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Are you a purpose driven entrepreneur struggling to get web traffic that converts into paying clients? Stop wasting time and money. Discover how to position yourself as the go to authority in your niche or industry. Infuse your Wow website with the best on marketing strategies and drive traffic to your website that converts to leads and clients. Listen to the On Market Your Business podcast today and watch as your ideal clients find you with ease.

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Let's head into the studio now with our hostess with the Mostess, Carol J. Dunlop.

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Hey everyone, and welcome back for another riveting episode

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of the Unmarketable Business Podcast. I hope you're still doing well. You know we're not. And we're not going into January yet. We got just about a week more to go. Can't believe it's just

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went by. That's right. I hope you got some things done that you wanted to do. I, for one, am very proud of myself and the things that I have been able to accomplish during this first month of January.

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It's truly been awesome. I've hit a lot of goals.

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done some things that I didn't think I could do. It took a little mini vacation that I didn't think I was going to be able to. And it's all been good

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today. Guess what? There's. I guess you got me one and only. And I'm going to be talking about virtual summits for the win.

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I'm going to show you how I use some is to make money, get clients, build my list, expand my brand, and I'm going to show you how to do it

too. Well, basically the key points in how to do this whole thing, because if I had to explain everything about how to do a summit, we'd be on here till, you know, a couple months from now.

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So I don't have that kind of time. I'm going to break it down, make it quick. And then if you want to explore more, you can always contact me and I'll help you go through it.

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All right. Have you joined the UN Marketing Academy yet? Well, that's something for you. How about saving 10% every month instead of 97?

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You'll only pay 87. This is a new start to the new year. We're still. We're still in month one. So the baby is. Is not even walking yet. Still crying. Still need to be fed. So this is a new year. A new way to start your marketing. Get everything. I mean, everything that you need to know about inside the academy.

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That has to do with marketing your business.

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I've got over 300 video trainings that are very short. Some of them are, and I don't think any of them are over 20 minutes, maybe some, but I try to keep it short. Get to the point. Tell you what to do. Get on to the next. I talk about summits. I talk about email marketing.

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I talk about, creating a best selling book, writing a best selling book, collaborating. I talk about mindset stuff, all of this training from me because I've experienced every thing that I talk about. I've gone through it all, and now you don't have to worry about going through it all because you got me. And I did the videos.

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I actually recorded it. I recorded all this stuff. Plus I saw the masterclasses that I do and the previous masterclasses that I've done with others that you can't find anywhere else because I've either taken them down or you know how things

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just kind of disappear off the internet. Do they ever? Yes, I do.
Sometimes when you're trying to find it, that's when things disappear.

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I've got all that waiting for you in the academy. All you have to do
is go to unmarked to business.com/join and then enter this coupon

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at checkout. And it is new start 25.

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All right.

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You're going to love this.

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In the academy

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I talk about. Yeah, there's one masterclass where I talk about order,
order bombs up sales. And one time offers. If you don't know what an
order bomb is,

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just imagine you go in and I explain this several times, but you go to

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a page

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and you maybe it's a lead magnet or a freebie. A lead magnet or a
freebie.

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You go to the page, click on it, you're like, yeah, well, this free
thing, give it to me. And when when you get to the thank you page it
says, great. Your thing is on the way right now. But before you go
check this out.

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That is an order amount.

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Well, that is actually an upsell. Yeah. Thank you.

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Page upsell. Right. So

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let's look at an order specifically because sometimes you can get them confused like I just did. But that was an upset.

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Sorry y'all. But

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let's say you're on that page right. And it says hey I want to

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I want to take advantage of this, trip wire thing that you just put out here for me and said I could get for just like ten, 12, 15, 20 or less, or \$97.

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Whatever it is, I can get this thing, and I want to get it now. So then I hit, hey, buy it. Right. And then when you go to that buy it page, that cart page, there's a little thing that says, hey, you got this thing, why don't you get this?

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You can add this to your cart for only x amount of dollars. Let's now remember, follow me here. You started out what you wanted. Whatever. This free lead magnet thing was, you said, hey, I want it on the thank you page. There was an upsell. That's why we call it thank you page upsell that said.

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Hey, great. Your thing is headed to your inbox right now.

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but while you're here, look at this other thing that can help you do get to the major goal that you're trying to get to. And you're like, oh, this is all a,

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let's say, 25, about \$27. Oh \$27. Sure. I get that you hit. Okay, I'll get that.

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It takes you to the cart. And on that cart page, there's something else that says,

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hey, you got this thing. Well, this thing is going to help you even more. And it's more money, of course, but it really will help you solve your problems, whatever that order bump is. And the audible, it means that you're pumping that money up.

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So now you're like, okay, I started not free

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and then I paid 27. This audible uptake was like, oh, \$50 or something like that. So now I'm up to like, you know, almost 80 bucks, right?

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So then you're like, okay, I'm ready to pay. And then there's one more thing that happens and it's not automatic, but it's one more thing that can happen to get you more money.

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What that is, is the one time offer. You click it, you go to, you're like, I'm ready to pay. And it goes, hold up before you go, guess what? You can get this thing for one time. Offer. No one sees this offer unless they make it this far, you know? So no one knows this thing is here and they offer you.

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This is the one time offers like \$97 or something. So they offer you

that and you're like, well, heck, I'll just go ahead and take it. Now you can't. You get a free thing and you spent almost \$200 right

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now that is nothing, contriving or

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bad or just, you know, deceitful about this. This is just the way you do when you're when you're selling stuff online.

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I want you to know that this is what you do when you sell stuff online. You offer the people different opportunities to spend more money with you to get the other things that they need,

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instead of just because. If you had just offered that whole thing

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to them one at a time, that they probably would not have purchased it.

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And sometimes those one time offers worked so well because you've already started your cart and you're like, hey, I'll just add that same thing to grocery stores do when you're trying to checkout. You go through all that candy and pop and all that stuff your kids start adding that junk is to my kids. Don't you get anything right?

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If you told your child doctor test nothing. So it's kind of like that is

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business. So Thrive Card is the the program that does it is the best at doing what it does. I've used it for several years now. I did, get out of it for a little bit, but I'm coming back big time in February of this year to get it back, because now it's even better than it was before.

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So I'm doing that, and you can get your own version of thrive card by

going to [CSA corporation.com](http://CSAcorporation.com)/the cart I love it. You'll love it. And if you want to make money, you'll love it. Even better.

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What's holding you back from hitting well on your marketing plan? Fear manager. Imposter syndrome. Frustration that stops now. What if I showed you how to reach your target audience and get them to buy? How to make social media marketing easy. I don't understand the power of email marketing and how to conquer your fear of putting yourself out there.

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What if I provided you with simple tools and techniques, easy to implement training that bring you clarity and give you the expertise and the know how to convert marketing into money? Hey there, I'm Carol de Dunlop, the online wild strategist and six time bestselling author. I teach purpose driven entrepreneurs, just like you to convert marketing into money. If you're a purpose driven entrepreneur who's ready to stop allowing fear and frustration to keep you stuck and instead embrace clarity, authority, and expert instruction to convert your marketing strategies into money in the bank.

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Then you need to join the UN Marketing Academy in the Academy. You'll take a deep dive into the tools, techniques, and training that helped me and my husband have the same. Our successful business. In spite of the 2008 recession, two major health crises, and of course, the pandemic. The Academy is about replacing expensive, frustrating and overwhelming marketing practices with simple, easy to implement marketing resources that get you in front of your target audience and get you paid.

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This academy is for purpose driven entrepreneurs who crave simple marketing strategies, coaches who need real life trainings to take the overwhelm out of marketing. Small business owners who are ready to conquer their fear of putting themselves out there. Service providers who want to use social media and email marketing effectively. Action takers who are ready to go live without fear.

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Marketing your business successfully takes work. And marketing without marketing. They don't know you exist. If you're ready to convert your marketing into money, you need to join the UN Marketing Academy.

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Join the UN Marketing Academy today by going to [UN marketer business.com/join](https://unmarketerbusiness.com/join).

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Okay. You ready? Get your notes ready. Because we're going to be talking about virtual summits. So I've got my notes here. So if I look down, you'll know what I'm looking at because I'll make sure I get all the information out to you.

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All right. So all together, I think I said before, and I've created 15 summits between myself and my clients.

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And for me personally, I've created nine summits for myself and my two businesses. One when I was a personal trainer and then here doing online marketing and web design. Since 2013. All of them made money. All of them brought me new clients. All of them built my list. Each one of them helped me to expand my brand and increase my authority

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They expand. They help me to expand my business from just being, you know, a web designer to being an online marketer and not just being an online marketer, but a marketer who could teach you how to market your own business. They're

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on market to business. I'm sorry. So now I started with it.

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So funny. I started with audio summits and they call them Tell Us summits back then and the very first time, and I did in 2013, I collaborated with another coach who taught me about them. I didn't know what summits were, and she taught me about them. She actually did everything, all the behind the scenes stuff. And I think we had, I want to say, 30 people, just way too many 30, 30 people on that summit.

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Well,

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doing it and let me say 30 people

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and doing it the way I did, it was way too many because I do it a new way. Now. I've got almost 30 people, but

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it's a new way. I'll tell you about that in a minute. So anyway, you start out with this audio thing. It was a joint venture

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and they were called Tell Summits.

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Then she did the back end, but I saw how lucrative it could be and I saw how awesome it was. I'm like, oh girl, thank you so much. I thank her to this day for, you know, teaching me about that. It was great. And I learned so much and I started doing them myself.

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And now

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full circle, coming full circle.

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The last summer I did was with,

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it was a collaborative summit with my best, best native model. And it was like Audio Summit. I thought that people had moved from audio summits to video because I've been to a video summits since, 2017, but now they're back to audio. So audio, video however you want to do it, have you want to do your summit?

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It's up to you. But I just thought that was that was really

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kind of a full circle moment for me.

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my highest growth summit now that includes the summit, the sales of the packages for the summit, the, and the stuff that happened afterwards. Because it's not just what happens during the summit, it's what happens after the summit is how you make money.

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So my highest grossing summit, I want to say is, was 20, \$20,000. So I made money

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during the summit because people were buying the packages. I made money after the summit because people hired me to for coaching and for programs and things like that. So all of that together is going to add up to some big money for you if you want it, if you want to do, virtual summits.

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And I certainly hope that you do, because I'm going to tell you how you can use it to make money, grow your list and expand your brand and kind of solidify your, your authority in your niche or industry or whatever, whatever you're doing.

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So I even after, let's say, in 2020,

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I created a program called The Summit Lab, where I actually teach people how to do summits

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right.

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I show them everything that they need to do for a summit. We actually the end game is that you're coming out of this with a summit. So I've run that once or twice. I remember, and each of those clients came out doing their own summits and that was cool.

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But I can't tell you all that stuff. Like I said today in this short amount of time, you're going to have to get that Summit lab, but I'm not launching that again till the end of the year.

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And I'll keep it, keep you up to date as we get closer to the top. But I've got three points that I'm going to share with you, three things that'll put you on track to doing your own summit. And I'm telling you, you can do it. Don't let anybody tell you you can't. Don't let anybody tell you it's not worth it or anything like that.

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It is totally worth it. If you want money, if you want clients, if you want to build your list, and if you want to increase your authority out there.

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the first thing. Where's the first thing? The first thing you need to do is think about the theme for your summit. So what does your audience need to know more about that you can bring together a group of experts to talk about.

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Let me repeat that. What does your audience need to know more about

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that you can bring together a group of experts to talk about. That is going to be the theme of your summit, whatever that thing that they need to know about. Let me give you some examples. And

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well, two of them are my summits.

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One is a summit that I just did, and then the other one is a summit, the last collaborative summit I did. So number one, just think about, the theme of these and what they're supposed to do. The ultimate list building summit. Yes. What that did, it showed people how to build their list. And I had probably about 30 guests, no, 20 something guests on there.

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And I have a new way of doing my summits. I'll talk about that in just a minute. But I had a 20 something guests, and we're all talking about different ways to build your email list. Some of them I was like, wow, that's amazing. Because that's the thing about summits. You learn stuff as well because you don't know everything.

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I don't know everything.

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get some expert, some more experts and how you build, collaborate collaboration partners. When you do the summits,

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you actually can,

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find clients

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on the summit from doing these summits and you increase your authority because you're doing the interviews for these apps. Right?

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Okay. So then the other one was the Authority Marketing Summit.

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It was how to use the seven pillars of Authority marketing to market your business. And the seven pillars, if I can remember them writing a book, social media

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PR,

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email marketing, social media marketing,

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content marketing

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and I believe podcasting. I think that was the. So I can't remember all of them right now, but I know the top three is writing a book.

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It's, writing a book. Content marketing and podcasting

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PR was one that I haven't explored a lot, but I brought somebody who knew about PR and they did a great job.

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The next one, this is a summit that I was just in. It just ended, I think, earlier, earlier this month, maybe like last week, and it was called bougie in a backpack.

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And they are McKenzie and Angela Angel McKenzie. And Angel believes their names they produce,

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they have a podcast of the same name, and they talk about travel and how you can travel better, how you can travel smarter, travel, you know, less expensive and all that. And they put the summit together and they had all these people. I was included in it.

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I talked about how my husband and I escaped the states that was the name of it, and move to Mexico. There was some other people talking about how you can, you know, find yourself in traveling, how to get points and miles, how to put them together and stay for all kind of things. So you think that their audience was interested in it?

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I definitely believe so. And then this final one, I'm gonna give you example, the power of your message, not this was the summit that I did with Naty Mullins, my best bestie. We just did that in October

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and we gathered together all these faith based women entrepreneurs to talk about how powerful your message can be, how to get it out there, how to monetize it, and how to guard it so that it doesn't get muted, and how you can follow what God is telling you to do in your messages is very powerful, very powerful.

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That was the Audio Summit, so that was cool. We did some different things with like every

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One day was talking about monetization, one's talk about embracing. And at the end of the day, we had a challenge for each one so that I was really good. And there just so many different ways that you can do your summit is is just crazy now how you can the things that I've seen people do with their summit VIP ticket, you know, upgrades and all that.

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So number one,

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let me repeat it in case you forgot is what does your audience need to know? No more about that. You can bring together a group of experts to talk about

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that is going to be the start of your getting your summit together. So number one, the second step is who are the people

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who you can bring together

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to share this with you, and how are you going to find them.

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So I've got some ways for you to do that number. You know, just the gifts are what make the summit right. And you want the experts to know what they're talking about and be interesting and share some things that people probably aren't even thinking about. So the number one way you can find people is to tap into your network.

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Who do you know? You know some people who are awesome, wonderful, exciting. You may not even know them, know them, but you've seen them on social media. Maybe follow them, reach out to them. You never know.

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Put the word out. You know, if you have a podcast, talk about it on your podcast. If you have, an email list, which you should, and a podcast to put it out there, talk about it, talk about it in everything you're doing and see how you can get these people together.

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Go on LinkedIn and find people,

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post on social media.

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Now, I found a new way to find some people, and this is totally fabulous. It is called the Audience Growth Club. So you can join it. You can join some other groups. So there are Facebook groups that you can join and

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does specialize in referrals. But this audience growth club, it is a paid group and it is amazing.

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Amazing amazing. It is run. It's run by Leticia

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Collins. And what she does, she gets together. I don't even know where she found it, but she gets together. All the people who are putting out bundles, giveaways, summits, podcasts and she corrals them all together and posts about it almost every day. She's posting about this summit or that summit or what the qualifications is or how you can get it.

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And it's like you just open up her program. You go in there like, oh,

this is something I want to I want to talk about. This is something I want to see. I'm interested in this. I mean, they have she has. And for entrepreneurs, for consumers is B2C, B2B there is spiritual. There is

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what is it when you do the crystals and stuff?

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There's that type of spiritual, there's faith based Christian. There's all kinds of genres in there. And, and she just finds the most awesome people I actually apply to. Think I want to say ten different things I got I was accepted seven. It was two summit interviews. Now this is all in one month, right up until now. Right.

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There was two summit appearances, two podcast appearances, and three bundles are giveaways. I have grow my list. On the verge of,

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getting some new clients in here. You know, people that are coming to me. I want you to do this. Can you do this? Carol, give me some quotes and stuff. Is is that amazing?

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It is every bit worth the money that I'm spending. And if you want to check out the audience growth club, go to at corporation.com/8 JC CSR corporation.com/8gc. You can find the summit. You can actually post your own summits. You can find the podcast. You can post your podcast. You can find the bundles. You can do your battles. And I have to say the women, the women.

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Unknown

And it's been mostly women now. But I know she does have some men doing some events. I've never seen anything like this. I mean, seriously, it's just amazing and awesome. The amount of people and good quality stuff. No junk. No junk at all. I love it, so go check that out. All right, so step three is to figure out the logistics.

00:21:44:06 – 00:22:02:55

Unknown

Now I'm I'm going to be real with you. Doing a virtual summit is not for the faint of heart. And the first time you do it, it will probably drive you completely crazy. But as you do it, as you can see, I've

done nine for myself, 15 altogether, and more because I'm going to do at least one this year.

00:22:03:00 – 00:22:22:48

Unknown

So, you know, I have my own summits, but I'm in summits and stuff. The logistics I'm talking about are just how how are you going to present the summit? What platform are you going to use? Are you going to use your website? Are you going to do something like teachable? And I've seen people do all of this. Are you going to do an audio summit where you just release everything and people have it all at once?

00:22:22:48 – 00:22:40:57

Unknown

You're going to drip it out day by day. What are you going to do? And I would have to say I would not release everything at once, because then that hampers your ability to sell the packages, because if you release everything, because that's the beauty of a summit, right? You release a certain amount of recordings per day and then they stay up 24 hours.

00:22:41:06 – 00:22:44:08

Unknown

It used to be 48, but now it's 24 hour, and then they go away

00:22:44:08 – 00:23:01:30

Unknown

and that's how you drive people to pay for it, because if they if you got 30 people on there and they can't listen to five people in a day, most people are going to go if they're interested in your summit at all, most people are going to go ahead and buy the package, the upgrade package that you're selling.

00:23:01:35 – 00:23:16:31

Unknown

So others, you know, if they're not really that interested in what you're doing or some of the things, because I have done this as well, I've looked at, okay, when is this person going to be speaking? And I'm going to get them, because sometimes I'm not interested in everything in there. And there are people out there,

00:23:16:31 – 00:23:20:51

Unknown

you're offering it for free, but you're selling it as well.

00:23:20:56 – 00:23:34:58

Unknown

So it also the in the logistics. How many speakers do you remember? I told you 30 was exhausting. Well, 30 was exhausting to me when I did them, five a day for five days. And you had to,

00:23:34:58 – 00:23:40:45

Unknown

each one of them stay up for 24 hours. Sounds like I like the new kind of new way of doing it.

00:23:40:45 – 00:24:04:12

Unknown

You release a bunch of them per day, like five each day, and then the whole page just goes away. I like that, but even better, an even better way of doing the summit that I found is to do a one day summit. And what that is kind of is kind of crazy. And you do more work on the front end than you do on the back end, but you're totally exhausted after the day.

00:24:04:23 – 00:24:21:15

Unknown

So I learned this from a coach that I was working with. And because I went to, I was she invited me to be a part of her summit. And when I saw it, I was like, oh my God, this is what I'm doing. This is what I'm doing. I'm not doing any more of that recording stuff. I'm not interviewing anybody else.

00:24:21:15 – 00:24:27:15

Unknown

None of that. And I've seen people who don't even interview people now. They just have the recordings ready.

00:24:27:15 – 00:24:44:50

Unknown

The last two summits I was in just now, you know, you just have nobody's interviewing me. I just did the recording and they presented that way. So there's like I said, there's so many different ways. But anyway, this one day summits are I got off on a tangent, but one day summit is you have you people up to 30 start at like 9 a.m..

00:24:45:01 – 00:25:03:34

Unknown

You finish about 5 a.m., you go through a 15 minute segments, you break in between right every four speakers or something. You take a 30 minute break and that gives you four sections. Now this is how I've done it. And it's worked really well. You come back on and you just go through there and each person speaks for like 15 minutes.

00:25:03:34 – 00:25:27:32

Unknown

You interview them, boom, they're out. Boom. The app and app and app get down to the end. You're done. You're exhausted. But you have made some money because people aren't going to want to sit on this thing all day and get this summit. They're going to upgrade. And that's how

I made it. \$20,000 was my best summit. That's how I made it a lot, and including with the ramp car, because it had the upsell, the order.

00:25:27:34 – 00:25:46:06

Unknown

But at one time, after I did all that stuff, I did all of it and it worked swimmingly. So I say, don't sleep on this stuff. So then, like I said, you need to decide, are this are you going to interview the speakers or are you going to have them submit their recordings? Sometimes it's a hassle. Just get people to submit.

00:25:46:06 – 00:26:02:32

Unknown

Sometimes it's a hassle just to get people to interview. Which platform are you going to use so you can use your website. There's a new thing. Have you all heard about it? Hey summit.com. What that manages your whole summit. You still got to get people to put stuff up there. Who's going to create your web pages?

00:26:02:32 – 00:26:26:36

Unknown

How are you going to create your web pages? How are you going to present the summit to the world? Will you offer transcripts? Will you offer the recordings? And MP4, which is a video MP3, the audio. Do you have any PDFs? We do have a goody bag. I always have a goody bag. I call it a swag bag, where each of the speakers gives me a, presents the audience with a free gift.

00:26:26:36 – 00:26:44:34

Unknown

And then I found the best thing to do is I just put all the swag on one page, put the speakers picture, and then the swag is underneath and I. And during the, because, you know, if you do it like you're not recording it, which is the old way I say, and you're doing it the new way.

00:26:44:41 – 00:27:03:46

Unknown

You just going down, you know, people are coming on, going up, coming up and going out. So I create a swag page where they can go and get all the free gifts, and all the free gifts are right there, and it works out wonderfully. I love it. Let's see what else. I've seen people offer swag bags and then VIP gift bags.

00:27:03:46 – 00:27:26:04

Unknown

So if you the swag bag is for the person, the people who are come to the free thing, they can get it. Then I have then I've seen people do a VIP offering where everyone who pays for the summit, then the VIP thing, then they get this thing, this other VIP thing and it has to be

a paid thing from the speaker, but they're offering it for free and it's not available for free anywhere.

00:27:26:04 – 00:27:35:57

Unknown

I thought that was awesome. I'm going to be using that. That's what I just learned in this round of summits that I've, that I've, been participating in. I'm going to use that for reals.

00:27:35:57 – 00:27:44:35

Unknown

And speaking of VIP access, one of the things you can do is you can offer the summit and everybody comes for free, right?

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Unknown

They get the information, but then you can offer a VIP upgrade where

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Unknown

you

00:27:50:50 – 00:28:12:41

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are doing coaching with them or, you know, something that you're selling to them. So you want to make sure that you are in there. If you're letting people do their all recordings and you're not interviewing them, you make sure that you have 2 or 3 recordings in there talking about what you do, how you work with people, offering your coaching services and all of that.

00:28:12:52 – 00:28:31:57

Unknown

Don't just have a summit and you're not anywhere in there. So I love to be all over my summit. I guess I'm like, show night or something. No, not that show. Otherwise, I did see you in jail, but, you know how they used to be all all over their their people's stuff, you know, always dance and and anything.

00:28:31:57 – 00:28:48:38

Unknown

I want to be in there because I want you to know this is my summit. I brought these people together. I'm expert here, and I am the one that is doing this and making this available to you for your own awesomeness. Right? And that's what you want to do, you know, don't leave yourself out of it at all.

00:28:48:43 – 00:29:03:50

Unknown

Put yourself in there. Do a couple of recordings. Went to this, it was

the part of this one summit. This guy had three recordings in there, and it was amazing. I mean, she was teaching stuff each time. It wasn't just like she says, hey, I'm here. She was teaching stuff. So it was really good.

00:29:03:50 – 00:29:04:26

Unknown
number one?

00:29:04:26 – 00:29:21:25

Unknown
Creating your thing. Number two is going to be there. And how are you going to find them. And then number three, the logistics. It is a lot. It is totally a lot. I'm not going to kid you, but summits are totally worth it because they bring you income. They help you get clients. They help you solidify your brand.

00:29:21:32 – 00:29:28:58

Unknown
They help you expand your brand and solidify your authority. And you're just everywhere because they could think of it this way.

00:29:28:58 – 00:29:42:09

Unknown
You have 30 people who I've invited to this summit to speak. Whether you do it, you know, record an upload or you do it all one day does March 30th. People that are out there promoting you, right.

00:29:42:18 – 00:29:58:19

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It's 30 people that are promoting your summit to come to your website to see you and these other people because they they're going to bring their people in. And some of those people they bring in are going to stay and say, hey, I really like this person. Maybe she could do this for me. Maybe I can learn this from her.

00:29:58:24 – 00:30:02:25

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That's the power of summits, and I want you to

00:30:02:25 – 00:30:03:23

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actually

00:30:03:23 – 00:30:17:26

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lean into that. And the last thing I want to say is, I'm glad you're doing this free thing. You can make money. I've. I said that before, and you can make money. Oh, yeah, you can make money. So I'm going to tell you the three ways that you can do this.

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First, you can sell the recordings.

00:30:19:08 – 00:30:33:59

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because you're recording the thing anyway, right. You got the recording. You can sell the recordings, the video, the MP4 you can sell, make it create an audio of that same thing and make it, make it, an MP3. And then you can sell the transcript. Those are the three ways that people learn.

00:30:33:59 – 00:30:47:45

Unknown

They watch it, they hear it or they read it. So you can offer those three things to them. That's amazing. That's an awesome value add, right. You can put that all together. And if they have slides, you can make a PDF of the slides.

00:30:47:45 – 00:30:57:03

Unknown

and you can also and I've, I've done this before as well. I've thrown in a program that is normally paid but I offer it for free if they upgrade.

00:30:57:05 – 00:31:19:01

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I love that part. A program that is normally paid, but now it's free just for you upgrading to get the summit. That's how you get the money, right? In addition to using a system like drive car where if they're on the page where it's showcasing the summit is happening, blah blah, blah, and you need to upgrade so you could get the recordings and all that.

00:31:19:01 – 00:31:33:04

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You know, this list stuff. La la la la la la la. You get all this and then they push that button. What did I tell you in the very beginning? How we do the thank you upsell, the auto bump, the one time offer. Yes. That's when that goes into effect.

00:31:33:04 – 00:31:34:18

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And then,

00:31:34:18 – 00:31:51:08

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number three, most important way you can make money is to make sure you leave room for yourself to do some recordings so that you can do

some teaching so that people see, you know what you're doing, know how to work with you, and then do you offer money, make your money.

00:31:51:13 – 00:31:53:29

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That's the thing.

00:31:53:29 – 00:32:07:04

Unknown

All right. So you if you have questions, you're like, Carol, this is too much for me. I can't even think about doing a summit. Can you help me? Yes, I can, and all you need to do is go to CSR corporation.com or slash online.

00:32:07:04 – 00:32:23:37

Unknown

Wow. Schedule your session and we can talk about it. It may not be as difficult as you think it is and it'll be good. And we're going to do it right. So I'll help you through that. Help. We you may need you may just have some questions that you need to get answered. And I'm willing to do that.

00:32:23:37 – 00:32:29:15

Unknown

So go to CSR corporation.com/online. Wow

00:32:29:15 – 00:32:52:21

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Is your website ready for prime time? When your ideal prospects land on your website, do they see the true professional you are? Are they greeted by a site that's not quite ready for prime time? For 30 years, we help coaches and service providers transform their online presence into powerful, client attractive machines. As a premiere website to Sanders in Atlanta area.

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Unknown

We don't just build websites, we create conversion engines that work for you 24/7. Why choose CSI for your Wow website? We're experts in authority marketing. We help you convert web visitors into paying clients with our proven UN marketing strategy. We offer complete protection. We'll work hard to keep your website safe from hackers and accessible to all. And we offer purpose driven results custom designed for coaches and service providers who want to make a real impact.

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If you're ready to make an impact with your website, download our free Wow Website Planner today. Inside this planner, it'll give you all the information you need to create your own Wow website. Whether you use

us or someone else, you need a website that converts web visitors into paying clients. So go to KCI corporation.com or slash planner right now and download the free Wow website planner.

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Client spotlight today is Tina Scanlon.

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Tina is the owner

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and creator of the ultimate caregiving expert.com. I actually started working with Tina about six years ago when she posted in a Facebook group that she's done everything she can to make money with a website, and nothing is happening. So I answered her

00:34:12:54 – 00:34:16:10

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inquiry, posted on it, and we got together.

00:34:16:10 – 00:34:37:42

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And we've been working together ever since. And I'm so proud of her because now she has a membership community where she trains new caregivers to be the experts at what they do, and that is caring for their loved one or whoever it is that they're a caregiver for. It's amazing. Her course is amazing. It teaches you stuff that I would never think of.

00:34:37:44 – 00:34:38:55

Unknown

I'm not a caregiver.

00:34:38:55 – 00:34:42:54

Unknown

I was a caregiver before to my husband. He was a caregiver to me.

00:34:42:54 – 00:34:51:27

Unknown

But the things that you don't think about, oh my gosh, oh my gosh. I never thought about some of the stuff that she has of hats off to Tina Allen.

00:34:51:27 – 00:35:02:15

Unknown

Hey there. Would you like to be a guest on the Unmask at Your Business podcast? Simple. All you need to do is go to UN market or

business.com/podcast.

00:35:02:15 – 00:35:20:28

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Ready for your spotlight? Be on the lookout. All you need to do is be awesome by either being a client or by letting me know that you use there are. Follow the advice you heard right here on a previous episode posted on social media, and be sure to tag me at CSat Corporation and use that hashtag.

00:35:20:28 – 00:35:22:42

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best on marketing strategy

00:35:22:42 – 00:35:24:07

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and you can find yourself

00:35:24:07 – 00:35:25:13

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in the spotlight.

00:35:25:13 – 00:35:43:46

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Now remember all this stuff that I said about summits? You know, I totally believe in summits. I've used them for a long time. They made me money and all this. So I want you to get into that as well. So the challenge for you is to come up with a list of themes that will work for your business to do a summit around.

00:35:43:53 – 00:35:54:41

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Remember that step one. Anyway, so that's the challenge for you. Come up with a list of themes that will work for your business, that you could do a summit around and then just get rolling, hit, go do it

00:35:54:41 – 00:36:17:21

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to summit. All, virtual summits will make you money, and it's totally worth the process to do them. The second key point to remember is figuring out what your theme will be, who who you invite, and when you're going to do it is the top three things you need to do, all the other things that surround it, all those other things that that long list is stuff that I was talking about.

00:36:17:25 – 00:36:32:57

Unknown

Figuring out that thing figured out who who you invite and when you're going to do it, hit go, let's do it. And then finally, there are some ways to make money from a virtual summit. So don't limit yourself or

think that you're not going to make money, because you need to utilize everything that you can.

00:36:32:57 – 00:36:42:01

Unknown

Would you like to get free coaching for me? Simple. All you need to do is go to [on marketer business.com/podcast](https://marketerbusiness.com/podcast).

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The book for this week is I am a Money Magnet right in time for January, right? I am a money magnet. I did this book in, I believe it was 2021 because I wanted to, and most of the stuff I've been stuff for me and then like, oh, other people could take advantage of this. This is amazing. So I did this money magnet book.

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It is a 90 day journal where every day you talk about what you did to make money today, and you can start this year with money on your mind and mind on your money, and talk about what it is that you need to do every single day to start making money, to bring that money into your life. And you can go get this book by going to KCI Corporation, dot com or slash M and book C is that corporation.com/input.

00:37:32:24 – 00:37:36:26

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Go get it and start your money magnet journey to day.

00:37:36:26 – 00:37:51:35

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I hope that you enjoyed all the information that I shared with you about virtual summits, and how you can make money, expand your brand, increase your authority, get more clients, get out there in front of the people who want to hire you and that you're going to start using them.

00:37:51:35 – 00:38:12:55

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So join me next week and a super special guest for next week. Josh Hall, a web designer pro. He is my coach, and Josh is going to join me to talk about how he started web design, a pro, his online community, his awesome membership community, and the lessons he learned in creating it and growing it. So we had a great talk.

00:38:13:00 – 00:38:24:36

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It was so funny because both of us have a podcast right? And I think we were taking two hours interviewing each other, but a lot of great information came out of that, and I want you to tune in next week to

see it.

00:38:24:36 – 00:38:29:58

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So now what you can do is like this episode, if there's a like button around anywhere, subscribe.

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If you want more valuable information like this and leave a review because I refuse to help people to know what this podcast is all about and whether or not they want to get involved with it. Right. And listening and watching and maybe being a spotlighted person,

00:38:47:22 – 00:38:53:19

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whichever way, I want you to help us grow this, because you're a part of this because you're listening to it right now.

00:38:53:24 – 00:39:11:26

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And if you have any comments for me, leave them in the comments below. I think I'm on every platform that's out there, but the best place to leave the comment is if you're on on unmarked business.com/podcast in the show notes. Peace and then I can get back to you quicker right. So that's all I have for you today.

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Thank you so much and I will see you again next time.

00:39:14:39 – 00:39:43:25

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See you next episode!