

Virtual summits are the most powerful online marketing tool available to grow your list, launch your platform, make more money and create an impact in the world, even if you're just getting started. If you are ready to take your summit to the next level, then tune in to the virtual summit podcast with Dr. Mark T. Wade.

Hi, I'm Dr. Mark T. Wade, founder of virtual summit software and creator of the one day summit formula and I'm on a mission to help you, the summit host, get your summit out to the world in a powerful and impactful way. So let's get started.

Virtual Summit Podcast Episode 013

DR. MARK T. WADE: Hey, summit host Dr. Mark T. Wade here, founder of virtual summit software and your host on the Virtual Summit Podcast. I am super excited to have Dr. Carrie Rose joining me on today's episode we are going to get into some amazing stuff. Thanks for taking the time out of your schedule today, Dr. Carrie.

DR. CARRIE ROSE: I am actually honored to be here. So this is adding to my schedule and not taking away from it, Dr. Mike. So thanks for having me.

MARK: You're so kind. I appreciate that. Now you some hosts out there, get ready for a fun, amazing episode because we're going to be talking about some items that we have not discussed on this podcast before and some extremely, in my opinion very, very important aspects to running your summit coming from someone who has ran multiple successful summits and just coming off of the back end or just coming off of running in a huge, enormous summit one that I saw being posted. Everywhere across the board. I saw amazing influencers and world changers supporting it, sharing it. And that was the online course success summit when I was extremely grateful to even be a part of and that's not the only thing that's just the summit. Of course, Dr. Carrie Rose here runs, of course, which we'll get into a little bit before we jump into all the specific details of the semester. The Goodies that we're going to deliver to the audience. Carrie, I'd love for you to tell them just a little bit more about yourself.

CARRIE: Oh, sure. So let's go way back. You ready? Can we go way back. So when I was four, I wouldn't have something that was actually pretty traumatic as a child. And it was left with selective mutism, which you don't hear about too much. But it just, you know, picture the shyest person you've ever met and multiply it by 100. I barely spoke for about six years of my life. I entered fifth grade and Allen elementary school and Ann Arbor, Michigan and I had this amazing woman misty Taylor, take me from well, not only being you know, selectively mute but I also had dyslexia so I hadn't I hadn't learned to read yet. So taking me from that to the highest standardized test score that that school and ever seen in one year's time. So what I learned from Mrs. Taylor, who is I'm sorry, she's just the same I can't believe she was able to do that. But what I learned from her was the ability you know, that we have to make an impact and another human being if we you know, A - Care - and B - you know, the right strategy to use. So my entire adult life, I've just been absolutely obsessed with learning and with what strategies can move the needle for another human being I spent, you know,

10 years of my adult life working in public education, you know, working with children nonstop, to make sure to make that kind of impact that this is tailor made with me. And then I thought, you know, this is 20 at a time, right? Like, I have about 20 kids at a time that I can impact for the rest of my life until I die. And that's great. And it's noble work, trust, but I thought what else? You know, what else can I do and what other impact is out there? And so I went to get my doctorate in leadership at the University of Central Florida. I point like, you all know, but it's down the road from here. I was writing my dissertation on professional development at the time, and kind of like trying to piece together what the next move was going to be in my life and I didn't really know you know, I could see that there was something else but I wasn't sure what it was. And I'm sitting in a world of beer and walk three internet marketers, two of which were actually on the on the first success summit years later, and they introduced me to this entire World of Internet Marketing. And they said, you know, we're internet marketers, online marketers, affiliate marketers, we do SEO. And I'm like, I don't understand the words that are coming out of your mouth. What is this mean? And so they, they kind of, you know, shepherded me, they took me under their wings, they mentored me, they gave me access to online course after online course, after online course to try to learn their world. And it was just like divine intervention, perfect timing as things would align, because here I am, like writing my dissertation on professional development. And then taking all of these online courses, which are, in essence, professional development pieces were personal, but these are professional, right? And I start seeing like, inside of these courses, we're making some of the same kind of mistakes that we're making in public education, you know, where people aren't getting the full impact of what's really desired to be created. And so my partner LaShawn and I, we created, of course, and we build all of our courses through what we call the three pillars of completion. The reason we care so much about online course completion is it's on average about a three to 5% completion and about a, oh gosh, it was up to 250 \$5 billion industry, something crazy like that. And I've had clients get it to 96% completion. So just, you know, like the full gambit of what's possible, right. And so, we walk them through the three pillars of completion. The first part is craft, or sorry, as clarify where we clarify like where your course fits in with all the other courses you're going to do and all of your other offers. Inside of craft. We build all of our courses, according to over 500 research studies and how the human brain connects to content because I'm a geek like that, and the research in the course completion. And then we look at captivate, we've looked at what student engagement strategies can be used, as well as what marketing strategies can be used to keep your students inside of your courses so that they're a learning and applying but be going deeper with you inside of your next offer. So it's Win Win, all around.

MARK: Excellent point. Now let's have a word from our sponsor.

Gap 1

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MARK: Carrie, I know we had originally talked about a couple of topics that we were going to talk about but you've just given me so much gold already that I want to dive into. So I'm going to throw a little audible right here. There in -- here's what I'm thinking full thought process out there. A lot of problems right now that's happening with summits is that the audience we have to overcome attention span, right like attention spans decreasing across the world. Everybody knows everybody sees it. And so that's also an issue we have with summits is getting the audience to engage in the summit and to actually partake and consume it, to get them the information they need to build the relationship with us, and then move them along the customer journey. So you're sitting here talking about completion and how you took courses from three to 5% and got your guys up to like, 96%. I want to talk a couple of these strategies and see how we can maybe even position those around summits and use a couple of those in the summit to help increase our summit hosts success. What do you say is that cool?

CARRIE: I would love to and I will tell you that a lot of the things that I would recommend for a course I didn't do inside of our summit, so this is going to be the pot calling the kettle black on a couple of things. And we are going to be spit balling this together right now.

MARK: Well, luckily for you, I'm a great student, and I'm ready to learn and you're an amazing teacher and I know you're ready to teach. So let's jump into a couple of those completion strategies that you would use for your course and let's see how we could spin those around for summit. Sure.

CARRIE: So the first thing is, you know, making it something valuable, right? So a lot of people think, you know, when I'm going to create a course, I'm going to throw everything at them that I can possibly give them into one thing. And then hopefully they'll find that valuable. Valuable really means solving the problem, right? And so you have to look at things as far as what's going to actually solve their problems. So I can't say that our summit was tiny, because actually, when we looked at it, we did try to solve all of the potential problems that could come up here. So we thought about things called you know, calling it the online course success summit. And you're like, Okay, what are all of the possible ways that people could have success with creating online courses and selling them? And what are all the possible roadblocks that could get into it into the way right, and so we ended up with by the time we were done and couldn't remember recommends, ended up with like 70 speakers, because of all the different options that people can take in order to create a successful online course business. So I wasn't really looking at it as "Do all of this, right?" In order to create your successful online course business, I was looking at it like, "Hey, you know what, you could write everything down all day, every day until you're done with this, you know, until the sun is over, you got like four to seven possible interviews and master classes a day. Or you could just get the all access pass, it's actually a reasonable price. And go in and take what you need when you need it for right on time learning," because right on time learning is what you actually need. You don't need everything but the kitchen sink thrown at you. You need what you need access to in the moment that you need access to it. So I don't know that that helps summit creators as much as summit participants, right? Because for me, it's like, the value isn't in watching all of the summit and taking all the copious notes you're going to get into right it's about you probably want to just purchase that thing and have it on hand and have a library that you can access. And I think maybe for summit creators selling that proposition to them like hey, this is right on time learning inside of the all access pass - that might be beneficial. We also look at the structure for this summit to try to change it to create more value, right? Like what is actually valuable inside of a summit. And so we had done one in 2017 was our first one. And it was a really interesting process because I didn't know what I was doing. I took a course I didn't, I was like, okay, Sean talked me into it. I'm like, all right, fine, Honey, let's do this thing. I'm married to my partner, so I can call him honey. But so, you know, we're doing interviews. And you know, that was the general theme for the

whole summit was a bunch of interviews, right? Couple of people came on and said, I want to do a master class. And I said, Okay, and each one of those blew my mind with the amount of material that I learned inside of each master class. And, you know, Justin Lofton did amazing one where I walked away from it feeling like I could run Facebook ads on my own. Jason Alan Miller, my good friend Jam - Column Jam. He did one amazing one on putting together your first website and I've walked away feeling like I could do that on my own. And then we're a Peter centered one on how to become

best selling author. And I took a lot of notes because I was in the middle of writing a book. And I had been for a year and I didn't know what I was going to do with it. And I was like, this is the best thing ever. I went back to my notes months later, because I still hadn't published yet. And I was like, Okay, I want to look at what Laura said. And I looked at my notes and my notes for chicken scratch, right? I was like, well, thank goodness, I have the all access pass rate because I produce the thing. So I went in and went into my account. And I watched her video, and I watched the master class twice through. And then with all of our, all of the outreach that I did, and all of the strategies that she gave me, when we actually did hit publish, I stayed on the bestseller week list for five weeks on Amazon with no paid traffic, just from the relationships that I had in the strategies that she gave me. And I was like, This is what actually is valuable. It's me being able to go back into the summit when I want to write like we just talked about right on time learning. But it's having these classes, not just the interviews, it's having something in front of you or somebody who's actually trying to teach me their craft. So when we created the online course success summit for this year for 2019, that was the goal. And I think there were a couple of people that ended up being straight interview because that was like the only way that we could get them there. But even like, I mean, you came on you did a master class for us. Darryl Eve's did a master class for us that he hadn't done for anybody else. He created it just for the summit. That man is super busy. Like there are so many people that were like, hugely busy that gave up their time and their efforts and their energies to make sure that, you know, we had something that actually did solve their problems. And so for me, that was like, definitely a giant, a giant paradigm shift. I hadn't seen that in so many summits, and maybe you had, but it was just like a simple like simple interview with your story and how are you nice to see you, what are they going to learn and then boom, right into actually learning and fixing the thing. And for me, like I think that that does equate with consumption. You know it consumption is an interesting prospect rate and like, I might be going on too far here. But for me, like seat time doesn't equate with learning never has, it never will. But giving them the right thing during that amount of time will give them the results that they need. Right. And when people know that they're going to get the result that they need, and they know that their problems going to be solved, they're a lot more apt to pay attention. They're a lot more apt to dive in, and they're a lot more apt to get excited about it.

MARK: Yeah, that's such great information. And then it's so true. And I did love that about your summit. And it is something I recommend regularly is if you have the option, if you can do it, presentation based is by far better because one just as you've already said, it increases the perceived value, for example of the summit anyways, because they can get interviews like this on a podcast, they got interviews on YouTube, but want a summit you want to be able to give them like actual valuable content. So I love that like going even deeper into this right here. So what are some potential like inside of your structure when you're teaching the completion and the actual content that they're creating maybe we didn't do this inside of our master classes because we hadn't had the lesson yet. But like, what would be an ideal scenario that a summit, even a presenter, like a summit speaker? Like how should we craft our content to increase the potential of the consumption?

CARRIE: Right. And there's some things that you don't fit with the summit method, right? So like, for online courses, videos should be three to five minutes. They have research that says that people fall off at the seven minute mark. Right. And so I'm not really sure that some of that shouldn't be different, but I don't or be the same as that. But I don't know how to make it work technically. Right,

like, oh, three to five minutes and done, like, Where's the value? Where did that solve? Right? So I don't know, I don't know the answer there. Unless you have people agreeing to do master classes in chunks that are broken down in that way. I haven't seen that yet. Maybe you have. The other thing is to really focus their attention in and what they're supposed to get out of it. Right. So there's a couple of things here. And this will work for a couple of different people. So about a quarter of the population exists in that in this white kind of area. So we've got like the why we've got the what it is, we've got to how to do it, we've got the people that want to go create it, right? The white people, this isn't anything to do. The white people won't pay attention to you until you've told them why they're there. So they're already done before you've gotten started. So if you're just like, "Hey, I'm teaching you today. Okay, that's great." You know, so they're out. So you've already lost a quarter of people, if you haven't addressed to that address that. But the other side of it is, I want you to like kind of flip on their particular activating system, and have them specifically paying attention for question to answer. So I call this a focus question, but like, really, you know, it sounds like something but by the end of this lesson, you'll be able to answer the following question, and you give them the question before you even get started. Right. And instead of thinking about like, in terms of what your outcome is, so like, you could be thinking like, you may have, like, you know, the outcome of this masterclass such and such. Okay, that's great. But you give them a question. You know, it's a different kind of experience. My husband likes to say that answers are slaves to questions. But if you think about it, like, how many times have you been asked a question, and you haven't, somewhere, either internally or, or at your mouthfuls, actually answered it, right, like, even if you're super stubborn, and it'll be in here somewhere. But more than likely, it's going to come out because the questions been asked, so if you tell them that they need to focus in right here to answer this question, they already know whether they're, they know whether they're, they know what's going on. And then at the end, you ask them the same question again. You just saying like, hey, so now that we finished this lesson, go ahead and answer this question somewhere in your notebook, your iPhone, your wherever, just keep a log of it so that you know, basically how to apply what you just went into, can add more application steps than just that, but you just want to give them a place to like focus their brain. If you do this, it does like to fold it focuses their brain in the beginning and it summarizes in the end, which there's a lot of data to support both of these strategies. But then also as a content creator, it puts a really good fence around your content. So it says like, I'm not going to leave this box for you and for me, which is great, because a lot of people, a lot of people that come to me that create their courses, like, some of them come to me just for that, like, every time I sit down to write my quarters, I just have like pages and pages of blah, blah, blah, right? And I don't know what's going in. And I don't know how to organize it, but part of it is they haven't thought about the outcome of the lesson. They haven't thought about what the question is, if the students can answer, they don't know what the point is any more than the students going to know what the point is. So they haven't figured out how to put a fence around it. But you know, if this is my question, and we things that go into this lesson are things that answer that right, and if it's too broad, now, you know, you got to make smaller lessons because you only have three to five minutes and each video, right so there's ways to play with the content and kind of massaging it and massage it in order to make it work and to make it set the other point about focus questions that I'd really advise strongly for anybody that's wanting to create it is to make sure that they start with our why. So if you answer a what, which, when, who kind of question? It's what we call as a right there question. Like, if you say, you know, who was the first President of the United States? Like everyone can go punk? Okay, and just say it right away? Because it's right there. Well, if that's if that's what the whole point in your lesson is, as soon as they find the answer, they're out, right. So, you know, where's the best place to buy T-shirts? I don't know. Like, I'm just coming up with random questions, but like, as soon as you give them the answer, they're out. But if you answer ask a question, you're asking them to give you a process. Right? As you ask a why question you're asking them to analyze. Either one of those types of questions requires the person on the other end to go a lot deeper with you and to think independently, around the context of what they're learning. So a lot of courses the way that we have them to design right now and some it's the way that we have them designed right now it's a, there is a thing, it's a right there, I'm going to tell you my five things, what five things, these five things got these five things, those five things go. And what it is requiring is basic

recall. And when we used to call it regurgitation, right, or vomiting up things and multiple choice kind of questions, nobody liked it in high school, nobody likes it as an adult. We like it less now. Right? Please tell me the five things that I can go Google as soon as we're done here. If they don't need that, they need to become transformed people, they need to become, you know, independent thinkers, they are coming to you so that their hopes and dreams are, you know, achieved; their coming to you to get a good night's sleep. One of my friends is a copywriter and he said, you know, everyone's got to think of themselves like sorta you're providing a good night's sleep for the person on the other end. And you can't do that if the person on the other end is always thinking about calling you to fix the thing. You want them to get a good night's sleep on their own.

MARK: Excellent point. Now let's have a quick word from our sponsor - virtual summit software.

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CARRIE: This has been some of the most incredible information that you just like rattled off the back of your hand. And all the neuro lingo You know, I'm a, I'm a neuro nerd, too. So you got me super excited over here, I've taken notes. So to like recap this for our summit hosts that maybe you know, because Carrie had so much information and she was just putting it out there. You're going to want to go back and re listen to this episode for one; but number two is, I love the idea of changing up I'm always talking about if you want to be with successful in summit, you need to do the foundations. But if you really want to be successful, you need to be creative. Creativity always outperforms the normal. And so I love the fact that you just rattled off some things That are not currently being done in summit, because all it takes is somebody to break out of the mold and start doing these. And I bet you we're going to see some tremendously successful summits happened for that. And a couple of the things that you mentioned that I was able to get down in the time was shortening the videos. So we talked about the one day summit for example, in the one day summit you can do with or without speakers, and every time you do it without speakers, I always recommend seven minutes or less and I think it's from that same research study that I read that and so this is great. I would love to see somebody do a summit with a speaker where they do like micro parts like parts part it out chunks and see it broken down like that and or just say hey, speakers, I'm doing this crazy radical thing. The requirement is you got to get your presentation done under seven minutes. I bet that would crush it like I mean and you guys listening to this, you heard it first right here from Carrie. also putting the how or the why and the question at the beginning. You know that I know that could change dramatically for summit. So this is amazing. And then basing the pieces throughout it so amazing info carry, I don't want to take up any more time with me talking. I want to keep going in with you. I'm so glad I asked that question. I gotta give myself a little pat on the back for that was incredible. Alright, so we got some insight into the completion how we can improve that and how we can increase the engagement. And that right there is enough we could like in this walk away, but I got you on here and I'm going to take advantage of every moment we have. I want to talk about something that you guys over there, you and your partners and everybody behind the online course success summit is planning

right now with the Encore aspect. It's something that I think is really valuable. And I'd love to hear kind of your thoughts on like, what your goal is with that as far as like, What are you trying to do with it? And then what are some of the strategies or things you've implemented? Just set that up?

CARRIE: Sure. You know, so for the core belief, we did it last time. And really, it was kind of like a, I don't know, if you ever taken you know, a good steak off the grill and you let it rest before you eat it. You know, like, you can't just slice the thing right away, like it needs to, like, you know, or you open the line and you let it breathe for a minute. Well, when they've gone through a summit, especially a summit the size of ours, right, it is it was 12 days of oh my gosh, and there was some people that were checking right along with everybody. And there's some people that didn't come on until the end. And there were a lot of people that were like, oh, man, I missed so and so. You know, and so it helps on a couple of different levels. I mean, the first of it is for those people that missed something if you open it back up to the Encore, they can at least catch the one or two that they miss. Right It's pretty easy for them to go back and and get into it. The other side is usually if you're doing a summit, I mean usually from my experience maybe not usually from yours, Dr. Mark and you can correct me but like there's a back end purchase at the end of it. There's another offer, but they're tired. They're saying they're just, they're already tired. You've been in their email, like I was in their email, 12 days in a row plus a couple of like previous emails before that, for most of the people that went through it, most of the people did come through before we actually started the summit. That's a lot of messages for me. And so it kind of like wears them down and gets them a little, you know, tired. So the summit is like, the Encore to the summit is like a way to go. Okay, guys, I'm here again. And by the way, I'm going to give you more present, right, so you're showing up like Santa Claus for the thing that they already said that they like that you're getting great reviews on already that you know, is highly valuable. And you're saying I'm going to be Santa Claus. And for a we're doing it for 72 hours. so other people can have other strategies. We just have a lot of content. So for 72 hours, you can access anything, and then it'll close back down again. Okay. And so for those people that are going through it, I mean, that's another way to look at it and go oh, yeah, I remember that. That was valuable. Oh gosh, you know what I wanted to catch that, this one, this one and this one. And I didn't know this one was in here, too. I should just purchase, right? Basically, the price of this moment isn't like it's not excruciating, it wouldn't hurt anybody. Right? So there's that other side of it. And it's, it's also saying, Hey, I'm here again. Right? So before they go into the next DSL sequence, I've got like, we've got a three part video sequence and another four part video sequence. And the fourth one of that one being the BSL comes after this, before I do that, I'm giving them something. Another thing that's for you again, but the thing that they already wanted in the first place, right? So that's really, you know, for us, that's the main point of it. It's like it's twofold, right? We want to remind them without being overwhelming, and we want to give them some gotta let it rest. Gotta give them some space to breathe.

MARK: Yeah, no, that makes a lot of sense. And, and I've seen these be extremely successful for the exact reasons that you've just mentioned. So I think it's a great idea, and totally recommend it. With like, just so to help our summit hosts understand, you're laying it out. So they have 72 hours to have access to any or all of it or you opening up certain pieces, like what's kind of the specific strategy during those 72 hours?

CARRIE: Yeah, so we're opening up all of it. So we're just going to everything is in there still from before. So we're just going to go ahead and republish the existing material as is, and let them just three for all it for that time period. I guess I should also say that our corporate sponsors are going to be emailing we co branded with thank you for this year that they're going to be emailing again, just like they did the first time, which was fabulous. The week before, we're going to be inviting our

corporate sponsors, female again, or speakers to email again. So it's another chance to promote just as large as they promoted the first time, right? So it's like still, it's another huge win, to have that opportunity and to have something to offer their audience that could you know, could be a win win for them.

MARK: So that brings up an excellent question. So with the emailing, are you going to re advertise it in a sense of are you going to make it open again for new people to opt in for it? And if so, are your sponsor speakers, etc, being given the option or encouraged to promote it again, from that standpoint?

CARRIE: Exactly. So after we're done here, I have to write those emails. That's on my list of things to do. But it's, you know, basically, I'll just, you know, let them know that it's going to be, you know, going to be open again, love to have their support on it. And also to give them a heads up in case, you know, in case for some reason, they've taken down the original landing page, right. So in case for some reason they've done anything to any of their stuff that they offered in the back end, they want to know that people are still going to be coming through and make sure everything's still going, you know, the way that it was. So that's a good opportunity for me to share that with them as well as well as they're planning to go evergreen, so they probably shouldn't take it down.

MARK: Ya know, and this is incredible. So this is another amazing strategy for someone who's listening into this. Understand what Carrie's just telling you I'm telling you right now is I because I in here's the full story behind this. I know there is a percentage of summit hosts, who reached just under below what their original goals are. And a lot of times they look at it as the summit ended, and I didn't meet my goals or my expectations. And now I'm disappointing. But there's other opportunities to have almost like a second chance not only to reach those goals, but in like, Carrie's the situation here to far exceed those goals have another opportunity to even exceed beyond what they've already done. So this is an amazing strategy. If you don't already have an encore kind of implementation strategy set, go ahead and put that into your notes as far as building out. So this is awesome. This is great. And then are there still going to have the access for the ones that are that have already opted in? They're getting free access to it. And then is there any kind of offer is it just kind of an open offer? Are you guys doing any kind of urgencies to upgrade and purchase?

CARRIE: Absolutely. So right now, we have. We did the initial like early bird pricing was 97 back when it first opened, and that was open for like a few days into the summit. And then it went up to 297. And you know, we really believe it's worth I can't even tell you how much honestly, it's there's so much gold in it. And there's gold in them there hills. So we're raising, we're bumping it up to 497 when we go evergreen, so this is the last chance for them to get it at the 297 price point. Soon as the Encore is over, then we'll go ahead and shoot into evergreen and then it'll be for 97 from there. So there's definitely urgency around that and excitement around you know, opening again, but you know, it's what's really fabulous is like when we go back to the things that we did right with the summit, and as far as like looking at like how can we really make something valuable for people. I couldn't be prouder of what ended up coming together. And like what people like with the speakers really gave as far as these master classes are concerned so you know putting it at evergreen when this is going on when it looks like that. This, it's just, oh my god, I have to rate it's just like I can't believe how good this is I have to put it out on evergreen, I have to do the Encore and where people need to see this, you know, as we're getting you know emails in from people of how much impacted them or affected their lives as people are doing live streams about it and writing blogs about it. It's just like, it's

phenomenal the impact you can create right if you care and know the right strategy. So it's like, it's a requirement that we do an encore and we go evergreen.

MARK: Now let's have a quick word from our sponsor.

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MARK: I actually love that you just said that right there. Because for me, summits are more than just a tool for email, lead generation income generation. Of course, they're great for that. And I'm building authority. But I actually have a KPI with all of my summits. A key performance indicator is how many lives were changed or influence. And I measure that by how many people send us an email saying, Hey, you know, this course changed my business or changed my life or changed my relationship. So I love this because I personally believe that people out there in the world are suffering or struggling. And the solution to the problem is given to them by some of the top industry experts through a summit that they may not have otherwise had access to. And you've just proven that you just you just said that. So I love that you mentioned that with your having done this seminar multiple times. As we start to round out this episode. I would love to know is there any kind of learning because I know now you've done this multiple times, you've got a lot of knowledge you've made the changes and improvements Is there something maybe that you learned the first time or or me between that you implemented, that was kind of a good move like something like that was that was a good thing we changed.

CARRIE: Oh, gosh, you know, one of the best decisions that we've made between version one version two was bringing on what we had think of it as a corporate sponsor originally, but having them as our partner in this, that that I don't want to say a whole another level. But yeah, kind of, you know, that was in something entirely different. And as a result, we were able to because of their connections, bring on more corporate sponsorships. And that was fabulous. So for the people that are listening, you know, speakers have whatever they have right there rocking with what they're rocking with. And I don't base whether or not somebody should be a speaker on myself, but based on the size, I know, there are some people that do that. I don't I look at like, what are they going to create for the audience? Like, are they the right person to be teaching this content to people? And if they are, they're on and if they're not, then I don't even it's not a conversation. We don't start you know? Generally speaking, but so that that can affect you know, what the outreach is what that looks like when you actually get down to brass tacks. But having corporate sponsors that are, you know, ours, we're all software companies, software companies have different size lists than average speakers, right? And so when you get people involved that have larger lists that are attracted to the same kind of people that are going to be coming into your summit that want to share that want to grow with either a list share or you know something else, or or just even want the recognition, that can be huge.

So I would say to think of a not even necessarily like software companies that think of like, what do the people that are going to be going through your summit? What did they use and what do they need to use? Right, like what's going to help them if you're a dentist, or you're running a summit for like dentists and maybe it's like, what kind of like examination chair, you know, should what brand should they use and if so, then you have conversations and start opening up those doors to see if it's possible to have them as a sponsor. And I would say start that process like, early if you don't have it in already, if you don't have a relationship already, then you want to start figuring that out, you know, months before, right? But also, you know, keep in mind that those people could be like, they might be a good support system that year, and they might be a good support system, the next time you do it, like if it doesn't work for their calendars, you don't really give up on it, but like, just explore the possibilities of like: who else could benefit by getting in front of the audience that I'm going to have? And who else would have lyst that could, you know, bring more people to this amazing content that I'm going to provide? And where am I when winds and the wind winds aren't necessarily just the speaker that you're that you're inviting on the summit?

MARK: Yeah, that's such such gold right there. Look for those opportunities, especially even cross collaboration area opportunities or areas of like, kind of the hidden gems that I say or the people you wouldn't necessarily think of because maybe they're not directly related to that industry, or that topic but they have that that's their audience or avatar. So great, great information. And then as we start to roll this around this out, Dr. Carrie, you've been one incredible and this has been so much amazing knowledge. Maybe one more question for you, is I know you, you know, you put a lot of time a lot of energy, a lot of heart into this massive production of dream Lee successful virtual summit. And as you know, as human means there's a there's cost or energy expenditures in there, you know, there's the family life, there's the home life, there's aspects of that, how does it affect you? And then what do you do to kind of overcome that?

CARRIE: Uh, well, you know, I'm over 40, Dr. Mark... So it wears me down, and my husband likes to make fun of me because he's only in his 30s. And so you may have called me 40. Sometimes, as a joke, but like, eventually like my normal bedtimes like 10, 11. You know, some of these days you're going to like three, four, you're still up.. You know, kind of just like pushing through whatever it takes you know, whatever you've got to do to get it done. People are waiting on the other end and you're doing it or the whole thing's crashing. So like you really have to make sure that either A - set yourself up in advance to not use any speakers or figured out what you need to do in order to you know, get your energy back up. And so if I could say anything to myself back, you know, a couple of was a couple months ago, I probably would have done more self care then but there wasn't as much time for it as I wanted to. On the end of it, we went to traffic and conversion summit in San Diego and wishtan made fun of me because I slept in the Airbnb most of the time. Most of the event I was in the Airbnb resting and then we went to Hawaii after that. You know, I think that putting yourself back on your own clock, you know, getting your rest back in. Getting a good green smoothie, you know, just taking care of yourself and making sure you just take a few days to just unplug like put the phone away, put the Computer away, put everything away. Nobody can contact you. Nobody can get to you just resume some level of normalcy before, you know getting back to the grind.

MARK: So true. And it is very important. Self Care is one of the things that most some hosts completely overlook or ignore. But it's very important, especially as you've just said, Carrie, if you can plan it ahead of time and be diligent or disciplined enough to do it beforehand is you're going to thank yourself. You're going to thank the post summit host even more. So. Carrie, thank you so much, again, for taking the time out of your schedule. I mean, this has been such incredible information of value.

I've got tons of notes over here already for me. I know our summit hosts are sitting at home going Thank you, Dr. Carrie Rose. Again, I just want to offer a heartfelt welcome and thank you from me.

CARRIE: Yeah, my pleasure. It's great to share with everybody and honestly you're you're honoring me, I just appreciate the invitation. So it's great to be here.

MARK: Absolutely. We love to having you and to all of our summit hosts, listen in. Thank you for hanging out with me, Dr. Carrie Rose, all the information that we've talked about, all the links to go contact Carrie, go check out the online course success summit. And of course, go check out what they're doing with, of course is going to be in the show notes. So you can go follow her on social, check out what they're doing and get some more information on your courses and check out this: the Evergreen aspect of the online course success summit, because it was absolutely amazing. Thank you all again, and we'll see you on the next episode.

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 summit 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.