? So let everybody know the best way to get in touch with you and where you're hanging out at.

Jon:

Yeah. So you can just Google my name, Jon, J-O-N. And so it's J-O-N and then Schumacher is S-C-H-U-M-A-C-H-E-R. And it's kind of a misspelling in the front end, the last name there, but just for those that are on the audio, it's Jon Schumacher, without H a you just put me into Google, my website will come up. There's tons of stuff there. <http://JonSchumacher.com> is my primary domain. If you want to speak to me directly, you can just go to <https://workwithjon.co>. That's <https://workwithjon.co>. That'll take you to my application funnel, uh, and you, or you can go to <https://groupwithJon.com> if you want to join the Facebook group and be a part of the community and all those good things.

Dr. Mark:

We'll make sure to link all of that over in the show notes at episode 192. So you can grab access to all those links over there. Um, Jon, as we wrap this out, I'm going to let you end us with one final parting piece of wisdom for all of our summit hosts that are out there listening in.

Jon:

I think it's probably cliché, but it's true. Like what got you here won't get you there. Every master was once a disaster. All the clichés are, they're true. You know, if you're looking, if you're newer at this, which I know most of you probably are listening, you know, because not everybody's doing these summits, but they, if they're looking to, you know, if you're looking to explode as an authority into your space, there really isn't much of a better way to do that. Sure, you're going to have the fears that I had when I started my first summit back in 2016, can I get people to attend? You know, will people promote it? Is it going to be a success and worth the time and struggle, but it will. And to Mark's point, uh, you know, commit to doing an annual conference. Look, imagine yourself in your industry, how many, how many relationships you're going to build, uh, how much, you know, how much of an audience you're going to build email and social?

Jon:

How many, how much revenue you're going to generate? If you commit to doing a summit for 10 years in a row in your niche, like if you want to be an authority and you know, thyroidism or something like that in the health space, you could be literally one of the top influencers in that space, you know, over the course of a few years, if you'll commit to the process. So it takes work, but every, every good thing takes work. That work is that is the barrier between those that are, that your, your competitors that are sort of mediocre and hanging back versus you, who are accelerating that work is that barrier that propels you, you know, ahead of other people because you're willing to do it. So, uh, I would say just, just let your, just don't let your fear stop you if you're, if you're committed to this, commit to it for a few years and you'll see results.

Dr. Mark:

So good, Jon, thank you so much for being here with us today, sharing your time, your energy and your wisdom.

Jon:

Thanks, Mark.

Dr. Mark:

And thank you all you summit hosts for hanging out with Jon and I am Dr. Mark T. Wade, your host here on the Virtual Summit Podcast, and remember your message matters. And one of the most powerful ways to get that message out to the world is with a virtual summit. Don't forget to head over and check out all this information in the show notes over at episode 192, and I'll see you on the next episode.

Dr. Mark:

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. 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.