

## Episode 107: Why One-Day Summits Are The Future Of Summits.

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Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host on the Virtual Summit Podcast. I am super excited for this episode today because we're going to be talking about one of my favorite subjects and that's One-Day summits, micro summits, flash summits, small short events, and we've got somebody here, legendary, Sasha with us to help us talk more about this. Sasha, thanks so much for taking a little bit of time to be here with us today.

Sasha Bytchhoff: Thank you so much for having me.

Dr. Mark: Well, I am really excited to have you here with us, um, as a virtual summit consultant over there, a virtual event expert. I'm looking forward to picking your brain on this topic that is near and dear to my heart. So before we jump into all of those summit goodies, um, why don't you just take a few minutes and tell our audience just a little bit more about yourself.

Sasha: Absolutely. Well, my name is Sasha and I'm a virtual events coordinator. I help small businesses leverage the virtual events so that they can grow their businesses faster. I've actually started as a virtual event planner working with clients in different niches and um, I've been organizing webinars and summits, but very soon I've started to focus only on the summits because I was just so fascinated what a powerful marketing tool it is in taking your business further and just really record times.

Dr. Mark: Oh, I love this. And I love that they, that you've had some experience over in the other areas as well as webinars and, and full fledge over here with summits. And I think we were just chatting. We're just chatting. Our pre-interview chat. I think we both agree that summits are getting ready to flourish and they're going to be doing it in a bunch of different ways. So why don't we start off first before we get down into the specific details of all the strategies we want to chat about in this episode. I'd love for you to kind of take our audience through your one of the most recent summits that you were a part of in common. Talk about why that summit is important, why, what it represents when it, when it comes to summits across the board.

Sasha: Absolutely. Well that sounded actually I've hosted it for two reasons. Firstly, my obviously my own interest in the subject there was about baby sleep and my experience in that. And then secondly, actually I was, I'm getting so many questions from the clients about hosting virtual summits. A lot of them were just scared and saying, Oh, I'm not an expert. I'm not an influencer. How can I have and the event with no following or very small email lists. And so I thought, okay, I'll take that further, I'll take the challenge and I've actually create an event. We have no following, no connection, a subject I'm fairly experienced in, but actually I'm new to the field. So I've created this summit. Um, by contacting the speakers and actually it was very successful. So we've had an over a thousand subscribers even though I had no email list at all and I wasn't pitching, you know, high profile speakers, I was actually more focusing with speakers that would fit

into the event, would fit into the community and that I liked the messages for and actually getting a really handsome profit for this.

Sasha: So my answer to that is absolutely yes you can host events. Um, what I would recommend to summit hosts that are just starting out and especially if you know, they're quite new to the online space, starting with smaller summits, a one or two day summits, those mini summits are absolutely great because they still get the same benefits as from your classical summit, but you can niche down and there's so many great points about this little summits. So you really have the opportunity to focus on the targeted audience and really pick those that you really want to be there. So what happens after a huge summit? Not many people talk about it, but you get a third at least that unsubscribe, right? So you had all this effort, a huge list, but then have some, a good number of people say, okay, thank you, I've got the information now, bye. Why would you want to do that? So what you want is to really focus, really get the customers that are interested in you and your message and that stayed with you, that become your super fans, that fueled your business. And I think for long term business growth, I think that's really the best strategy to go.

Dr. Mark: I love this. So we're going to dive into this topic. We're going to, we're going to start to unfold it and go into some layers here because most of the audience knows that I love One-Day Summits and One-Day Summit Series as well. But we're going to dive in. I'd love to hear from your perspective the benefits like more and more specifics. Um, so let's dive through. First off, we've just talked about a little bit of like maybe one of the disadvantages that happens after a big multi-day summit, but let's kind of unpackage this a One-Day summit or micro summit. Um, and I've, and I noticed you have a, a strategy called flash summits as well. So I'd love to kind of dig into that. Um, like when you're working with a client, let's say, how would you start off with that client to go from concept, you know, idea to like the beginning stages of kind of mapping that out.

Sasha: Well, absolutely. The first one, and everybody will tell you, but I really want to hone on that, is that you have to know your audience well, right? You really have to know the well. And it's not just saying, well, I've got this avatar in my mind. You know, it's like it's a side hustler who works from nine to five. No, you really have to know them well. So take your time. Don't rush with jumping into the summit. Just take your time to get to know them. The best thing is I would advise to start with personal conversations. Even with we're in the online space. The best thing is to talk to real people. So what if you have, um, audience in mind and chances are your family or friends of friends of friends represent your imaginable audience, right? Talk to those people. Ask them, pick the brain as them, you know, what a, what are the problems?

Sasha: And pay attention to the language. Pay attention to their emotions, how they react. And that's absolutely crucial. I can't stress it enough because that will inform everything. That will inform your sales page, your marketing strategy, that it will inform where you look for the audience because you can also ask them, now, where are you hanging out? Are you hanging out on Facebook, Instagram, LinkedIn. Know who that's really important for the market. It will save you so much money and time afterwards. If you do your homework well. Then of course after you've got that groundwork, you can go to Facebook groups, choose two or three groups and hang out. Then really get to know

your audience. You have to be really careful, not posts things like, okay, you know I'm having this summit in mind. Just attended, no, of course you kind of come from different angles, ask questions, provide value, all this basics, but that way you really know the language know the words and that will inform also not only the niche that you go into, but also the language that you use in your copy and that's so crucial because people resonate with that.

Sasha: They're not only recognize themselves in what they see, but they also recognize the language and they say, Oh, this person gets me. Well, I want to hear what they have to say. And in that way, you also will know who those people follow. So that will help you get the speakers on board that your audience likes, that your audience follows. So in the sense, creating that community and for One-Day summits or for mini summits, really what is important is that community effect. Because let's say the challenge with the one the summits is that they're there in the flesh. They come and go, right? If you have a five this summit, you know, people forget to check the email, they come back and you get the momentum going with the One-Day Summit what you really have to be strategic about it. Then really have to focus well on marketing, really have to focus super, super well on the people that you're attracting and speak to them so that when they see it, it's an easy yes.

Sasha: They say, Oh yes, that's an event. I want to attend that. Right? So you have to really do your homework well, and that's informs, um, the speakers that do choose and also the community. For example, you can use Facebook groups, right, to keep that momentum going because only emails. It depends on your audience again where they hang out, but chances are part of them will be in the Facebook space, so what you can do is nurture them before the events, right? Give them maybe live small trainings, little snapshots with the speakers before the event. Give them a taster of what it's going to be like and people get excited. You can for those that are really actively participating, you can even have prizes. I mean there are tons of strategies that you can use to keep the momentum going. It isn't time and effort. You have to take care of that, but it's absolutely worth it because in your profits are going to skyrocket after that, your people are going to stay with you and you can actually keep that Facebook group for afterwards for your own products and services and for your next events to come.

Sasha: What I think I will be testing next year when I would have come at, actually a lot of people do is don't do one event, just a one day or just a mini summit. Actually do a series of them, right? You have a topic and just break it down into three, four events in a year. Actually that attracts people and speakers even more, especially when you're just starting out because you don't have enough clout to really say enough efficient here and here and I've got these summits under my belt, but if you say I'm planning series of events, people already start to take you seriously and you can also remind them and that will fit into your overall business strategy quite nicely.

Dr. Mark: This is so good. Yes. Well let's, let's say I'm a new entrepreneur. I'm a newer entrepreneur. I'm trying to get going. I'm a side hustler maybe and I'm like sold on, it's like, okay, summits, the way I want to go to like get my foot in the door, build my little, my audience, my community, generate some revenue, et cetera. Like, how would I

decide, like if I'm open to doing a multi-day summit, how do I decide whether I should do a One-Day summit or go forward with that multi-day summit?

Sasha: Well, it depends on the time you have on your hands. Well, if you're a mom with two small kids, I would definitely say do a One-Day summit or two day summit max. Um, if you have a lot of time on your hands, you can try with a multi-day summit. But actually I would just go with the mini summits from the beginning because if it's your first event, the summers can be quite overwhelming. You have 25 plus speakers at least to coordinate. You have a lot of, I have a lot of things going on simultaneously, especially if you're a one man show, right? If you don't have a huge team behind in terms of marketing, in terms of virtual assistant, if you're a solo entrepreneur, definitely go for a mini summit because it will save a lot of headaches. And once you have one summit under your belt, be my guest, do a bigger one.

Sasha: But you'll be surprised how many moving parts there are to take care of if you are doing a summit that you haven't taken into account and there are people who are coming back with questions, even if you've answered Oh, the questions on the website, they're still come back with questions. There might be tech issues. And that's another thing that I want to point out is the tech side of things. So before you even think about planning or doing a summit, figure out your tech first, right? You can have all in one platform like Mark you offer or others do, um, or you can do on the workplace press side. I've hosted in different areas and they all work well. Make sure you just have a very good house so that you what sets, you know, loads fast. That's important. Um, but figure out your tech first because that's really a difficult part for a lot of people, especially who, you know, aren't as tech savvy.

Sasha: So think about the customer journey that people go through. So they sign in. Um, they get the offer, maybe the bump offer, the sign out, how you can take care of all the payments. Definitely all of that figured out the tech test it and then start planning because that will save you so much headache beforehand even though you know you have to maybe pay a little more in the beginning for the usage. It's absolutely worth it. And I would definitely say for somebody who's just the beginning of summit host, figuring out the tech, figure out your audience, maybe you know, outline a few potential speakers that you want to contact and then only think about the date. That would be my take on that.

Dr. Mark: I love that. So that and that. So straight on, I'm a big, big, big, big, big, big believer and proponent that if you're just getting, starting started, start off with a One-Day summit. It gets your feet wet, it's less, it's more forgiving, it's less all or nothing. And then you have plenty more time after that to move into a multi-day summit. As you were just saying, Sasha. So you were, you were mentioning a little bit about the marketing and how important it is to be strategic and kind of have this, uh, you know, make sure you're on point with it before you move into the summit, for the summit goes well, and I agree with you completely. The benefit of the One-Day summit is it overcomes attention span because it's shorter, but also one of the problems with the one they summit is because it's shorter you have a very limited amount of time to make that movement happen. So let's dive into some of the aspects or the strategies that you would be doing with the marketing. So you've identified your audience, you've got the topic, like what are some

things you're thinking when you're considering, how am I going to market this One-Day summit to help get that movement, help get that traffic?

Sasha: Oh, absolutely. Um, well once you know where the audience is hanging out, you know, in terms of, you know, where you're going to market it, you're going to be Facebook, Instagram, you're going to LinkedIn because some of the corporate clients is actually using this time it quite a bit as well now. Um, I would start slowly by creating initial buzz. So it actually started three weeks before the summits because four weeks, people forget. Two weeks is a bit too short. I think three weeks is a sweet spot for that one. Um, started with creating a bit of buzz. Facebook groups can be funny with that, but you can always find ways to talk about yourself, talk about your experience, get people to answer and then kind of get the conversation going. Mention the summit here and there. And then closer to the event. If you have an email list, of course you should have an email sequence with that.

Sasha: And then once the people get onboard, you use the Facebook group to continue the momentum of the marketing. Actually Facebook group is a very powerful way, so you really have to make sure you get as many people there as possible because it's an easy way to get momentum, to keep people excited and um, and also after the event to make sure that people remember you. And if you're using Facebook ads, I would definitely start two weeks in advance. Um, Facebook ads, some people use it, some people don't. It depends if you have a budget for it and if you have experience with that. If you don't, don't use them because they're not gonna bring much for you. Your best. I don't know if your best bets are your groups to create some best beforehand, your own mail list and the email list of the speakers.

Sasha: Now that's another issue in terms of how good are your relationships with the speakers. There are different approaches to the summits. You know, there's this, Oh, the approach, and I've seen this posts on Facebook and you know, somebody's writing. Oh right, well I'm hosting the summit. You know, you can only come if you have 2000 K followers. It's not my approach, right? It's very cold and it's kind of this business moneymaking. You know, for me, summit is about a community, but it's about creating a certain community, creating value to the people. And in that way it creates really your super fans that will follow you and that will fuel your business. So I'm more of a person that starts small and then make it big afterwards. Right? So in that way, you started this little piece that will bring in a whole of your business strategy, a great, great benefit.

Sasha: So, um, speakers are your other great marketing tool. Um, for example, for what I use for my recent summit actually, because you have a small set of speakers, you can get to know them very well. And that's another advantage of mini summits. So you don't have 25 plus speakers. And when you have so many, you can't be too individual, you have to use automations, otherwise you just go insane with planning. Um, but the benefits of these small summits is actually that they're really, they're really intimate. You have really nice community, get to know the speakers and for this Peaceful Bedtime Summit actually got to know the speakers really well. And I didn't even have to ask them to market it. Just provide the swipe files. They did a fantastic job at spreading it across their communities, emailing their followers. And that way we've got a huge amount of people who are interested in that.

Sasha: So I think in that case, you really have to leverage the tools that you have. You have to be on time. So don't start, you know, a week before the event because just not gonna work. Um, and be smart about it. I think building relationships is much more important because people are going to talk about you, um, and they're gonna recommend you. And even if you know, you don't have six figures after the first summit, actually, if you do it smart enough, you're gonna six figures by the end of the year. So, and that's another thing that I really like about these One-Day summits that they can easily fit into your business strategy. So when you plan one, think about what's going to be at the end of it. Right. So, um, but that's, I'm jumping into another topic here Mark, but it's something that's really close to my heart because I have so many, uh, clients come to me without a proper business strategy. And that surprises me again and again because, uh, when you have an event like that, it's just not, um, once occurrence, right. It has to make sense for your whole business strategy, you have to know what you can do and you can do millions of things with the summit for afterwards what it's evergreen, but it's your future opt in, whether you use it as a membership site. So you have many options, but it definitely has to make sense for your overall business strategy. If it doesn't then wait, think about it and only then plan the event.

Dr. Mark: Yeah, I like it. Like it like it. Yes, and I completely agree. Post summit profit strategies are a must. Unfortunately too many summit hosts never think past the summit. Like you were just saying Sasha, they get through the summer and then they're like, Oh wait, now what? And they miss out on that momentum. And speaking of that, I kind of want to, you know, go into monetization just a little bit and I'm a big believer that the summit is your relationship building strategy, not a monetization strategy. But with that being said, we do have our summit offers that do generate revenue and profits, which is, which is great and you did pretty well with your Peaceful Bedtime Summit generating revenue, especially with a One-Day summit and the audience you had. So I'd love to kind of get your feedback on what do you think was one of the most effective strategies or maybe one of the best things that you did on that summit to allow for the monetization of it?

Sasha: Well, it's something that I've mentioned in the beginning and it's something that really is the core of any successful event is knowing your audience. Because when I spoke to them through the website copy and you know exactly the pains, the fears and the transformation the parents wanted to have, um, those that have troubles at kids that have trouble sleeping. So when you get your copy right, and I can't emphasize enough how important it is to get your copy right, people just say straight away, wow, this is great. I want to be part of it. And little tricks like usual summit host too is the countdown timers where you have the limited amount of offers, bump offer, the bump offer that I used worked very well. You know, it's an additional kind of 10, \$15 that you use, but it increases your revenue quite a bit each time and people use it a lot.

Sasha: Um, so that's not a one. And then the pricing, you have to get the pricing right. So in my case, it was a no brainer for the, for the parents to sign in because I know that parents will not spend a lot of money on that. Um, so you have to pass it well that your audience is ready to buy it. And then the thing, especially if it's a one day event, you have to make sure that, um, it's worth it. They think, okay, it's worth it. And that strategy that I used for that one is the bonus material of the other speakers, which is we had, um, apart

from the presentations by the bonuses that are used, some of the paid products and with discounts vouchers that are used. And if you position it quite well, then it interests the audience members very much so it speaks to them.

Sasha: And you know, we've had actually a lot of people buy while the event was happening because when they see the great contents, um, they really wanted, they say, okay, there's so many tips. I can't keep track of that. I need to revisit it and can we listen to it again? So that's another one. Um, very good one I think to help you monetization. So it's basically knowing your audience, making sure your copy is speaking to them, that they're really, it's easy for them to say it's no brainer for them to say yes. Um, and then during the event if you provide value, especially with the first presentation is that you really say, wow, this is awesome. I want to get that, I want to listen to that again. That can be really helps.

Dr. Mark: And did you include anything with your summit offer in addition to like the lifetime access? So with your all access pass, did you have any additional bonuses, any kind of things to sweeten that up?

Sasha: Yeah, absolutely. We had speakers provide bonuses that been really, really great with that. They've provided discount vouchers and there was huge value that if done, especially if there's a lot of these sleep consultants that, um, were speakers at the summit, they actually have been parents, sleepless parents again at some point. And then they became the consultants, a lot of the, so that's a lot of the path that people take. So actually in the audience there were a lot of people who are interested to become baby sleepy consultants as well. And then knew that from the homework that I did. So one of the things that I've included in the bonus offers was actually those, this can factors for certified courses, which worked really, really well as an attractive factor. So Mark, it all comes down to really knowing your audience well and giving them what they want and that w we'll make you event absolutely successful.

Dr. Mark: Yeah, I mean that, that is so true. And then having, having that in knowledge of the audience and including that into the offer. And as you said, I'm a big fan of the bump offers and the upsells to increase that. Um, that's usually per probably been 30 anywhere from 20 to 30% of the revenue we generate from our summits comes from those additional. And if we didn't include them, and honestly if we took the whole scope into perspective, you know, if we count the post summit profit strategy, the summit is usually only 25% of the overall money that will come from it. So it's so important with that. So let's, let's kinda actually start to switch over into that direction, but before we get into the, like maybe the monetization side of the posts on the strategy, I'd love to kind of hear what you do or what you like to do with your summits once they're done. Like do you have anything you do with them afterwards? How do you either reuse them, repurpose them? Like what's your strategy after your summit ends?

Sasha: Well there, um, couple of things that I like to do. One of them is I like to use them evergreen is just for the topics that I choose. It's not for everybody. Of course, it depends on what, what you specialize in. I like that because once you've done your work, it comes to work for itself and you get money in your sleep and it's absolutely

fantastic. So just re-launched it again and you know, work and no extra work. So that's a perfect strategy. And another one I really like membership sites to use that for because membership sites really give you long lasting revenue and that's something that you know a lot of business owners want to go to because they don't want to hassle everyday. You just want to take the business to that other level. The short summits are fantastic content providers for membership sites.

Sasha: Basically what you can do, you can even kind of people have social media kind in the plans. You can have a summit calendar plan for the year. So basically if you have a topic in mind, a niche in mind and you have a membership you want to move towards a membership site, you can already kind of distilled the various topics that you want to talk about. Just do, I don't know for summits on them and basically you have a full membership site nearly for a year. So it's absolutely great. You invite speakers, a few speakers here and there, get a few of your products and then you're done. It's actually quite easy work. So I don't know what more people do that because it's really a no brainer in sense.

Dr. Mark: I agree. I agree. I agree. That is great. So let's, let's move now into more of the monetization strategy after the summit. So you were talking business strategy, like what, what do you like to do, how do you first start and come up with that and then how do you make sure that the summit fits into that overall strategy?

Sasha: Well, if very much depends. When I work with my clients, it depends on what stage the business stage they're in. Are they at the very beginning? Are they already established influence and they want to take the kind of have an easiest step up of the game or they just want to have a few more connections and you know, have a bit of a more contact entered. So basically it pretty much depends on wait what stage of business on where you're taking it further. So if you're, for example, at the very beginning, so just building the list, right? So we just focus, okay, let's focus on the list building of the summer. So you may focus when you do that is to get as many warm leads as possible. Um, that also influences the choice of the speakers that you have. And um, you know, you've got a mix of speakers that you get enough leads, um, for afterwards as well.

Sasha: And also, um, what you do with the students. So basically you put them into a nurturing system. I would advise if you're, even if you're just starting out, have a product for sale beforehand, right? So don't wait until the summit is done to say, Oh, and then I will create a product. No. Right? Because actually the product that you create will inform your summit as well. So it's an iterative process. It's not like one step at a time. You always have to go back and forth between all the different stages. So, okay, so you're starting out, you're nurturing, you're going to sell that product, they're going to come into a funnel and then you're going to upsell it to, um, to larger product or membership site, whatever you want to do that. But half at least two, three stages ready beforehand because it has to make sense, right?

Sasha: You don't, you're not going to make a summit about Facebook ads and then I'm going to sell them strategy on LinkedIn, but it's not gonna make sense. It has to all fit in together. Unfortunately, often it doesn't happen. And that's really a shame because you've attracted these people who really want to know about Facebook ads and now you're



offering them something else. It's not gonna make sense. So you have to make sure it's a continuum. And that's where I think the summit's really a powerful is that they are a continuum of your overall business growth. So, okay, you've, you've had this Facebook as now you're gonna go more deeply into how you position them and how you target them. Maybe, you know, depending on your country and your locations and you have a product on that, you sell it to them. Great. And then you uplevel the game.

Sasha: And maybe you, once I'm through that nurturing system, then you talk to the client, you figure out there's another topic that they really wanted to learn about. You create another summit and a product with it and you offer it to them as well. So that way it kind of ups piles and then you can just put all the material into a membership site. And then you know, you've, you've got it all staged out for influencers, for example, what they can do is if they already have an established followers, you can have VIP events, right? So it's not just one webinar, but if few presentations, I don't like to equate some of two webinars because I think summits' a very different style, but the women are, it's all about the pitch. And I think summit is all about the training, right? So even with short trainings, um, 20 minutes, right?

Sasha: But you have really great content. It's so much more worth than listening to somebody talking for 40 minutes and then you don't know what to do with it afterwards. So it's really, really narrow focused. Um, and then you can have VIP passes and even if you're well established, you could actually even have your summits paid, right? So they don't have to be all free. So there are many strategies, right? Or for example, for those that just starting out and they had one summit didn't go that well. Right? So happens when you just started off, just use it as an opt in. Why not? Great. People, you know, you can have it as a series of email series of videos and you can edit them, make them shorter or you know, just a small training on a certain part. Use them as an optical training. People will love it.

Sasha: People will stay with you for that one. So it's pretty much depends what stage you're in, um, of the business and some, you know, where do you, what tools you have, what experience you have, what your audience wants and that way we'll inform you also how you use that. The summits, um, to leverage that. I mean, I really liked the series of summits. What I've used with clients before it's been super successful is really having three, four summits in a year. One often that are, and it keeps the audience engaged, keeps them something to look forward to afterwards. And once you've done one, you kind of clone it, right? It just have different speakers and for those you know that really have very little time. You can just have speakers email you the presentation so you don't even have to record it. So it's perfect.

Dr. Mark: I love it. And for anybody interested in even learning more on the summit series, we did an entire episode on summit series on Episode 106 so you can check that out. And I want to, as we start to wrap this up, Sasha, I'd love to kind of get like from a high level, what do you like if you're talking to these new summit hosts right now, like what is the thing they need to know? Like they're, they're like, give me the strategy. Give me the one thing out of all of this that I need to walk away knowing that's going to give me the most, uh, you know, chance for success.

Sasha: Okay, well, first of all, take your time to plan the event, right? Don't jump into it. Don't just think, okay, I want to do a summit just because everybody else around me does it. It has to make sense for your business, right? So, and you have to choose one or two goals for it. Don't think about, I want list building, I want financial support. I want speakers. You know, just one or two goals. I wouldn't even say one. What do you want? Do you want to have revenue? Do you want to have connections or do you want to grow your list? Just focusing on one. The other ones will follow anyways. You, if you do it right, you'll get a revenue. If you do it right, you get great relationships with the speakers, no problem. But just focus on one goal. That way you really hone down on that one and you do very, very well.

Sasha: Otherwise, it's just becomes too overwhelming if you want to keep everything in mind and you, and it won't make as much sense for your business strategy as well at the point where you're doing it. And I think that's one big thing that I want to take away because unfortunately a lot of people don't do the planning beforehand. And secondly, what I said, you really have to know who you're addressing and what the pain point is because if you don't, you're going to lose them. And especially for this mini summits you have a great opportunity to really dive deep, kind of an inch wide mile deep approach for them and make sure that they get the benefit and they love you for that. So I think if you do the event, your goal is to get long term customers, not somebody who subscribes, unsubscribes, you realist straight away. You want long term, dedicated, super fans that will stay with your business and that you can keep selling things for them.

Dr. Mark: So good. So good. Okay, Sasha. Well, this has been an absolute blast. I know our summit the hosts are going like, where can I find Sasha? How can I hang out with her? Uh, so why don't you let everybody know the best way to get in touch with you and where you're hanging out.

Sasha: Sure. Well, the best way is probably our website [sashavent.com](http://sashavent.com) you can add or use the contact form to get in touch or just drop me an email [sasha@sashavent.com](mailto:sasha@sashavent.com). If you're interested in the Peaceful Bedtime Summit and how it went, just visit the site, [peacefulbedtimesummit.com](http://peacefulbedtimesummit.com). It's closed now, but we're going to have events next year so you can check it out and maybe get some great ideas and tips for you own events.

Dr. Mark: Oh, it's so good. So good. So why don't you leave us with one parting piece of wisdom.

Sasha: One parting piece of wisdom. Well, I thing is make sure the event is part of your whole business approach. I think that's my big takeaway because I've seen so many times it doesn't happen. Make sure, if you want to plan a summit, plan a summit, do it short, sweet, very focused and make sure you do something with it afterwards, that it just doesn't stand alone as one event that happened, gain you some revenue and happy with it. Make sure it gives you money again, again and again.

Dr. Mark: Oh, I love that. Sasha, thank you so much for hanging out with us today on the episode.

Sasha: Well, thanks for having me.

Dr. Mark: And thank you all you summit hosts for tuning in with Sasha and I. I'm Dr. Mark T. Wade, founder of Virtual Summits Software, and just remember your message matters, so go out and make an impact in the world and don't forget to check out all those amazing goodies that Sasha just gave us over in the show notes at [podcast.virtualsummits.com/107](https://podcast.virtualsummits.com/107). This is episode 107 and we'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.