

Episode 117: A Story About The Most Epic Summit Week That Has Ever happened

Publish Date: February 6, 2020

Speaker: Dr. Mark T. Wade

Dr. Mark T. Wade: This episode is going to be a little different, maybe even a little peculiar. Some of you may love it, some of you may not, but let's give it a try. I'm going to tell you a little story about a time and a land not so far away. So get comfortable. Sit back, close your eyes and let's get started. Hey there buddy, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host on the Virtual Summit Podcast. I'm really excited to try this new little thing we're going to do today. On today's episode. Um, but before I do, I just want to remind you, you can head over to summitfestlive.com/virtual to get access to the Summit Fest Live recordings as well as summitfestlive.com/2021 if you're interested in getting a ticket to next year's event. So hello from New Orleans.

Dr. Mark: That's right. I'm sitting here in NOLA right now at Summit Fest Live with 50 amazing high level entrepreneurs who each have a message the world needs to hear. Now we're having a blast. And of course wishing you were here with us right now. I'm sorry if you tried to grab a ticket and there wasn't one available. I really wanted to keep this first event small and intimate so I could get to know each person and really hear their story and see how I could best help each of them. But with that being said, I didn't want you to completely miss out. So I've decided to give you two opportunities right now. One, not to miss out on the next Summit Fest Live next year, but also to be able to get access to the amazingness we're covering right now at the event. So here's what I decided to do.

Dr. Mark: First off, we're going to open up Summit Fest Live 2021 to more people. We're going to have more spaces. We're going to increase the group to probably 100 people. So if you missed it this year, but want to ensure you don't miss out on this Epic event for next year, be sure to head over to summitfestlive.com right now and grab your super early bird tickets. Now we'll get those tickets for 2021 event majorly discounted for a limited time, so grab your ticket, don't miss out. That being said, we have had some unbelievable going on here and it's really just too good not to share. So I've decided to make these sessions available for all of you digitally on demand for a small price of course you can grab those recordings for a small fee summitfestlive.com/virtual. That will help us cover the crazy costs that went into getting each of these sessions recorded.

Dr. Mark: But I also, I want to share a little bit about what we've covered here and what the audience has been learning. It's just too good to pass up. So I thought, the best way to help you get past the Summit Fest Live FOMO and join in on some of the Epic fun and learning we have had. Just to paint the picture for you and bring you into our summit bubble here in New Orleans. Let, let me set the scene for you. You walk through the French District with incredible smell of Cajun food floating through the air. There's live music being played on the streets and hundreds of people in brightly colored outfits laughing and talking with their friends. As you walk up to the hotel, you see French elegance at its finest. Now as you enter the conference room and walk to the front row 10 minutes before the session kicks off, like the incredible student you are, you see a bunch of other smiling faces and people who say hello and introduce themselves and where they're from. You're already feeling like you made an excellent decision or eager

to get started. Then you hear it loud, high energy music rushing through the room with an inspiring message that you matter and your message matters, and the world needs to hear it in the front of the conference room. You see yours truly brightly colored with a huge smile on his face as he proceeds to tell the audience the state of the summit.

Dr. Mark: Not all the information is good. Some is actually concerning, but luckily you're in there to get the insider scoop on how to overcome the disruption that is occurring in the summit space. This will ensure your next summit doesn't bomb like the countless other summits that are being run by the list grabber typos. Then we dive right into our first keynote, the beautiful and prestigious Dr. Krista Burns takes the stage. Founder of the American Posture Institute and summit host expert breaks down step by step how she was able to build a business that has generated over \$5 million specifically from virtual summits. You now have the business game plan you need to boost your business with summits. Then our energetic friend, Majeed Mogharreban, founder of the Expert Speakers Academy hops up full of excitement as he begins to tell you how to craft the perfect summit story.

Dr. Mark: A key component to diversifying your summit from the others that are barely scraping by. Now we break into a special activity, lots of fun and laughter as you get a special beignet class from our incredible emcee Luke Wade with the special treat too delicious New Orleans beignets. Now time to get back to work. Dr. Mark hops into our first workshop. He takes you step by step through building out your very own one day summit series. What better than walking away with a strategy that will grow and build all year long and how you can do it quickly and easily. After a tasty lunch out in the booming New Orleans Bourbon Street, we head back for a powerful conversation with Steve Warner who talks to us about how to craft your summit to sell without being salesy. Now you know your summit will bring in the cash and you don't have to sell your soul to do it.

Dr. Mark: Then straight into our next hands on workshop with our very own Viral Summit director Jose Aviles, who helps you build out your very own highly converting summit offer. Now you know you have something that will generate some revenue from your summit. It's time to break out into our round tables. You sit in a small group with a specially chosen table leader who teaches you a niche aspect to increasing the success of your summit. Then we wrap up day one with an epiphany of the summit from our conference host beaming with satisfaction. You get ready for the evening activity, which allows you to connect not only with your fellow attendees, but also with the incredible speakers in an inspiring and robust atmosphere. What a night you just had out in the glorious city of New Orleans and it's only day one. As you walk back into the conference room for another upleveling day, you laugh as you look at your name tag appropriately created out of what? Yup, Mardi Gras beads, such a great touch and bang. We're off to the races. Dr. Mark introduces the revolutionary new solution to building out your summit. He shows how you can leverage the power of his summit team to build out your very own viral summit. Then into the funding and charming session with Mike Kim considered one of the top marketing and copywriting strategists in the world. Mike helps you craft the brand using your virtual summit.

- Dr. Mark: Then into a magnificent strategy session with Brandy Kinnear on how to monetize your summit before, during, and after. Next, a quick SIG obsession. As you see, two oddly dressed, females take the stage and begin to tell you the history of New Orleans and how tarot card reading entered into the New Orleans community. It's Summit Fest Live. Of course, it's not all work. We're gonna have some fun too. You think to yourself, you now prepare yourself for a serious and important workshop with Uli Iserloh as he helps you build in real time your evergreen summit strategy. These guys are covering it all you think to yourself, this is pure gold. We get cozy with a fireside chat from the summit king himself, Navid Moazzez as he and Dr. Mark talk about the power of summits, how they are evolving and what you need to do to evolve with them.
- Dr. Mark: You get to look a little back at Navid's past and where he came from and how he is evolving summits with his students all over the world. Another scrumptious lunch of the famous NOLA shrimp po'boy. You settle back into the summit success paddle where you literally get to ask your most pressing questions about your summit business and life to some of the top summit coaches and consultants and experts feeling relieved. You got that burning question off your chest, you get ready for a deep dive with Dr. Mark and a creating a powerful and impactful summit interview. I mean, after all, a summit is literally just a series of interviews. Nothing will crush your summit success faster. Then a bunch of boring interviews now strap in for a summit workshop with Danny Ozment, the pro behind some of the top gurus podcasts as he walks you through how to build out the strategy he's been using to help his clients get success through summits, through more sales opportunities from their virtual summits.
- Dr. Mark: Another specialty round session where you get to choose what you want to learn, get one-on-one insights from a special summit expert. Finally closing out another epic day at Summit Fest Live as Dr. Mark talks about the community building with summits and of course references how you are each a part of this community, this tribe of some hoes and how you are exactly where you belong. Feeling like you're on cloud nine you head out for a fun and interesting special evening activity where you laugh and talk and bond with some of the most amazing people you have ever been introduced to as you walk through a scenic historic ghost tour of New Orleans. As you lay your head down to sleep, the last thought that runs through your head is, I wish it would never end. I've found my tribe. Luckily it's not over yet. As we roll into the final day with even more powerful information, Dr. Mark kicks us off with the future of summit, how they're happening now and how you can be involved. Then the dashing and charming Jenn Zellers from virtual summit search gives you a step by step strategy to creating your perfect summit theme. Finally, the last piece of the puzzle starts to fall into place. As you imagine your summit all coming together, but wait, it's not over yet. Dr. Carrie Rose Wilson walks up to share with you a strategy and tactic to getting summit sponsors and partners that she's used to land some of the biggest names and brands for her world-class summits.
- Dr. Mark: Now it starts to heat up as we hop into some summit hot seats. As you get some rapid fire summit and business training delivered to you directly from the summit experts. Okay. Then we hop into our final workshop with Mark Stern as he shows you specifically how to wow your audience in speakers in a way that's never been done. By creating your own custom physical box deliver with your summit, your audience and speakers aren't going to be blown away. Then up walks the elegant Dr. Krista Burns as she

delivers the final speaker keynote and talks about success summit success do's and don'ts. Having delivered over a thousand interviews. It's no wonder she is so knowledgeable on this topic and you think, wow, I'm glad I know that information. She just saved me from a summit disaster. Then as the music roars in the room stands and claps in unison, Dr. Mark takes the stage for the final time as he celebrates each and every one of you and the moments we've had together.

Dr. Mark: You are the founders. You are the summit tribe. This is your summit space. You eagerly sign up for Summit Fest Live 2021 and think to yourself, this is the best conference I've ever attended and probably one of the best decisions I've ever made. Luckily it doesn't have to end as you now have connected with all of the other attendees and the summit speakers, you're finally home, you found your tribe. So that is what's going down right now at Summit Fest Live. Now I'm totally bombed that you aren't here with us right now. So I truly want to get, because I really, really, really want to get to know you and hear your story too. I just felt like this would be a fun and invigorating way to kind of bring you into the moment with all of us that were here at Summit Fest Live in New Orleans and take you step by step through the processes that we've just gone through so you could see some of the magical moments that have happened.

Dr. Mark: And because we want you to be a part of this tribe, I want you to be a part of our tribe. This is your summit space too. So I hope, I know this was a little different. I know this was a little odd, but I hope it helps you for a moment. Even just be here with us in New Orleans and I hope you'll join us at Summit Fest Live in 2021 which will be the first week of February next year. You can grab your ticket again at summitfestlive.com/2021 and get super early bird discounts for a very limited time. Just remember we are capping the seats at 100 spots, so don't wait too long. Make sure you grab your ticket now and if you're sitting there thinking you wish you were here and that you had access to all of this credible information that's been delivered by some of the most successful summit coaches and consultants and hosts, well, I got your back.

Dr. Mark: You can grab all of these recordings from the sessions right now. Just go to summitfestlive.com/virtual and you can get access to these on demand recordings for a small fee. Now think of it like this. It's like getting every single virtual summit course out there, all in one spot. I mean, this isn't me delivering this information. This is all of the top summit hosts, coaches and consultants giving you their top strategies. Now we have a special limited time discount that's going to be expired expiring in a few days. I mean really, it's truly, it's going to be expiring in a few days, so make sure you grab it right now. Well then shoot over those sessions to you and you get to keep them forever. Trust me, you're going to be glad you have them. It's some of the most powerful and beneficial summit information, tactics and strategies ever delivered in a live event, and it's all thanks to the incredible speakers that came and gave their best information, no pitches, no sales games, just quality, implementable content that you can use in your summit. Well, what are you doing? Still listening to me for? Go get your ticket at Summit Fest Live. Grab those recordings too. [Summitfestlive.com/2021](https://summitfestlive.com/2021) and secure your spot. [Summitfestlive.com/virtual](https://summitfestlive.com/virtual) to get those recordings from this year's conference and I hope I'll see you there next year. And until then, 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. 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.