

## Episode 128: Using a content storm to create the perfect promotion strategy

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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. Wow. Are we in for a treat today? We're going to have a super epic episode today. We've got legendary Jennie Wright with us today. Jennie, thanks for being here.

Jennie Wright: Thanks for having me everybody.

Dr. Mark: It's going to be so awesome. Jennie is a summit coaching consultants, so we're going to be peeling back her proprietary processes on how she's helped hundreds of summits come to light and achieve some success. So this is going to be a great one. Buckle up strap in because we're going to have some fun here. Now, Jennie, I am chomping at the bits to get this information out to everybody here in the summer world. But before we jump into this information on your processes, on the techniques, on the information we're going to be covered, I would love for you to take a quick second and tell our audience just a little bit more about yourself.

Jennie: Absolutely. Well, thanks for having me on, first of all, uh, and this is a really cool topic to talk about. Um, so a little bit about me. I actually accidentally fell into this business about eight years ago. I did not think I would be doing summit. It became something that just sort of happened. Um, and it just grew from there. My first year doing summits, I think I did probably 30, uh, for my clients and it just grew exponentially and I've been really, really fortunate to be able to do this and grow it. I've seen a lot of great things. I've seen a lot of bad things and I've even screwed up so badly on my first summit that I throw out my very own first list and had to start from scratch. So a lot of learning has taken place in the past eight years to get me to this point.

Dr. Mark: Absolutely love this. I do. I never trust any coach or consultant out there in the world that hasn't, hasn't had, or at least can't talk about a mess up they've had because you know, only know you get to success by what having some failures and learning. And Jennie, I love that you just threw that out there right now. I would love to jump into that. I know everybody's going like, wait, we just leaned in a little bit closer. Tell us about that first summit, what was wrong, what happened? And take us to that moment where we actually decided to throw it out. Help us feel that.

Jennie: Absolutely. Okay, so imagine being in your business for less than a year and being told by everybody that you got to grow your list. We all know this and summits are the way to go. And you dive in, you're like totally, totally diving into this aspect of growing your list and you're, you're going for it, but you're not understanding all the, you know, you're not understanding the ins and outs of what it takes to actually connect with an expert or had a niche in. So here I am, I've contacted over 351 experts to be on my summit and I only ended up with 24. Out of the 24 that said yes, I ended up losing

probably four who just kind of dropped out for whatever reasons. And then here's the kicker. When the summit actually went to launch, because I wasn't clear on who I was, what I was doing, how I was going to serve or what I was going to offer after the summit, my experts didn't feel connected with my purpose.

Jennie: They didn't feel connected with my message and therefore they didn't feel connected with my summit and they didn't promote. I ended up with a list of at this just around 300 which at the time considering I was at zero, that's pretty good. I'll take it. But the problem was, is none of them were actually my ideal client because my experts were so varied. I had this whole view of I have to serve everybody. And I made it very vague. My entire summit was called the Business Dream Summit. Build your dream business. And it was so vague and most of my experts were vague. So when I went to actually make an offer, people were like, what the heck? Who are you? You know, we came to the summit to build our dream businesses and now you're talking to us about this offer. It wasn't gnashing and it wasn't melding and I couldn't make any traction with these people.

Jennie: And then I had the epiphany. I actually went to a conference in San Diego and had a very big moment where I realized that I was heading down the wrong path with my business and I was doing things the wrong way. I was trying to, you know, I was trying to be the girl boss and, and take on a persona that wasn't really authentic to myself. And it didn't feel true to who I was as a person. And I had that moment where you're sitting literally in a hallway, crumbled up on the ground having a big girl cry and realizing that you've really screwed up thousands of miles from home. Let me say, came home had a real, you know, moment about where the business should be going and took a different direction and the different direction meant I had to get rid of that list. I had to dump them. I had to get rid of them because they weren't the right people and it made no sense for me to continue to try and market to these people when they, they weren't in alignment. I was really hard. Oh my gosh. Getting rid of letting that go was one of the hardest things I ever did, but it was also incredibly freeing and it allowed me to focus on the path I needed to take and that's what revolutionized the business and that's where I started building out my new method of actually list building this time.

Dr. Mark: And I mean there's a lot of time and energy that went into building that summit. I mean to let that go after all that time and all that energy and finally having a little momentum. Yeah, I can imagine the, the, the crumpled up big girl cry happening over there. I'd be, I'd be right there with you. Now fast forward, you've done a few summits since then, right? Like how many summits have you done and, and, and what, what is like maybe a high level thing that you've learned based on what you were just talking about from then till now?

Jennie: Absolutely. Um, I've been really lucky. I've done about 245 summits at this point. A couple for myself obviously to build my end of the business a lot, obviously for the clients to build their sides. What I have found is that we're being coached to just get it done and then worry about the offer later. You know, just get it out there and build the list, go for the vanity number and worry about the outcome later. And we kind of do that as entrepreneurs sometimes, but we got to stop doing that a lot of the times. And what I find with the list building and summits in particular is if we're not niched in, and I

know you say niche, I say niche up in Canada, if you're not niched in and you're not completely dialed into who you are and what you do and what you're going to do after the summit, then there's no point in actually building it out. I always start at the end and I work my way backwards in a process and that has created the most amount of success.

Dr. Mark: Speaking my language over there. Jennie, start with the end in mind. Build it backwards, niche down. I love that. I am so on board with that. So let's jump into this process. I'd love to kind of go at this as a peel back the layers and go inside Jennie's beautiful brain over there and start going through this process and kind of kind of start us off at the beginning. Let's look at like I'm a new client walking in, going to start having a summit with you, a summit run with you. Walk me through what I need to do and kind of some of the high like you know from the behind the scenes why that's important.

Jennie: Oh absolutely. Well I, you know, you can run it, you can create a summit in 30 days. I get it. Some people do it, all the power to you. I truly believe, especially for first time and you know, I work with people who've done no summits to people who've done a dozen or more summits. The process still remains the same. You need to have a lot of planning and you need to dial in. So brand new client, I usually spend about 45 minutes to possibly even an hour and a half just getting to know them. I want to understand their reason, their story. Why are they where they are right now? Like I've worked with a multitude of people and each one has a purpose and if they're not dialed into their why or their purpose or why they're doing this or you know, they want to retire in five years and this is their gateway or you know, they have a story of abuse in their background and they're just trying to help other women not have that abuse or whatever the case is. Everybody has a story and if I can dial into the story and understand who they are and what they want to do, then the summit can be completely created around that person and who like that whole personality and it creates attraction marketing like nothing else because it just, it just resonates. The entire summit becomes a breathing creature that just resonates with that person's ideas and that's what attracts people.

Dr. Mark: I love that. I can feel the passion behind this too. It's not just a systematic process that people are going through. So we're, we're working on my summit now. We're creating, you know, based off of my needs in, in, in the business aspect you've dove into that you've learned about the company, we've started a pieces together. Let's say we've got some messaging out there like what's the next step? What, what are you going to have me doing and what are you going to be doing? And again, let's look at it from behind the scenes. Why is that important?

Jennie: Absolutely. So there's a real process of going from the end result. So I work with clients that have like probably like yourself where you have courses and you have programs and products and services that are in place. But I've also worked with people who have nothing in place and getting them to have that clarity as to what they want to do at the end is incredibly important. So there's always probably about an hour long conversation, Justin, what the end offer is and I need to understand it and get in it. So if it's something they already have created, I want to run through it, I get right into the process and see their program, product or service firsthand. Then the summit can be built to actually service that need, that sell at the end, right? What we want will be all want. But at the same time I need to create a boatload of connection with people.

Jennie: So the whole purpose of doing an authentic list builder summit is to use attraction marketing and permission marketing, which is why my whole system is around. And we do that by again, understanding their goals, but then I have to understand or they have to understand who their ideal client is. So I run people through a process of understanding who their ideal client avatar, which is a buzzword and I get it, but running them through that process of understanding who that is. And then I run people through what I call it, clarity process. So we do the ideal client avatar and then we do clarity, clarity on messaging, branding, niching, program, product, all of it. And we look at all the social media and we look at the website and everything has to have alignment. And if it doesn't, we flag it. And if it needs a fix, we look at how quickly we can make that fix so that everything before the summit launches speaks to the same thing.

Jennie: It makes no sense. You know, to have an Instagram account with one name and a business name with another and the summit's going to have this, but the program, product or service at the end has this like, you know, confused minds make no decisions, right? So if we have that symmetry in that flow, then the summit is going to be like we have a bigger chance for success. So I run the client through that process. Then when that's done, now we get to the juicy part of actually finding our experts and there's a whole process behind, and you know this cause you're nodding like crazy. There's a whole process behind finding quality experts. We have a lot of people out there who do online speaking, but a lot of people like to say that they're, you know, a good quality expert and they're going to do all the things. But then we run into the reality of, you know, they may have a list of 5,000 or 10,000 or a hundred thousand but how engaged is that list? You know, what are we actually doing? So there's a lot of research on experts and I get pretty crafty. We actually sign up for a boatload of experts before we even ask them to work with us on a summit so that we can kind of see what they're already doing before we make the ask. That's a really important thing too.

Dr. Mark: Oh, I love this. Let's, let's dig down into this a little bit more. So talk about that process. He said you sign up for the experts before you ask what, like talk to us about what you're looking for, what you're doing, and maybe one other strategy or tip that you'd give to some hosts when trying to research a speaker.

Jennie: Absolutely. So speaker research can seem really daunting, especially if you've never done a summit before, but it's not that hard. It just takes a little time and planning. So go create a Google doc and do a wishlist. Okay. I don't care if you put Oprah and Deepak Chopra on there, put all the names of the people that you want and then you can filter down. Okay, but put the people that you want, make your wishlist, I call it sandboxing. Just sandbox all the people that you want and use Facebook to the full advantage because if you go to somebody's Facebook page and you go in like Oprah, Facebook will show you other pages just like Oprah's and those people are potentially your ideal expert. And then you can go on that page and you start, you know, going through this a little bit of a rabbit hole and you write down people's names.

Jennie: Write down how much engagement, I don't want you guys to look at like just the vanity numbers of, they have 31000 likes on their business page. It's more about they do a post every day, so they're active and when they do it, they get 30 likes, 40 likes, 20 comments, whatever the case is. If you see somebody who has a business page with

13,000 likes, but when they put out a 13,000 yeah likes on the page, but when they do a post they get like one comment and two hearts, there's a problem. There's a disparity between the number and the action and that's a red flag. So the other thing is go check up their website. If the website doesn't have an opt in box, literally above the fold, that's another red flag because they're not focused also on list building. So what's that about?

Jennie: The other thing I look for is if they have a Facebook group, we love Facebook groups when it comes to creating engagement. Facebook loves Facebook groups and it rewards people who have a really engaged Facebook group. I look for business pages that are linked to a Facebook group and then I check out the Facebook group. So I'll actually sign up for potential experts, Facebook groups and check them out and see what they're doing right or have my client do that. Signing up for their email lists. Hugely important. Sign up early, not a week before the is going to lodge months out and see what they're doing. If they're promoting other people, look at how they're promoting other people. Are they appearing on other people's summits? Do they promote other people's affiliate? How often are they doing it? Is it every week, every other week? These are real key indicators as to the performance of the potential expert as well as how they would perform as an expert in your event.

Jennie: I love checking out people's videos and seeing how they perform on video. I love seeing what kind of graphics, I mean if their graphics look like they're from 1992 red flag for me, you know, look for the branding, look for the symmetry, look for all the things. It's a, it's a sort of a larger picture and then you start whittling down that list, right? So if they start hitting all the qualifications of engagement, having all their, you know, having their crap together, branding looks good. Messaging's good. They promote, they do all the things. Those people get shortlisted. Those are the people I want to talk to

Dr. Mark: And I love this idea about looking at the recommended pages. I mean that's so clutch right there. Any quick way to easily, it's almost like having Facebook do the research for you, provide you, it's like having a research team right there with Facebook. I love that.

Jennie: Let them do the work, let their algorithm do all the work for you. I mean why would you even Google? The other thing that's really, really good though is you can do use Google, Google the like the topic for your summit that you're thinking of doing plus the word summit and because SEO is how it is, you're probably going to get 10 20 30 different results. Then you can actually cause people to put the pictures of their experts on their opt in pages. Thankfully for us. Then you can see who's showing up and actually having done a summit, having an expert who's done a summit before puts them up in the rank for me because they understand the process, which means they know how to do things and they're most likely going to promote brand new people who've never done a summit before. Experts who've never done the summit before, they don't understand the process necessarily and although it doesn't disqualify them from being an expert, it does make me wonder whether or not they're going to know how to sort of play the game that we play and you know, promoting and getting information out. I'm just participating as a good expert.

Dr. Mark: So good. I also like to, I like to look for those micro influencers too that are still willing to promote, but they're not so big that they're like, I'll speak on your summit, but not actually promote it. Yeah.

Jennie: Let's talk about that for a second, if that's cool with you, because there's a really big thing here, so I am not somebody who goes after the big names. It's great to have a, um, what's the right word? Somebody who like you know your position or.

Dr. Mark: Influencer.

Jennie: Sure, right? You like to have that one person in your keynote, right? It's great to have that one person that will draw the names in. That's awesome. But I like to fill the rest of the summit with people who are, for lack of a better term, like the people who are going to actually get it and go to it. You know, that doesn't mean that you can't have big engaged lists, but you're probably not going to get the same response from somebody who has 100,000 people or 200,000 people on your lists, on their list. They're going to tell you flat out, they're not going to promote because their marketing calendar was booked out 12 months ago. Right. And they've got their own stuff happening. So you're better off not chasing the big, big names. You're better off looking at people who just create a load of good content who are, you know, I call them the worker bees. They're just like, they're in it to do it, the ready to promote. They're gung ho. They're going to get it done and then get the model.

Dr. Mark: Such good insights right there, Jennie. Well, let's keep moving forward. We're going to come back to, um, the promotional aspect and creating engagement in a moment, but let's keep moving forward with the process. We've now done some of the speaker recruitment, maybe touch on a speaker outreach and then also next steps after that.

Jennie: Outreach is fun. It's also really daunting for people because they're worried that they're reaching out to somebody who potentially is more experienced than them, has more clout than them. More influence than them. But I try and dissuade, like, I try and make people feel better about that. Just saying, look, they were exactly where you were. At one point. They've just gone a little bit further down the road. Like, you guys are at equal, you're at par. There's none of this put on the pedestal. Oh, please. Oh please. Would you please grace me with your pretty presence on my summit? Oh, you know, like please don't do that. Um, it's, I mean, ingratiate a little bit. Sure. Give people some clout for the fact of what they've done, but reaching out to people should be both. Hey, look, I saw your webinar, um, and I bought your book and both of them I found were really transformative.

Jennie: I'm going to be hosting a virtual event that's happening and you know, in X month, and I think you'd be a fantastic fit. Can we talk, get people on the phone, get them on Zoom? I love, but I actually prefer not to book experts via email or DM. I want people on Zoom with me. I want to see their faces and how they react. You know, I want to see their backgrounds. Are they talking to me from a Starbucks or their car? Uh, you know, how keen are they in these kinds of things? I never book an expert solely from an email unless I know them very well. There's a vetting process. So we already pre-vetted with

all the information, you know, checking all the things out. But when we actually get on the call, there's a lot of, there's a lot of questions. One of them has to be flat out.

Jennie: Everybody on this event is going to promote and here's what I'm looking to get. Is that going to be a problem and get it right on video. Because if you guys can have that sort of like gentleman's agreement, that promo isn't a problem that it's flat out, you know, lay all your cards on the table in that aspect and they agree you're gonna have a better, um, you're gonna have a better go of it. If you're like, I don't know what I want to ask them to promote. Oh, Jennie, I feel uncomfortable asking people to promote for my thing, then you're not ready to do this model. Right. Summits are about collaboration and asking other people to help you get the word out so that they get exposure and you get exposure, and we have to overcome that fear of asking people to help us promote.

Jennie: So in the outreach portion, heck yes, it's about getting on Zoom and having these really good conversation, but it's also about promoting. The other thing, a really good tip is literally asking the expert, do you know anybody else who'd be a really good fit for this event that you know of that you might be able to introduce me to? Because trust me, we all know each other in our niches. And if you know, if I know somebody who's a really good fit but I'm not, or I'm busy, then I'm definitely gonna recommend my friend who would be like super good. And that's a really great way if you're having trouble finding potential experts to do that.

Dr. Mark: I love that. Yeah. It's a collaborative marketing strategy only works if everybody's participating in it. Let's jump forward real quick to the, to the aspect of like hosting the actual sum. Let's say that someone's going live. Is there any kind of, you know, high level tips or strategies that there's some of the hosts should be thinking when we're actually hosting it now, again, aside from engagement and promotion, which we're going to come to right after that, but like maybe mindset prep or preparation because of about what, what's about to happen? Anything that they should be aware of in that sense?

Jennie: Oh yeah. So mindset is big. Uh, I always tell my clients that self-care, you have to do a lot of self-care when you're doing a summit to take a lot out of people. Um, and also the weird thing is, is a lot of people get sick. So right before you launch it is not uncommon for people to be like, Oh my God, I got a cold. Um, and that's just because of the stress and the, you know, the things, right. So to combat that, that's one of the reasons why I've elongated the process of working with somebody for this because it doesn't take so much out of them. But the mindset of this is, especially around success, is not putting a dollar figure or a list build number on your result. If you're just going after dollar figures, if you're just going after making money or if you're just going after the vanity list build, then you're going to probably not feel really good at the end.

Jennie: I'm sure it's a factor and I get it. It's all what we want, but your mindset should be about creating something of such intrinsically high value that people go, wow, that person's going to be my go to from now on. They put on such a good event. I can't wait till they put on the next one. It's so organized and well thought out, well planned that this was like the best thing I've ever seen. That should be the mindset that you go into and then additionally, the mindset for dealing with your experts should be always, and often I'm always in touch with my experts and I do it often like daily, daily, update them, be the

rah rah. Be the cheerleader, be the thing being touched with them all the time. You cannot over communicate with your experts, communicate til your gums bleed. It's one of my sayings because the more you communicate with them, the more invested they will feel and actually participating in promoting for you.

Jennie: Um, the other mindset is preparing yourself and your family and loved ones when you actually promote a summit and when you watch, even if it's the night before. So letting everybody know that you know, this is a stressful time maybe or that there's a lot going on at this point and you know, you might not be as available. Things might take a little longer. And then the last thing is something is going to go wrong. A link will not work. A video will not play. If VIP package will have something that just kinda just goes wrong, like little gremlins, tech gremlins will invade your summit at some point before launch, during promo. God knows. But the whole point is we're professionals and we deal with it in a really professional way and we just say, oops, I'm sorry, I didn't mean for that to happen. I'll make sure it gets fixed right away and we move on.

Dr. Mark: I love that little tech gremlins running around there. Don't, I know, don't I know a and I love that. You know, it happens and I, I hear that a lot. Yeah, I actually, I see some, like it feels like the whole house is burning down moments when I get some of those emails from, uh, summit hosts and I'm like, just breathe, send out an a, I'm sorry, email and keep moving forward. It's not over. You got this. Uh, so I like that we're professional and we move forward. Well, on the last part of this now, I'd love to jump into two really powerful aspects that I think are going to be extremely beneficial for everybody listening in here. So don't go anywhere yet. This is, this is the money right here. This is the good stuff. Let's start with the promotional aspect. I know you have some, uh, proprietary aspects and thought processes to this. So let's talk about those and how do they stand out and how can we put those into play?

Jennie: Absolutely. So the promotion for your summit doesn't start with the promotion of your summit. It is not the two weeks before launch or the week before launch or any of that. It starts months out. If you're only communicating with your list or your following or trying to build your social media experience or even you know, exposure the two weeks before you launch, then you've already sort of caused a problem. Okay. The way that I do things, the proprietary, and it's not necessarily proprietary, you guys can all do this and all aspects of your business, but I call it a content storm. You're going to start creating a storm of like being online. You want people to go, wow, I see Dr. Mark everywhere. Every time I open my Facebook, he's on my feed, he's on my Instagram, he's in my email. What going on? We want people to say that about you so that they're like, Holy crap, something's happening, and they start paying attention.

Jennie: When you think you've added enough content online, you haven't, keep going. It has to be high value, right? So I usually plan out, if your summit is launching, you know, on X date, the content storm starts 60, 90 days before and it ramps up just like a storm would. It ramps up, it starts to build and builds and builds and it builds up until the point where your summit actually launches. And then here's the fun part. It doesn't stop. You continue at a certain level from there on out so that you have created consistency. And this is a great tool for people who've never created consistent marketing or consistent content in their lives. Up until this point, the content storm gets you prepared and it



gets you in the, um, in the process and the road of actually doing it on a consistent basis. And when the summit's over, you're like, Oh, I can maintain. This isn't no problem. I can keep doing this. And that will actually transform the business.

Dr. Mark: I love that. It build it, it ramps up and it keeps going through the summit and the content storm that is so key. And I, and, and this is a large area that I see a lot of, some of hosts missing out on. Yes, we see conversions like hockey stick as it gets closer to the summit. But Jennie, you nailed it right there. You have months in advance to start building this audience to start creating buzz and awareness around it before the summit ever stops. Why pigeonhole yourself into just those two weeks as you've just said, Jennie, I love this. Well, let's go to the last aspect that I really want to talk about is engagement. Engagement. Something I say over and over and over again, engagement because it's so important to have an audience that's both qualified and engaged. So let's talk through the strategies that you use to help create engagement around and in your summits.

Jennie: Absolutely. My first rule of engagement is to utilize where you're good. Okay. So if I find out in those initial meetings that you're really good at being on video, then guess what? You're going to be everywhere and I'm going to make sure of it. That's one rule of engagement. I'm going to find your strength and then we're going to make it your thing. So if you're really good at copywriting and you're really good at writing blogs, you're really good at, you know maybe you're really good at Instagram stories, everybody has a thing that they're super, super good at and we develop that skill even further and we bring the other ones up as we go. Because as you know, when you build a summit, and so the thing I love about summits that it develops all of your skills, your list building skills, your email marketing skills, your video skills, your talking skills, your speaking skills, all the skills get elevated when you do a summit, which is why I love these things so much.

Jennie: And the engagement process comes from taking your strengths and elevating them and then developing the other ones. And then just before, I mean you were talking about the hockey stick of actually like, you know, having the returns and stuff and the list build, the hockey stick sort of feel also works for engagement. So I love taking somebody that may or may or may not be even comfortable doing Facebook lives and that's part of the content storm. That's the ramp up of in creating engagement, creating topics that are really, really helpful. Having a popup Facebook group if you don't already have one for your actual summit and then you're in there all the time. Engagement is about caring about people and creating that relationship. It's not a one way conversation. It's a two way conversation and email marketing is not going to create necessarily that as much as I want.

Jennie: What does it for me is doing Facebook lives and getting in the group and doing hot seats and gamification. Um, you know, you're going to see a lot of summits changing because they have to evolve and they're going to involve things where the audience gets involved with what's happening. There's going to be, you know, fireside chats and workshops and all these kinds of things. Anything that you can create. I have a client right now who's running a summit. We're calling it a virtual retreat. She's actually doing yoga flows every day at noon during her summit to create engagement and people are showing up and they're actually doing the flows with her. So that's an engagement

builder. Anything that you can do if you do bowl, like you know, you know, sound bowls, do sound bowls once a day, whatever it is, it's gonna elevate the engagement with your people and get them to go, that's my person that's going to work for you.

Dr. Mark: Absolutely love that. It is so key to do the engagement and imagine how like how eager those people who are showing up doing those yoga flows are to buy, be a part of, join whatever else she's going to offer. Right? I mean that's the importance of the engagement.

Jennie: Well, the engagement identifies hot leads, so you're using it as a technique to go, Marianne shows up every single time I go live. That person's a hot lead. We start connecting with Marianne, we find out Marianne's really interested in what we're going to do and when we make an offer, Marianne's one of the people that will DM, we'll personally message, we'll you know, get in touch with and be like, Hey Marianne, I'm offering this, whatever. But those are the kinds of things that you can sort of notice when you're creating engagement.

Dr. Mark: I absolutely love that. This is been super phenomenal, genuine, getting so much amazing summit gems from you here. Uh, it's almost sad that we're going to have to get off this. I know you and I could probably talk summit for hours, but before we do, I know everybody's sitting there going, well, Mark, how can I get more Jennie? How can I check out what she's doing, what she's creating? So why don't you let everybody know where you're hanging out at and maybe the best place or way to get in touch with you.

Jennie: There are a couple of ways. I, again, I love engaging with people. I'm all over it. Um, I have a really cool Facebook group called List Build & Lead, uh, that I'd love everybody to come check out if they want to. They can get lots of Jennie in there. Um, you can check out my site, JennieWright.com. It's in the process of getting redone, so I do apologize how it looks at the moment. Um, but those would be two really good places. Come check me out with my business page, message me, get in touch, DM me, all the things.

Dr. Mark: All of those things and all those things will be on the show notes. So all of you can grab those and get in touch with Jennie. Now before we hop off here, Jennie, I would love for you to just kind of leave our summit host with a parting piece of wisdom or guidance.

Jennie: Oh, thanks for putting me on the spot with that one. But I like it. Um, what I would tell everybody is that if you're looking to build your list, then you need to look at creating at least one, if not two summits per year that are going to create those big list injections. And then fill the rest of your calendar with list builds that makes sense in smaller aspects, but as summit should always be part of your marketing calendar and planning them ahead. I love a spring. I love a fall summit, you know, avoid the holidays and things like that, but plan these things around your launches, um, and it's going to get you the best results if you do that.

Dr. Mark: Absolutely. Love that. Thank you so much Jennie. This has been an absolute pleasure.

Jennie: Thank you so much. I appreciate it.

Dr. Mark: And thank you all you summit hosts for hanging out with Jennie and I am Dr. Mark T. Wade, your host here on the Virtssual Summit Podcast. And just remember your message matters. So go out there and make an impact in the world. Don't forget to check out all of these amazing goodies that Jennie has given us over in the show notes at [podcast.virtualsummits.com/128](https://podcast.virtualsummits.com/128), 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, and there are people who are waiting for you to help them just get started because imperfect action is always better than no action. Thank you and see you on the next episode.