

## Episode 92: How to use your students as speakers and build your success

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Speaker: Rynette Upson Bush

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, and we have a treat for you today. On today's episode, we're going to be diving into some different aspects, aspects that we haven't talked about before, but aspects that are gonna be extremely valuable for your growth on your next summit. I've got legendary Rynette Upson Bush here with me today. I'm so excited to pick your, pick your brain, have you tell us some of those gems that I'm just super thankful you're here with us today.

Rynette Upson-Bush: Thank you. Thank you. Thank you. Hello everybody. I'm so excited to be here. Thank you for having me on and for all of those that are ready to get that summit started. It's definitely possible.

Dr. Mark: Well it is so possible and you are absolutely a shining proof that we can make this happen and make it happen well. Now before we jump into some of these topics that we're going to get into around the summit and the areas of summit success that you and I were just briefly talking about, I would love for you to tell our audience or summit hosts just a little bit more about yourself.

Rynette: Okay. My name is Rynette Upson Bush as Dr. Wade said, and I am a CEO and founder of Next Level Chicks Collaborate, which is a women's empowerment group. And I do online coaching, but basically next level, anything that you think is possible, anything that you want to do is possible when you put your mouth to it and your mind to it, I mean, and just decide to do it. You have to put the action behind it. So, um, besides the group, I am also a speaker and emcee. I am a certified educator and, um, I just love working with people and pushing them to create the life that they love, their business, walking in their destiny, seeing their dreams happen. So yeah, that's what I do.

Dr. Mark: Absolutely. This is phenomenal. So now we're going to jump into this aspect of summit. You've been a speaker on summits and you've now hosted several of your own summits. So why don't we first just start off before we get down into all of the strategy, briefly let us know about this most recent summit. What was the name of it? What was kind of the goal? Who it intended for?

Rynette: Well, it was intended for aspiring new and aspiring entrepreneurs. The top, the name of this summit was Get Your I.S.H. Together with I.S.H. standing for intention, strategies, and habits. Because you do need to have your intentions in order. In order to move forward, you need to know where you're going and have like a road map. So if you have intentions, you'll know where you're going, what you're doing. You definitely need strategies and systems in place. And that's part of the roadmap, that's part of the planning. And a lot of times people are like, oh, it's no good point in intentions, but you must have intentions and that it is a point in having intentions. And they're oh no it's impact. No, it's intentions. Because if you don't have intentions or plan to really move ahead and how are you supposed to go there? You don't want to just feel our way.

Rynette: We want to have a plan. So again, it's intentions, it's strategies and habits. You have to have good habits in place in order to really move forward in entrepreneurship. You cannot be all over the place everywhere, not knowing what you're doing, where you're going and plan on being successful. So this is for new and aspiring entrepreneurs. We gave information on like things that have happened. You know, sometimes you have a dream and because life happens, things happen. Sometimes it might not happen right away. And it was one of the questions on the summit, did you move on this dream quickly? And most of them, they didn't move right away. And so if you have been in that space in place saying I want to do a summit, I want to start a business, whatever it is you're trying to do and you don't do it right away, you put it down, it doesn't mean that you can't pick it back up and get it started again.

Dr. Mark: I absolutely love this and I, and where I want to go now into, this is an aspect that we were just talking about in our pre-interview chat is the kind of structure of this, and everybody's going to know immediately when they hear you say this, why I love this. But, um, why don't you talk through how you decided to set this up as far as the speaker standpoint, um, the variables that went into that and kind of why you made the decision to do this.

Rynette: Okay. Um, well, being that I, I speak and I had been on the road pretty much since August, I kind of eight days to put this together. It's like, Oh my God. And on top of that, I've been in several summits, 30, 25 even 40 people, big summits and over days. And so since I was running like I was, I already knew that I was going to do it and I didn't care what, I had eight days to put this together and I was like, you what? I'm going to put it on Eventbrite that way I can get it out there. I put it on Eventbrite also put it on my social media links as well. Well I decided I don't want all of these speakers. I'm going to get just a few speakers and make this happen.

Rynette: And um, it just went, it was just awesome. The breakthroughs and the things that happened, the connections. And one of the things that I did that I think pulled people in, you know, as I advertised on Eventbrite, I talked about, um, definitely the speakers were giving them opt-ins, but I was given my own opt-ins as well as I was doing a prize drawing. Actually we gave away like five or six prizes during the time and I have my little jar right here. I'm shaking it up and coming on in between, um, the, the segments, I was coming on social media and I'm like, yes. Did you all see the summit? What were you thinking? And they were giving, you know, their thoughts and they were giving feedback. So that was really, really good as well as the speakers were coming on also during the summit, they will come in on and then you know, having an encore event where they could get hot seat coaching and that kind of stuff. So it just went really, really well. And um, the lady.

Dr. Mark: Let's dive into that, Rynette before we get over into the encore aspects, let's pull it back a little bit. Let's kind of go a little bit deeper in one area of this so we can, we can get into some of the components. So when we were looking, when you decided that got eight days to do this, I'm going to run this summit and you, you were thinking, well, I've been on these summits that have done 25, 30, 40 people. You said, that's not what I wanted to do. What did you decide to do? What was the number of your speakers and kind of talk us through the reason why you decided on that number and how many?

Rynette: Okay. Um, obviously when you do a summit and you have that many people, 30 40, 25, I had eight days. I still had to interview each one of them. I had to see if they were actually a fit. So, you know, you have to do your interview to see if they're even a fit for what you're doing. And um, because a lot of the, because the women were in my empowerment group, Next Level Chicks, I knew some of what they were doing. I was seeing it, I was hearing it, but I still needed to see where they a good fit. So I had an interview them before the actual segment that they were doing. So that was a huge part. There were actually six women, plus I did a segment for myself and one of the things that I did, um, before this summit to also draw people in, I did an actual masterclass before the summit, an hour, the hour before, the ladies actually came on for the summit, I did a master class.

Rynette: So I started off with the masterclass and about goal setting. And not just, you know, everybody knows about smart goals, but you can set those. But there are other things that are included in setting goals that a lot of people don't say. So that class was instrumental for a lot of the women that watch the summit. And then we actually went into the summit. Another thing that I want to do that was different, I know that you, you time people, most people give, you know, Hey you got 20 minutes, you got 30 minutes or whatever. So with a smaller amount of speakers, I didn't have to go over all of those days and I was, I was able to give them more time. I didn't even give them a time limit because I wanted them to be able to just really dive into what they went through and trying to be an entrepreneur.

Rynette: The good, the bad, the ugly, they gave it all. So they were able to ask the questions. They, you know, without the ladies even asking, they were answering. You know, like what, what happened in life, you know, going through death, having kids, dealing with a husband, going to school and still try to start a business. So they were able to really dive into it without being rushed and all of that. And I gave, you know, I had the questions, but then I gave them a chance to really like tell the story. So I think that it was really instrumental in resonating with the viewers because they were able to see things that were real and it wasn't like so, so fixed and sold like this. It was really just, I let it go where it went and it just really took off and it was awesome.

Dr. Mark: So as you, as you decided on doing a smaller amount of speakers, did you have a set number that you were, that you wanted? Were you like, I only want six or I'll do up to 10, but no more than 10. Did you have a set number that you were trying to shoot for and kind of what, what was the main purpose of just that number?

Rynette: Um, the main purpose of that number, one of the things I kind of, I had it was, it was going to be between six and eight actually. Um, cause like I said, these are women, these were women that I've been working with and so I needed to talk to them. Like I said and see where they were. And two of them I felt like maybe the next time but not this time. So I just had to make an executive decision. And so after interviewing all of them, I decided on the six as opposed to the eight.

Dr. Mark: Excellent. And when you were reaching out to them, you said that these were people that were in your program. So these are like students that have gone through your program already.

Rynette: Right.

Dr. Mark: Excellent. So let's dive into that. What was one of the benefits do you think for, for you as the host, on bringing on students as your speakers because I know a lot of, summit hosts are out there. They're trying to go after big names or people that are, you know, in a maybe influencers, they're not necessarily thinking about, wait, what about the people I've been helping. So kind of talk us through the power that you think that had for you as a host, not just for the audience.

Rynette: Right. Um, the power it had for me as, as the host, first of all, it gives me credibility and it lets, you know, people see that, Oh, she did that for them, she can do this for me. I liked the sign off for her program and it also that that was for me, you know, that, that they were able to see that, oh, these ladies really are able to get something from it. And it's not just because a lot of people are, um, afraid of coaching or they think it costs too much money or they think it's a waste of time. They don't believe it. And I could sit up and talk about it all day about what I do. But seeing, hearing is believing. So that was a great thing for me on top of when you reach out for the huge numbers and you're thinking, oh, this is going to be great for me.

Rynette: Instead of going to you, they're going to go to these people that have this big name and pay all of this money when they could have come to you. If you had maybe I thought about what you were doing and how you were doing. And sometimes when you get these big names as well, people don't believe that this could happen for them. It doesn't resonate with them. So it was very important to me or actually my ladies that were on the summit because it did a whole lot for them because they had opt-ins. I have three of the ladies, they had been so busy. I mean like getting business left and right because of the summit. So not only was it good for me, it was good for the audience and it was good for the speakers because it brought them clients as well. So you have to really think about when you start to think about your summit, put the end in mind, not just, you know, everybody goes from the beginning and they have all these details and things that they are including. But what do you really want your outcome to be? I mean, what are you doing? And sometimes people are doing stuff just to look good just to, Oh I was connected to such and such. I mean it is real purpose and you want to have real meaning and really touch somebody that's in the audience as well as impact and make a difference for yourself. Then you have to really be strategic about it. So that's what I was doing.

Dr. Mark: Oh I love that. And I love that it was six speakers and the reason our audience would know that I love that is because I focus on that One-Day Summit, which is anywhere between a five and about 15 with 10 being the sweet spot. But what I want to do now is kind of shift back to one of the one comment you had made early on. You mentioned that you did it through Eventbrite. So we've never talked with anybody yet on this podcast that has used Eventbrite. And I know you said, you know, you don't dive down into all the technical stuff, you've got people that help you with, with these aspects of it. But can you just kind of talk us through the process as far as you know, of, of using Eventbrite as a way to kind of to advertise or promote the summit as well as collecting that audience, those registrations?

Rynette: Yeah. Eventbrite is very good. First of all. Um, if you never used Eventbrite, of course you're collecting the emails and like that and then you could connect it to your landing page or sales page or whatever. But even after you finish that, it's so many things that you can go back in and offer the, um, people that have signed up as well. And then Eventbrite, they give a lot of, um, features and different help in reference to if you haven't done this, they tell you the benefits of this and they give you several different things that you can do. I use Eventbrite before. So my big thing was to just, you know, get people signed up, get them on the email list. But, um, if you want to do more and you can send emails, if you don't, even if you're a, you want to do this and you don't have a big email list and you don't have an email list at all, Eventbrite is great in bringing people that, you know, you might not have been able to get on. You know, you might not have a big Facebook following. And guess what, Eventbrite is free so you don't have to pay for all that, you know, the ads and stuff that you would use on social media. You don't have to spend all of his money when you can just go to Eventbrite and do it for free.

Rynette: If your summit is free, but if the summit is not free, they charge a minimal fee or whatever. So that would be up to you as well. Um, or you could, you know, have that free summit. This is another good thing. You have the free advertisement and then sell your summit passes and then you get the money, you know, but you've gotten all of those people for free through Eventbrite and that's, it's just a great source and then you can keep going back and going back to Eventbrite to get the different ideas and the different things that they offer to you. So if you're brand new with it, it's a great source. If you have a small email list and you don't know how you're going to get a whole bunch of people Eventbrite is it, because people just scroll through and you don't even know on them. They want your friends, you didn't pay for the sponsorship or the ads and so it's just, it's a no brainer to me.

Dr. Mark: Yeah, I really like this. I'm going to actually look at a way to test this out for ourselves. I've never used Eventbrite to advertise our summits before, so thank you for that information there. Let's, I, I'm, I want to also circle back to something that we were talking about just briefly. You mentioned you gave away prizes, you showed kind of the, the bucket there that you use and you did this for everybody. I think this is an amazing engagement technique or strategy, but you were in our pre-interview chat, you mentioned that you used it related to topic, like to the topics that you're talking about. So just talk us through that strategy of what you actually did to give away prizes, what prizes you decided and kind of how you feel that, that helped your summit.

Rynette: Right. Um, I feel, you know, people are always looking for prizes and things that they could get. So just offering the opt-in's, you know, and that's what people do when they do summits, but not, uh, I haven't seen a summit where people have come on and they've actually given prizes and put their names in a jar. So since moms get your I.S.H. together, I'm a mindset business coach. I'm, I'm, I, I talk about vision and dreams and you know, following your dreams, that kind of stuff. So, with that being said, I was like, I want to give gifts and things that are related to what I'm doing. So the first thing I did was, um, I gave away, I have vision cards and they're right here. They're vision cards, vision cards, for you, where you write your vision and make it plain and you can paste your pictures here and right here.

Rynette: It gives you the exact, you know, information on how to do it. So I gave away like, um, three sets of these cards. I also have all my different shirts. I just happened to have this stuff. Um, some of the stuff I had laid out, but I had different inspirational shirts. So I had one on one of my shirts. Um, you know, I had, um, this one and I gave another one that said emerge to greatness because we're trying to get people to emerge to their greatness, to their dreams, that kind of stuff. Um, I also gave away, um, I gave away emerge to healing because in talking about, um, getting your I.S.H. together, it was three of the speakers that had been through, um, like hurt, whether it was the death of a parent, a bad relationship, that kind of stuff. So they were dealing with hurt.

Rynette: So I pulled this out and, um, after I did my, my segments and I heard what the ladies were talking about, that's why I got the idea. You know what, I always knew I was going to give away prizes, but I thought to myself, I needed to give away something that would resonate with my audience. And then I've just had a book release, which allowed people that were on the summit, they actually purchased the book or they knew about the book, but there were new people that came from Eventbrite. And so I gave away my book, Put Your Mouth On It As Well. So I used all of those different things and um, I got the information and you know, I was emailing them. Congratulations. I put that in the, um, when we came back on Facebook. And social media, um, the people, and this is so good engagement as I was, um, you know, shaking it up and pulling out the names and I'm like, okay, and it's spelled such as that.

Rynette: They were typing it in the audience. They were saying, congrats. Oh my God, I'm so happy for you. And then they were, they were tagging that, you know, because some of them knew the people, so they were tagging them. It was great engagement. And then what happened is, all the prize winners except one, they were emailing me, thank you so much. Oh my gosh, well how can I work with you? What can I do? So that was great for me, great for them, great for, you know, the people to see because they were happy and clapping and I was like, yeah, you know, when you get on and you bring that excitement. And I'm like, woo hoo! I played music behind, you know, my, um, when I was doing the, the lives and stuff like that on Facebook, I'm playing music and it's celebration time. So I had the music on and the crowd was like, I'm clapping with you.

Rynette: Yeah, we feel it. And they were feeling the energy. You have got to have the audience feel what you're feeling, feel excitement and let them know that, you know what, this is what I need. This is what I have to have. And when you're excited about it and your speakers have the same energy, it just changes the whole game because you have so many people that get on. Okay. Uh, you know, and they're really just, they're not bringing the energy. And if you want some results, you got to bring it. You got to bring the energy and bring the power there so that the audience can resonate and they can feel it. And when they start to feel it, that, that sets the atmosphere of success. That sets an atmosphere of, you know what? I'm going to pull out my wallet. It's time for me to spend some money. I want to get this, I want to get that. And they say they just love it. And so that's what you need to do if you're really trying to move forward. And like I said, start with the end in mind. Start from the end and work backwards to the beginning. That makes a huge difference.

Dr. Mark: So I love this energy and bring in the energy and to kind of clarify for all of us, um, you did prerecorded interviews for the interviews, but you are doing, you, you directed everybody to a Facebook group where you were going live and you gave away these and you had ongoing interaction and engagement happening. So just to clarify that for everybody listening in now, what I'd like to dive into with that is I can see very easily just here on this chat with you how you could be bringing the energy with the live. And I love that and I think it's very important. Um, can you kind of talk me through the strategy of how you did that with your speakers? Well, it was prerecorded, being recorded because I think that is, that could be a key thing instead of people assuming or thinking that, well this is just a recorded interview or whatnot. We do do Facebook Lives a lot different than we do our prerecorded interviews. Right. So what were maybe one or two strategies that you use to kind of get the speaker energy level up and to get that recording to still feel full of energy?

Rynette: One of the things that I did and I talked to the ladies about, I mean they talked, they were serious on their, their um, segment, but they actually came on to the Facebook group throughout the day. They were coming on and they were bringing the energy as well. And you know, Facebook has a button where you can push and you can actually bring them on. So that helps a lot. And another thing that I've done on another, I actually bring the speakers on before the summit so people can see who they are, hear from them and they'll be like, Oh yeah. This is another thing I did that a lot of people don't do what I feel this stops people view, they see you, they see you speakers. And so it may be their friend, it may be somebody they know and you have this detailed time schedule.

Rynette: So they'll only come off a certain people. I never said what time I told the speakers the day of, not the day before, the day of when they were coming on. So nobody really knew who was coming on, what time, when they know who they were. But everything was like a surprise. It wasn't all, it was just there to have fun. So they didn't know when the person was coming on till I put it on Facebook. Next we have such and such and such. And then when I run the email, cause all of the segments went to that email. I gave a little snippet and I, one thing I didn't do this time, I, I've done it before. I usually use bios when I do my summits. I didn't do bios this time, this time I titled each one of their segments and I gave some snippets as to what they were saying, you know, and, and then what their story, a little bit of the story before they actually told it.

Rynette: So it was like, Oh, I mean it was one lady. Um, and I've titled her segment because she said, I thought that was for everybody else. That was for them, not for me. And that's just what I named it. That was for them and not for me. Okay. And, um, you know, and then, um, another lady, she said, you know, her mom died in the process of her trying to start a business. She was in school. She changed jobs, she moved, she had a lot going on. Life happened and that's what she said. So I titled her, her segment life happens and each one, based upon what they said, I titled their segments based upon that. And so they were, it just resonated with people because they saw themselves in a lot of the titles and a lot of the segments and the snippets that I was given, they were like, Oh my God, I'm going to see what's going on with that.

Rynette: And so each one was exciting. It wasn't just this, you know, boring, uh, matter of fact summit and I told the speakers, I said, when you come on, I just want y'all to be real. I mean this cannot be like this, you know, straight lace, you know, I'm, I'm stopping whatever it is you need to say, whatever it is you are feeling, let it out, give the ladies everything. And so that's exactly what they did. It wasn't so stuffy and it wasn't so regimented that people couldn't relate to it. And a lot of times I know, you know, structure, you know, when you talk about colors and stuff, I guess I'm an orange cause I just believe in spontaneity and doing stuff different. You, that's the one thing you to do, and this is, I'm a speaker and one of my signature talks is the shock and awe factor.

Rynette: See, you have to do stuff different because when you do what everybody else does, then you know, you just everybody else and you want to bring a difference to your audience. And so you have to do things that were wow them, that was shock them, that will awe them. And that's how you get those people to come in. That's what resonates with them. So I wanted my ladies to have the success to be able to, you know, get clients from the actual summit. And so if we had been like everybody else, boring, monotonous, regimented doing what everybody else does, then we would have maybe gotten some results or whatever and they would have just felt like what was the purpose? But they understand the purpose and it felt so good to me to have them. Like, Oh my God, such and such called me. I mean, and they were texting me before the summit was actually, this segment was actually over when they would get to the end and it'll say what that opt in is or whatever. They would say what their opt in is but I put it in the email. So before the summit was ever finished, before the segment was finished, they were already having people connect them with them and it was so good.

Dr. Mark: Yeah, I definitely feel like you are providing that be different. You've brought different aspects that the way you like it a way you wanted it, but I think a super important key factor that is you decided that based on like you've just mentioned multiple times, starting with the end, where do you want to go? How is this gonna look? And then working backwards. So I think, I feel like that's a key takeaway I'm getting here, uh, from this, this, this chat with you. Now as we start to wrap this episode up. One of the last things I'd like to dive into is you had talked about the encore aspect and you know, most of our summit hosts have heard of like a bonus day or an encore weekend or aspects of that. But in our pre-interview chat, you've talked about a certain way you've done it and how you brought on audience members, even for hot season, you brought on speakers and you use your encore weekend more from a live standpoint. So kind of talk us through that process of what you did and how you did it. Uh, give us like one or maybe two examples of that.

Rynette: Okay. I think one of the things about the, you might do an encore, but I think the live, because you can't really get the interaction that you need with a video and people just watching stuff. When you bring stuff real time where people can see it and you bring people that have actually attended the summit and they can actually talk about it and say, Hey, this resonated with me. And they can tell you what their issue or their problem is. And you can coach them right then and there and people are watching on your business page, on your personal page, wherever you put it. Cause you know, you can share it out to different mediums. People are going to be like, Oh my God, they're going to start texting you, well messaging you and trying to hear from you. And not only that,

but other coaches that are on, not coaches but speakers, some of them were coaches, whatever they're doing, um, they're able to see that, you know what this person really is who she say she is because you could see all the pretty pictures, you would hear them talking, but is nothing more real than to actually see somebody live and in color, in action.

Rynette: And so that was one of the things that was important to me to be able to bring people back. And especially not just the speakers but just the, you know, just hearing from the audience. And even when I went on my Facebook live and I'm like, Hey, I like to hear from you all. And I'm hearing from the lady saying, Oh my God, she went, she went all in. This was fire. I mean, what does that do for other people that are looking, Oh, maybe I need to try and that. And actually another thing that I did, a lot of people, you know, they cut off the signup, so maybe it may be cut off a week before, a couple of days before I let the signup go throughout the summit, sign up, go throughout the summit. And what I'm actually going to do is, um, Oh my next summit, I'm going to have people sign up, but I'm going to let it run for probably about a month because more and more people can see it.

Rynette: What can it hurt? And I think I'm going to let it run for a whole month. And every time I can keep talking about it. And one thing that I've done with the Get Your I.S.H. summit, the first time I did it, it was personal. So it was, you know, and I had topics, relationships, mindset, money, prayer, all, I had like uh, six different topics this time I did the business edition. I could do the wife edition, the marriage edition. I can just do different additions. So I, my mind is always clicking and going as to what I can do. And I'm just thinking, cause I'm married and I go, come on and I could do the single edition you, it's so much stuff you can do single moms. So if you have a summit and think about your topic, if you can expand out on it, that's even better. You could start you a whole business from a summit

Dr. Mark: I believe that. I love the concept of the summit series there. And as, as we kinda kinda wrap this down now a little bit, Rynette, what would you say if you had to pick one thing was one of the keys to the success of your summit?

Rynette: Um, I think the keys of the success to the summit was having my speakers buy in as well. And you know, some people just want to get on speaking, be seen, but each and every one of them they posted, they advertise, they talked about it as well. They got their friends to sign up and they really put it out there because obviously with eight days you need that type of, even though it was on Eventbrite, um, I couldn't have done everything well, I could have done everything by myself, but I don't think I would have had the success I had if those ladies didn't buy in to it like they did and they did. And they were totally like all in to doing the different things or whatever. So as you ask people to come in, um, another thing, I know you, you've done this as well.

Rynette: I didn't do it this time cause it was just so quick and whatever, you know, you could have your affiliate links and stuff like that. So I didn't do that. I have done it before and that works well as well. But I just, I don't know, I just did something different this time. I didn't add any links. I didn't do all of that. And, and the fact that I didn't have the affiliate links the ladies didn't care because guess what, through their opt ins they got so

much more. And so, I mean they got probably way more clients than they would've gotten by doing affiliate links. So that really, they didn't feel like, you know how you, you try to tell them get on and get on, but you see this affiliate link. It's like they just trying to get money. There was no link to the thing for them. It's what our clients to think or the people they were asking to think, Oh they just try to get money. No link, no affiliates.

Dr. Mark: That's awesome. And then the last question would be, what is one thing that you would either would do different or are going to do different on your next summit?

Rynette: Um, I would say this is quick, but I will definitely give it more time for the next summit and I will probably, um, I will have a few more people. I like the number 10 as well. I think that will be good. And um, I'm like I've only done a one day summit and that's, that's what I'm used to. But I might do like from beginning of the morning all the way through. And then another thing I keep thinking about, I know you said one thing, I don't know how I work, but I kind of like a late night summit. I think that would be fun as well. Like rock out late night. I don't know.

Dr. Mark: I like that idea. Late night. So. Well if you do that, please let us know cause I would love to, to watch it and see how it goes. Well thank you very, very much Rynette. This has been an absolute pleasure and I'm super glad that we were able to pick your brain and get some of these wisdoms and gems from you. Um, I would love for you to just kind of leave the audience with one final parting piece of wisdom.

Rynette: Okay. Whatever it is that you feel that you are supposed to do and you're holding back, don't do it. If something keeps nudging you and telling you to do it, do it. Do that summit. Just do it, and it will work. Just have the mindset that you know what, it's going to happen, but it can't happen until you get started. Just do it.

Dr. Mark: Absolutely. Thank you again so much Rynette for being here with us. I appreciate you.

Rynette: Thank you

Dr. Mark: And thank you, all of you, summit hosts for spending this time with Rynette and me. I'm Dr. Mark T. Wade, founder of Virtual Summits Software, your host here on the Virtual Summit Podcast. And just remember your message matters. So go out and make an impact. Don't forget to check out all the resources that we just talked about here in the show notes at [podcast.virtualsummits.com/092](https://podcast.virtualsummits.com/092) 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.

