

Episode 193: The Gift Of Summits: Our Top 21 Episodes You NEED To Hear!

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Dr. Mark T. Wade:

Ho, ho, ho! Merry Christmas! You can just call me St. Nick over here. Cause I'm about to give you the gifts of summits. Check out our top 21 episodes you should re-listen to. Hey, there summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software, and your host here on the Virtual Summit Podcast. And I am excited. Uh, one, cause it's almost Christmas time. I love Christmas. It is one of my favorite. It's my favorite holiday, period. It's just such a great feeling. Um, and so I wanted to give a gift to you. I've got several gifts to give to you, but one is, uh, the top 21 episodes you should re-listen to. The gift that keeps on giving. The gift of summits. I'm also really excited about this episode because we're going to take a look back at some pretty amazing things we've done over the past almost two years now.

Dr. Mark:

I can't believe it. Podcast has been going on for over a year and a half at this point. We are on episode 193, we're almost at 200 episodes. So this is an incredible, uh, incredible period for us. So first I want to remind you, Summit Fest Live is right around the corner. That is our in-person conference. Although we are doing a hybrid style this year. It is not to be missed. This is our second year running this, um, it, it encompasses all mega super summits, uh, all mega summits and super virtual events this year. We have 30 speakers covering all things, virtual summits, all things, virtual events. And we even have a track for summit and virtual event, producers and agencies. Um, it is in New Orleans. It's February 3rd through the 5th. Um, but we've created a hybrid track. So a hybrid variation. So of course you can grab one of our super VIP passes.

Dr. Mark:

We only have 20 of them. Let me know, I believe there's only 10, Oh, excuse me. Only 10 of them available, um, to come and hang out with me in new Orleans in person with all of the speakers, there's 30 speakers. You get almost, you get VIP access sitting there, literally 10 people and the speakers. Or if you prefer, you can watch from the comfort of your home using our hybrid pass, which will give you in real time, live interactive streamed, um, access to us. So check out <https://summitfestlive.com>. Early bird passes are expiring pretty soon. So don't wait, head over there and check it out. Now today's episode, the gift that keeps on giving is the summit. So I've gone back through, I got a little nostalgic here, uh, going back through all of our past episodes and looking, uh, at what we've done, what topics we've covered and um, how the, how our episodes have progressed over the last year and a half as well.

Dr. Mark:

And the different topics. It was kind of amazing. Some of the topics we were covering even early on back a year and a half ago. Um, and so I know now we're at almost 200 episodes, so it's kind of hard to know which ones do you want to go listen to? Which ones should you dive into? Uh, which ones should you re-listen to? Some of you have been with us for a long time, and we truly appreciate you. And, uh, your loyalty here with us over at Virtual Summits. So I thought let's go back through, let's take some time. Let's filter through, let's find the top, top, top episodes and I'm not gonna lie. It was really hard, was really hard originally. I was like, I'll narrow it down to 10. I'm like, can't do it. You can't narrow it down to 10. There's too much amazingness here for you and it's free.

Dr. Mark:

It's at your fingertips. So I'm going to cover these in the top 21 episodes that you should re-listen to. If you haven't already listened to them, we're going to start at the bottom all the way at the beginning here, episode number 6, episode number 6, introducing the One-Day Summit. Now this was amazing. This is really when, uh, the One-Day Summit kinda took its stage or took its place on the stage of the world. And from that point, it really escalated. We've had, uh, thousands of One-Day Summits that have been run all across the world, but all kinds of different summit hosts using all of the different types of One-Day Summit frameworks. But in this episode, we introduce you to what is a One-Day Summit? Why run a One-Day Summit? What's the difference between a One-Day Summit and the other types of summits. What's the power and benefit of a One-Day Summit and how to get started with a One-Day Summit, which is again, still to this date. What I recommend most people start with if you're just getting started in summit. So that's episode number 6, go take a listen.

Dr. Mark:

Now next number two on the list is going to be episode number 9, episode number 9, which is titled Before you Host a Summit Listen to This. Now this episode was a matter of factly type of episode. We went through and said what to expect. You know what you need to know before you get started? Not all summits are equal and they're not all easy. There's some time what time is going to be needed? What resources should you have to host a, um, what are the things that maybe you haven't thought of that you're going to need to think of before that you're going to need or wish you would have thought of before you got started with your summit? So episode 9 is really getting you on track and ready before you host your summit. Let's go to number three, which is going to be episode 15, episode number 15, which is How to Recover after a Bombed Summit.

Dr. Mark:

I know, I know it hurt me to even write it, but it needed to be written. Of course everybody hopes, everybody wishes. Everybody plans to have a very successful summit. But in reality, that's not always the case. If you've been running summits long enough as I have, you will have a bombed summit. Also every day I'm telling summit hosts, look, your first summit is not going to be your best summit. Your second summit is going to be your best summit and then your third summit and then your fourth summit, et cetera. Okay? So this episode, episode 15 dives into guess what? Even if it bombs, it's not over, it's not over yet. There's still things we can do to turn it from a bomb summit into a successful summit. And there's some very specific strategies in that episode of what you need to do with your speakers to be able to save those relationships, which at the end of the day is the most important aspect of your summit.

Dr. Mark:

Yes, we love generating leads. Yes. We love generating revenue. Yes. We love the influence and the authority and all the other amazing things that come with it. But those relationships that you build with your speakers are the most powerful asset. So we cover several strategies in that and how to recover after bombed summit. It's not over. Check that out. It's episode number 15, all right, moving up the list and number four, and these are not in an order of which one's the best. These are just in an order from the furthest out to the most recent. So number four is going to be episode number 21, episode number 21. Summit Speaker Recruitment Strategies. I probably get asked at least 10 times a week. How do I do this with my speakers? How do I get that speaker? So we just put it all in an episode for you, everything you need to know about summit speaker recruitment strategies.

Dr. Mark:

I go through the different strategies. We use three specific ones, including the anchor effect, a stair stepper protocol and several others. So jump into the Summit Speaker Recruitment Strategies, episode number 21. If you want to get some insights into improving your speaker outreach and recruitment process, moving up that list. Number five, we've got episode 27, episode 27, The Summit Ascension (multi-million dollar) Business Model, The Summit Ascension Business Model. This is our simple but powerful business model. It's really a three component business model, summit journey scale. We've used it to build multi-million dollar businesses. We've watched other people take what we've had implement and build million dollar business models and even just six figure business models. But this is a what's beautiful about it is that it can be added on to your current business model. It doesn't have to replace your current one. This can be added on as a integral part of it that feeds your current one.

Dr. Mark:

Or if you're just getting started, this is a straightforward, simple, but powerful way to really scale your business. The Summit Ascension Business Model. Let's move up to. And that was episode number 27, episode number 27. Let's move up the list to number six. We're going to go episode 30, episode 30. Summit Communication Sequences Mapped Out. Summit Communication Sequences Mapped Out. This is probably the one aspect of summits that I dislike and most summit hosts dislike too is writing the summit email copy. Every week, hundreds and hundreds of messages pings like, Hey, can I see your summit email copy. Hey, do you have any templates? Finally, what we did is we created an amazing resource called Summit Scripts. If you haven't looked at Summit Scripts dashboard should check that out. There's over 500 summit email communication templates in there that are editable, formattable all in a dashboard to make it easy, simple copy and paste search from summit search through industries, search through different hosts, find the summit copy you want and use it with that being said, I decided to go ahead and do an episode as well.

Dr. Mark:

So episode 30 with the Summit Communication Sequences Mapped Out.. So I walked through my process of mapping out our summit communication or email sequences, our summit email sequences. I walked through that process and point out the different psychological triggers that are built into each and what you probably need to know the different types of communication sequences that go into the summit. All that is mapped out for free in episode number 30, but highly recommend you checking out Summit Scripts. Let's move up to number seven, which is episode 48, episode 48, the 7 Summit Myths You Believe. Now I still remember very clearly writing this, uh, recording this episode, um, because there's a lot of myths, myths that people believe about summits that are just not true. I mean, and so I went through the top seven things that you probably you right now listening to this episode, if you have not listened to episode 48, you probably still believe these myths. These are 7 Summit Myths You Believe a one being that is super important or needed or necessary to have an influencer on your summit. For example. So check out that episode, number 48 to squash those summit myths. So you can dive into what really matters in your summit.

Dr. Mark ([11:59](#)):

Go up to eight. This is going to be episode 51, episode 51, Interview With Impact – How to NOT Suck When You Interview!! Remember the success of your summit depends on the impact of your interview. This is so important. What is a summit? It's a series of interviews. It literally is just a series of interviews. So if your interviews are not professional, not impactful, not powerful. They're not going to do well.

Your Summit's not going to do well. And unfortunately, most of us, 99.9% of us have not had any professional interview training. So that's why we recorded this episode, episode 51 to cover some of the most important aspects of your interview and that aligned with our program, the Interview with Impact Program or Interview Like a Pro. If you go to <https://interviewlikeapro.com>, we have a free training for you to get started with your interviews.

Dr. Mark:

Super powerful. Check it out. We cover the perfect intro, the welcome flow clothes, like a pro, et cetera. That's the <https://interviewlikeapro.com> free training or listen to this episode, episode 51 on the Interview With Impact. All right, moving up. Number 9, we got episode 57 episode 57. How To Create A Binge Worthy Summit. This covers my fave, The Summit Story Arc. This incorporates a very specific strategy on how to create a Netflix style, binge-worthy edutainment style summit. We don't want boring, just informational based interview style summits. There's so many of those. You need to add information. Yes, it has to be educational and informational, but also needs to be entertaining. That's why we want an edutainment style summit. You can learn more about that in episode 57, episode 57. All right, move it up. Number 10 episode 72 episode 72 is the Post Summit Profits Strategy.

Dr. Mark:

So important. Post summit profit strategy. Most of them hoes never think past the summit. They don't think past the summit. And then when they're in the summit, you can't think past the summit because you got so much on your plate to do, to do with the summit. Well, you need to be thinking past your summit before you start in the post summit, profit strategy will align out the arm of our strategy that we use to build out our revenue, our monetization strategy, post summit, our post summit profit strategy. Also the customer journey and based off of normal buyer mentality, psychological triggers all built into that that's episode. Number 72, check that out at episode number 72. All right. Number 11, episode 75 episode 75. The Ever-Summit Protocol has revolutionized virtual summits. I remember a year and a half ago, the virtual summit software implemented proprietary technology that really, really changed the summit space.

Dr. Mark:

It revolutionized it pre-Ever-Summit. There was no option. There was your summit was a one and done most people. Some, they put so much time and energy and effort to them. And then they just sit on a virtual bookshelf, somewhere collecting dust. The Ever-Summit feature inside the virtual summit software changed that forever. And with that came strategies on a ability to improve summits. Summits were no longer are no longer one and done. They now are the beginning of your customer journey. So we cover the different protocols and strategies you can use with the Ever-Summit that's episode, number 75. All right. Number 12, episode 84. Hey You! LIST GRABBER!! Stop Exploiting Your Speakers That was one of my favorite episodes I recorded. And that was calling out all you list grabbers style summits, stop. Now I know it's none of you listening to this because you know, better, but all those lists grabbers out there.

Dr. Mark:

We are anti list grabber. You are not running summit just to scrape the list of your speakers. You're running a summit because it matters, you have an impact to make. And it's a collaborative marketing strategy, a collaborative marketing strategy, not a list grabber strategy, listen to episode 84, do me a favor. More than that share episode 84 with any summit groups, you know, because they need to hear

this. If they're out there doing list grabber style summits, it's hurting all of us. So share that with anybody that you know, or any summit group, episode 84. Number 13, episode 90. Episode 90 is How To Create Your Summit Home Video. Now, it's pretty straight forward. It's not necessarily revolutionary. Although I've been told it is phenomenal because it walks you through the exact simple and easy method to create your summit home video or your opt in video on your summit landing page.

Dr. Mark:

It's probably one of the most important aspects to your summit landing page. And unfortunately, most summit hosts just wing it or they don't even do it. So we've given you an exact templated strategy on how you can create a highly converting, a highly powerful summit home video. That's episode number 90. Episode number 90. All right. Number 14, episode 99. Know which role you should choose as the summit host. This was a fun one. You know, there's four different roles you can play as a summit host researcher, facilitator, teacher, or reporter. Now maybe you can play too. I don't recommend it. You should pick one naturally. You will fall into one or the other usually, but it's better. If you can go into it with intention and understand the roles so that you can make the outcomes accompany that. So check that out episode 99, know which role you choose as a summit hosts, or you should choose as a summit host. That's episode 99.

Dr. Mark:

All right, 15 episode 111, episode 111. The most important summit strategy ever released. I think I can just leave it with that. You need to check this out. If you have not listened to episode number 111, you need to listen to it. Priority number one, The most important summit strategy ever released. Go take that. Listen to episode 111. Moving up. Number 16, we got episode 125, episode 125, 15 Specific Session Styles You Should Be Using In Your Summit. So most people use the interview, but it's kind of boring and yes, you will have interviews in your summit understandable, but you should be incorporating other session styles too. Are you using a hybrid? Are you using a presentation? Are you using a debate? Workshop style, a breakout session? Like are you using a fireside chat? Are you using the different session styles?

Dr. Mark:

There's 15 different specific session styles that you could be choosing from and incorporating into your summit. Do not just do all interviews. Okay. So check out episode number one 25, 125 to get those 15 Specific Session Styles You Should Be Using In Your Summit. All right. Number 17, episode 129, episode 129. Here Are The MOST IMPORTANT reasons to host a summit. The most important reasons to host a summit. So this goes through the different reasons you're going to normally think I want to build my list. I want to make revenue and I want to influence those are the top three things everybody says and totally get it, but understand there's more reasons and they're important and you need to understand and know those. So check out episode 129 to understand the most important reasons to host your summit even more so than just building revenue in leads.

Dr. Mark:

Now number 18 is episode 147, episode 147, 147. Selecting Your Summit Topic, Name & title. This is important, common misconfusion, people, common confusion. People get these mixed up topics. The summit name, the summit titles, some summit subtitles, summit theme. There's some very specific terminology there and it's not an easy topic to do. It's not an easy thing to do. So check out episode 147. We dive deep into how to choose your, your topic, the summit name and your title. Very important for

your summit. That's episode 147, moving up to number 19, getting towards the end of this list. We got episode 158. Episode 158. How To REALLY Monetize A Summit With These Strategies. How To REALLY Monetize A Summit With These Strategies. There's three to five very specific things you should be doing to monetize your summit.

Dr. Mark:

Now remember your summit is not your monetization stream. It's your relationship building strategy. However, you should have these things built into your summit to ensure it does generate some revenue. So check out episode 158 to make sure you know how to really monetize your summit. All right, getting to the end here. Number 20. Number 20 episode, episode 160, 160. Episode 160, the Summit Revenue Calculator. Although this is not like groundbreaking. This is probably one of the most popular things we put out and share because people like to see what to expect on their summit. So this summit revenue calculator, I walk you through it. And inside this episode 160, we also give you links are in the show notes. You can download our summit revenue calculator where you can actually calculate what your, what your summit should anticipate or estimate to do.

Dr. Mark:

Based on the numbers you're putting in, like how many speakers, what's their list potential, uh, what's your average sale tier like your average price, any affiliate commissions, et cetera. And you should you'll, we'll be able to get an estimate of what your summit will actually produce and you can tweak it so you can see you can reverse engineer and make sure you are on track to do what you're hoping to do. That's one of the most common mistakes I hear from summit hosts who are disgruntled because their summit didn't do well. It was a matter of their expect, their summit results not matching their expectations. So you need to know, but they never planned to make it. And then episode number 21. So that was episode 160 and our final one, a number 20, 21 final one. Number 21 is episode 191 episode, 191, very recent, but very powerful, 7 Different Summit Types & which one you should host.

Dr. Mark:

Here's the deal. There's more than one summit. They, everybody thinks of the multi-day summit, but there is a variety. There's seven different types of summits. The One-Day Summit being another one, check out this episode, understand that there's a variety of different summits and maybe there's a better one you should start off with or after you've already done one. There's another one to keep going with. All right, well, we're going to wrap that up. That's our top 21 episode shoes should be listening to, I hope you are having an absolute fabulous holiday right now. I'm thinking about you while I'm with my family and enjoying a great holiday. I want to remind you, as you dig into all of these amazing episodes that you have on this holiday break, don't forget to check out Summit Fest Live right around the corner. February 3rd through the 5th. Grab tickets, we have a very limited number of super VIP that can be in-person with us in New Orleans, during this, with the speakers or choose to watch it at the comfort of your own home with our hybrid virtual paths, either way do not want to miss this. This is our second year running this conference, creating the industry around virtual events, check it out and I'll see you on the next episode.

Dr. Mark:

One in 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.