Episode 029: The One-Page Summit Plan
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Speaker: Liam Austin

Dr. Mark T. Wade: Hey guys, Dr. Mark T. Wade here. Founder of the Virtual Summits Software and I am super excited about this episode. I am going to be bringing you somebody who's going to be dropping value bombs and gold nuggets left and right. Let me introduce to you Liam Austin. How are you doing today, Liam?

Liam Austin: Oh man, I'm a, I'm super pumped to be talking with, with you about virtual summits because you know I talk about virtual summits all the time and it's a lot of the time it's at the beginner level. People that don't know what it is and it's that education part. But speaking with you as someone who has done quite a lot of them, and on this show I've, I'm quite excited about it.

Dr. Mark: Oh, we are going to geek out on summits today. Everybody listening is in for a treat. Liam, I agree. I think we should take this episode and we should go deep. I mean the, the audience needs some good tactical information and you're just a person to give it to him. You've run what, like around 15 something summits, you, you're helping people build out their summits, it providing them opportunities, insights and knowledge. And I don't think there's anybody more qualified right now to give the insights and information to summits than you. So I'm excited about that. Now before we jump into the actual details of the summit, I'd love for you to tell our audience something special about you and what you do, who you are. So they just know a little bit more about you.

Liam: Cool. Well, uh, if uh, people hadn't guessed already, I'm Australian, but I'm living in, in Europe. My, my partner in the business as well as in life, Sarah, she's Swedish so we're over here in Europe and uh, living in Malta right now for the, the ocean being near the sea and uh, sunshine and being in the water. I love surfing, scuba diving, all that kind of thing. Although sports are a big passion of mine, it probably started with my dad who's a Scottish, being a big soccer fan. I ended up playing professional soccer in Australia for a number of years before the internet came around and really hooked me in then suck me in and kind of pushed all of the, the sport things into, into second place.

Dr. Mark: That is so interesting. You've got quite the background there and I love that you brought up scuba diving. I am a huge avid scuba diver, so, and we obviously both like paradise locations, so we should probably link up and do some scuba diving at some point. Well Liam, where can everybody find you on social? Where are you hanging out at?

Liam: Okay, you can check me out on LinkedIn. That's probably the number one, because this whole, my whole business Entrepreneurs HQ started from a group on LinkedIn and that group, it was one of the first groups ever on LinkedIn back in 2008 called The Small Business Network. And it's grown into one of the largest groups, small businesses on LinkedIn. We've rebranded it now Entrepreneurs HQ, but LinkedIn is my favorite platform in the B2B space especially.

Dr. Mark: That's really intriguing, actually I haven't met anybody that has that kind of story that kind of, you know, start to success with LinkedIn. So I'm, I'm excited to hear more about that as well. And for our listeners out there, you're going to be able to find all of the contact information for Liam and as well as any other information links, whatnot over at the show notes at podcast.virtualsummits.com. So you'll be able to link up with him, follow him, consult with him, and more. So let's jump into it. And what do you say? Why don't you, uh, tell us a little bit more about what you, you do with people who are doing summits. And let's, let's jump into it.

Liam: Yeah, great. So we've launched a program called the Virtual Summit Academy, which is a six week live training per program, our group program where we jump in and help you launch a summit within 90 days. And what we go through is really the processes that you need to make sure that you put in place to maximize the success and results of your summit. And I'm assuming a lot of, you know, what the best results you can get from some, it's our own reasons for doing that. I mean it's, it's authority, it's a networking with influencers, it's building your email list or audience and then, you know, generating some cash, some revenue there as well. So we really, after doing 15 summits since 2015 which means one every three months I, we've need to be very process driven. So we've got a lot of like calendars and schedules and plans that help the person first starting their summit to just make sure that everything is on track. Well, the checklist is kind of being ticked off of what needs to be done to make sure that yeah, you, you maximize your results of generating, you know, your authority, building your network of building your email list and then make money.

Dr. Mark: I love that. And I love processes. So I want to dive into that. I want to, let's talk about one of your favorite processes that you have set up and, and why you love it so much.

Liam: Okay, well there's, there's a couple of the favorite ones. I'll, I'll start with One Page Virtual Summit Plan. So this one page plan, just what it sounds like. It's a one page, A4 piece of paper that basically covers all the fundamentals, all the foundations for what you need to achieve the goals. The objective, the results that you hope from your summit and this One Page Virtual Summit Plan has five blocks to it and it should take you about 20 to 30 minutes, two to complete and it's a working document. So it just like, you know that lean startup methodology, that one page business plan. This is a similar process where we just go through it. We set out, you know what, what does that talk summit topic, the name, the dates that we're aiming for.

Liam: So we've got this all locked in where like okay, 90 days from now this is the date, this is the topic, this is the name that we're playing with for the moment and I, we still got a bit of time before the launch, so get that down quickly. What's the target audience, you know, who is the avatar that you're targeting that's going to hopefully be really well aligned with your, your business, your other products and services that you're maybe already selling or that you hope to be selling in the future? The goals of your summit, what are the goals? Is it, you know, the authority, is it the email list? What size email is do you want to get? What kind of influences do you want to build a relationship with so that you can partner with them in the future for, for giveaways or for other list building activities or for, you know, generating more sales.

Liam: Who are those partners that you really want to connect with? The fourth block on this page is the tech stack. You know, are you going use a, a virtual summit software or are you going to try to build this yourself, make a decision on that. And the final one is I think what is most important, at least for the revenue side of things, is the offer. So what does the offer look like? What are you selling? If you're offering the free ticket, what is the, the, the offer that you're causing people to upgrade to, to, to pay? Uh, what are the bonuses look like? How does that align with your, your goals as well as, you know, future upsells and products that you want to, to, to market. Uh, so that one page, virtual summit plan is the foundation that you first begin with when first in the first couple of weeks of planning and organizing your summit. And then throughout the 90 days until you launch your summit, you should be really coming back and referring to this to make sure the decisions that you're making are in line with, you know, this one page plan, this the goals that you've set up for yourself. And so it's a working document that you can really stick up on your wall and say, okay, this is the dates, this is my goals I want to achieve and refer to that to help you make quicker and better decisions.

Dr. Mark: Wow. So much great information all into one page. Like that's, that's incredible. That's awesome. You gave me a couple gems there that I kind of want to dig into, but, well, the first one I want to look at, I mean you've been doing this for a while. You've probably seen just about everything. You've probably have experienced the successes and some of the, you know, the, the failures that can happen in this as we all know happens. I'd love to actually hear how it's progressed for you. Like what platform, like what did you, how did you, you know, set up and run your first summit to now, and it's okay, everybody on this episode on this show knows about virtual summit software, but I love for them to hear what other options there are as well. So what technical platforms have you seen or used and, and whatnot.

Liam: Okay, so to give a, a bit of a background so people maybe understand where, where we've come from to and the decisions maybe that we've made. As I said, we started a group on LinkedIn back in 2008, didn't do anything with it until pretty much 2015 when the, the group of growing up to a hundred thousand as small business owners. And they were just hitting my inbox on LinkedIn, emailing me and just saying, what, why aren't you doing anything with this group? Like, you need to be, you know, doing X, Y, Z, uh, things that we need and want and that LinkedIn as a platform wasn't providing the, the group for the networking opportunities, the business deals that I wanted to do. So I just started listening and reading some of these and decided, okay, let's figure out what these, um, this community wants. So we did a couple of surveys, got the feedback and realized that they wanted to really do deals network with each other.

Liam: That was the, you know, LinkedIn, B2B space for small business owners. So they were keen to network and so they wanted to figure, well, how do we network, how do we generate leads and sales online? And especially through LinkedIn. And so we started bringing in experts once a week just to do a webinar on how they, you know, maybe generate leads and sales from LinkedIn or use Facebook advertising to generate leads and sales. And so we did that for a couple of months and realized that the one that was the topic that was outperforming all the rest was using LinkedIn to generate leads. And it makes sense, right? It's a LinkedIn group. So we decided let's bring, let's, let's create

an event, an online event and a virtual summit where we bring in all the LinkedIn experts for lead generation for B2B, bring them all into one room.

Liam: And the number one tactic for generating leads, getting sales from LinkedIn. So we've been running these webinars and they did, okay, we'll get to maybe a couple of hundred people registering each week. We did our first summit, the LinkedIn success summit, which is now evergreen, and we had 15,000 people show up from that end when, when we first started, I mean there was maybe a thousand people I had on my email list. So the number of subscribers really came from the group, the relationships that we've built in that group with partners for affiliates, for the speakers as well, and maybe some extra social promotions out on LinkedIn or the ones that really worked well because of the topic of LinkedIn. And so when we went to launch the summit, we decided to just use WordPress because I'd, I'd created a site for generating these leads for the opt-ins, for the webinars that we were hosting. And so it just made sense to just maybe make some tweaks and, and host it all on WordPress. In terms of the, the technology question might, is there, um, is there anything specific you wanted to know about, you know, the tools that we've maybe tied in since then?

Dr. Mark: Yeah, I would love to know about the tools, give some, some specific tools that you guys use and you recommend, like our audience is always looking for additional insight into tools that they can use.

Liam: Yeah, so it probably took us a couple of years, but this one, but with virtual summits, I mean affiliates and affiliate software tools, super powerful. We decided to go with Infusionsoft for our CRM because we noticed that a lot of the bigger online marketers we're doing partnerships or affiliate promotions or seem to be in that space where we're using that tool. And we wanted to make sure that if we invited these people to be network, we want to, to ensure that we delivered in that the software and tracking was all in place. And there was no kind of excuses for them to say, Oh well I don't necessarily trust the software. I prefer that, you know, just say, no, we didn't want that to be an excuse. So we did use Infusionsoft for the affiliate promotions and tracking all of that. And that's been amazing for just tracking the source of all of our referrals are opt-ins for the attendees, rest summits as well as everything that we do at entrepreneurs, hq.com and it took a couple of years before we realized that there was another audience, another group of people that could have been promoting us but weren't.

Liam: And it was a huge untapped opportunity. And, uh, I started looking at different fast-growing email newsletters. So email lists that we're growing really fast and figuring out, well, what are they doing? What can we do to replicate that? And the two that I was looking at was the Skimm daily newsletter as well as The Hustle. Are you guys, uh, are you aware of that one Mark? Yep. So not in your head there. So those two newsletters, I started researching and seeing what they were doing and they're both focused on daily news, the Skimm being on general daily news, whereas The Hustle being about entrepreneurs and the founders and startups and the daily news for both of those, we saw that the number one reason did they put down to their fast growth. And in terms of fast growth, I mean both these newsletters have email subscribers in the millions.

Liam: If I wouldn't be surprised if they're in a hundreds of millions, at least the Skimm might be by now. And how did they get such a fast growth in such a short period of time? And, and that, you know, number one reason that they were saying where they were turning their existing email subscribers into ambassadors. So turning those existing email subscribers into supporters of your brand, of your product and getting them to share that with their, their networks. So, yeah, the number one tool that has been working amazingly for us has been EarlyParrot. And EarlyParrot is a tool that just allows you to turn every single person that signs up for your summit into a referrer. Yeah, referrer. That's right. Referee, referrer. So that person then gets tagged with having signed up for the summit. They get given a unique URL to share with, you know, their friends, their families, their colleagues.

Liam: Uh, we saw them, you know, sharing it across LinkedIn, Facebook and the tool is amazing in terms of allowing you to share across all those platforms as well as, you know, Facebook messenger, WhatsApp, Slack. So that being integrated into the tool and really encouraging users to making it, sorry, making it easy for attendees to then say, Hey, I can tell my, my, my friends, my family about this free ticket to this summit that's coming up because you know, I'm interested in it and I hang out with other people that are interested in the same things. So it makes sense to encourage these guys to go out there and share it. Now in terms of encouraging what makes this different from the affiliates. So the affiliates normally, well we like to share revenue with them for any sales that they make.

Liam: Sales are being generated from anyone who's selling, sorry, who's referring, you know, a hundred opt ins or more and generally is what we look for. So if you're sending us over a hundred opt ins and we looked at maybe see if you've got a potential to become an affiliate and do a rev share with you everyone else who maybe refers two or three friends or 10 or 20 and we've had people actually share and refer hundreds of their friends, which is really cool. We need to incentivize them in a different way. And how do we do that where we reward them with different products rather than a commission for sales. So we reward them with different products based on how many referrals they send your way. So the EarlyParrot software will track how many people click on your link, how many people sign up based on that share. And then we'll track and let you know how many people that you've referred. And what we like to do is reward, I stack the referrals so we give multiple, sorry, stack the rewards. So we give multiple rewards based on different milestones. I'll stop there. I can tell, I can keep talking about this phase cause this, this, this real, this tool has really got me pumped because it has given us uh, uh, between a 15 to 20% boost in the number of signups in our summits and our daily email is well.

Dr. Mark: No, that was pure gold right there. I've definitely written that down. I mean that's one of the more difficult aspects or one of the most important aspects of summits as, as you've mentioned, is getting people onto your summit. So any kind of tool or process that increases the signup rate is incredible. So if you have any more hidden gems like that, don't hold back. But moving forward with the rest of like with, with the, in the aspect of the summits and, and what you've done and who you've helped, uh, you know, what are some of the concerns, you know, that you hear from people that are considering to

do a summit because many of our listeners are having those same concerns in what would be the thing you would say to overcome that?

Liam: Yeah, I think the main concern is like, you know, it's, it's too hard. It's too difficult, which is why we've, we've made Virtual Summit Academy as simple as possible by processing things, giving, you know that stuff like the One Page Plan, the Virtual Summit Planner, which is a calendar of, you know, a countdown to 90 days of what you should be doing each week or it drills down to every day but per week. And what needs to be done or completed to make sure that you're on track to meet your goals. So, yeah, this, these are the things that we've tried to, to make it easier for ourselves so that now when we launch a summit, it's, we've, we've got some virtual assistants as well as some remote student marketers that can come in and help us for, you know, a few months for a launch and really just follow those steps, follow those processes and, and templates scripts to just make the whole flow less stressful, a lot easier and not so hard as what people may assume and, and you know, stuff like your software is something that's going to make it a lot easier for people to just get, get it up and running.

Dr. Mark: Yeah, they, I, I appreciate the software. That's the main reason we built it was to make it easier. But as you've mentioned, how you still having a support team, having people there to assist you and even having a coach or a consultant to help guide you along the process is always beneficial as well. I want to dig into a point you, I heard you say it and I want to go even deeper with it is what's the timeframe that you would recommend? Because a lot of the, we've got, you know, our summit hosts are sitting there going, okay, now I'm ready. Like I'm convinced, let's do a summit. How much time should I plan as far as start to finish and how much time weekly should they anticipate?

Liam: Yeah. Um, all depends on that goal that you've written down on your One Page Virtual Summit Planner. I think because the more effort, you know, the more effort and time you put into it, more of a results, well the bigger results here you're going to get. We've seen that with some of our students who are, who are going through Virtual Summit Academy now that there's some people that are, that are just, you know, grabbing the templates, the strips and you know, just plug and play, putting them in and not really personalizing it for their audience, building relationship with, you know, their subscribers, these new people that are opting in. And it's so important. Like if we talk about those four main goals are the results that you can achieve from your summit, your at your audience, your network of influencers, your email list or your, your revenue, the, the networking with your influencers.

Liam: You've got to really spend some time building your relationship with those guys. Cause this, the summit is great for, yeah, generating revenue in the short term building your email list like skyrocket are at like, it's one of the best ways to going to kickstart any business or any new product launch. But long term you've really, you've had an opportunity to give a ton of value to these speakers that you've invited to be part of your community, to be put on a pedestal by you as an influencer, as an expert in the niche. So you're giving them a great value and a great opportunity and it's a, it's a good starting point for a great relationship. So you want to continue that. So spending a lot of time on that is important. And then the second one of, of maybe these four is the email list and building your audience.

Liam: If you're just throwing in some scripts that you've grabbed from somewhere else, like Virtual Summit Academy and not tailoring it to your voice, your tone, the messaging that you want to get across because our audience, small business owners, entrepreneurs who are, you know, trying to figure out how to generate more leads and sales online. So that's the, the messaging that and tone of voice that we use when talking to our avatar, which is, you know, so important to make sure you've got that avatar on that One Page Virtual Summit Plan. I would say 90 days is a really good time to run a successful summit.

Liam: If you go shorter than that, it can, it can be too stressful and too hot and you won't get the results from it. And so you'll be disappointed in the end I think. Just spending that extra month, the 30 days from 60 to 90 days to just tighten a few of the, the knobs, the things that I don't, uh, build that relationship with your email subscribers as well as your, your speakers. Okay. We'll have an actual really large impact on the end result of your summit as well as long term too. How much time do you want to be spending on creating your summit? If you're doing it yourself, you could spend, you know, full time doing it or make you know, up to half of your time. I would say anything less than that would be, you're going to hurt your results. But I would look at getting a virtual assistant to help with a lot of these things and just, you know, here's the process, here's the cold outreach emails, here's the, you know, go collect these list of speakers based on this criteria and you know, have them maybe handle some of those processes as well as even getting a remark student marketer to come in that's, you know, US based, that's, you know, really eager to get going.

Liam: They're young, they're just, you know, graduated or they're about to graduate and so they're maybe up to date with all the latest in technology and social media. So maybe hand it over to someone like that that can bring ideas to the table rather than trying to take all of this on yourself because having a team will help you with just bouncing ideas off as well as just getting things done quicker and then you know, bringing the tools and tech into then automate a lot of these things to save you time are going to be the quick wins that I would probably suggest people look to right at the very beginning.

Dr. Mark: Yeah, it's so true. And I think 90 days, like you were saying, that's, that's an ample amount of time. We've definitely run summits in 90 days and I agree with you going shorter than that can really compromise it. And if you have the ability, you know, pushing it even longer helps just in the sense of being able to work with speakers and in getting in touch with them for their promo calendars and things like that. So that's a really great point. I have a question for you that I think you may be the only person so far that I've interviewed that would be able to answer this question appropriately.

Liam: Oh, the pressure's on.

Dr. Mark: And for our audience, I hope you're on the edge of your seats or put the weights down if you're at the gym for a second. But since you've run so many summits, what would you recommend for those summit hosts out there who've already done a summit? Is it better for them to rerun? And this'll be a two part question, rerun the summit they've already done like every year, or is it better off to create a new summit and then, we'll start with that question.

Liam: Yeah, so I, I do have the experience, I think to answer this one because it's something that I've been asking myself and our team since, since day one, since our first summit. So LinkedIn group, awesome. Doing some webinars that was doing great. The next step was, okay, let's do a summit. And there, you know, all of these things are working based on LinkedIn lead generation. All right, so this is the topic and our audience is small business owners. Once we finished our summit, it was like, okay, what do we do next? Do we, do we focus on LinkedIn as a, as a, as a category, as a niche, and drill down into this and start servicing our audience based on LinkedIn lead generation? Or do we do we run another summit and going on with that with another topic. And it was interesting at the time because the decision for our business was based on needing to generate more revenue in, in the business as well as our lives as well as prove to ourselves at the summit.

Liam: It wasn't just a fluke or wasn't just luck. I think. So when we ran the LinkedIn success on it, most of the speakers were talking about how LinkedIn was an amazing platform to connect with someone. So yeah, guys, if you're watching this year, that is my favorite platform. Come and connect with me on LinkedIn and say that you have heard me on my show, but Oh, what happened really I think for us was that we saw that those people, those experts were just saying, look, connect with people on LinkedIn, but get them off LinkedIn as soon as possible. Getting them on your email list, grab their phone number, give him a call or jump in person for meeting with them. So get them off LinkedIn. So LinkedIn as a, as a platform, awesome for meeting new people and introducing yourself and getting that, the relationship started that post that you really want to get them off LinkedIn.

Liam: So we realized one thing we really wanted to learn about was email marketing and getting the people off LinkedIn grabbing their email address was something that our audience was, sorry our experts were telling our audience to do, but it kind of stopped there. So what do people do once you get their email address? So that's when we launched our second summit, which was on email marketing. We went on to do another summit on cold email as well, which ties in really well to, you know, LinkedIn and networking with people on that platform and you know, what to do all the way through to sales. So one of our other summits is on sales conversions. So I had a convert more of your prospects into customers. So that's the, the way that we've moved with our business. Just looking at, okay, what's the next step? Have we covered everything that needs to be covered in this, in this category, uh, to help out, help our audience generate leads and sales.

Liam: I mean, that's what we're ultimately looking to do. Help out B2B audience generate more leads and sales online. So we've done multiple different topics and then we didn't stop. We've done 15 different topics, but I definitely see the, the room for certain businesses to focus on. Just, you know, one topic, one summit, that's an annual event. And I think those, those types of businesses are the businesses that already have an existing product or service that they want to upsell people, assuming that's their core product. Oh brand that they're, they're doing the summit four so the summit is really just sell more of, you know, this flagship product that they have and I, and if you're doing an annual summit that is looking at selling more of these flagship products, then

that is a good way to go. And you've really at the very beginning, just got to look at your goals.

Liam: What are the goals for, for yourself, your business, and then look at the goals for the summit. I think that's, if people are at home and want to analyze this again, look at, look at the goals that you want for your life, look at your, your business goals and then look at, well what are the goals for the summit? And then if you can right all of those down, line them all up, then the summit is going to be so much more successful because it will align perfectly with your, your product that you're looking to upsell your business as well as you know, the life that you're, you're trying to create. And that that life aspect of it will obviously make you happier. But we'll also bring in and attract you too. You know, people that are attracted to that get what you're talking about that are aspiring for similar things and that have a different, had a very similar mindset to you and sorry, connecting with in a similar folks is obviously going to help build trust, credibility and create that are a more loyal customers.

Dr. Mark: Yeah, such great insight right there and I agree like I've seen, especially in the health space, people that rerun the same summit annually and they do an amazing job it and then I know, like myself and then the, I see it a lot in the entrepreneur space as you've mentioned, like they run different summits and I see two versions of it. One is for self-discovery, what do I want to learn? So start, do a summit around what I'm looking to learn or what are my audience looking to learn and running the summits around that. So yeah, great insights. And again, go ahead.

Liam: I would, yeah, just to add to that, I've noticed that with, with our own audience doing several different topics. Not everyone's interested in, you know, the next topic that we're going to do. Yeah. Some people may feel overwhelmed that, you know, there's just so much content coming. They haven't been able to, you know, finish the content from, you know, the first summit that they were initially interested in. The reason that they signed up and know about you in the first place. Sorry, just be aware that if you are looking to, you know, do multiple summits that you can, you know, exhaust your list or you know, people in your list may want to take that next step with you rather than just, you know, do multiple different topics around the same guidelines of like, Hey, here's a bunch of experts giving them number one marketing tactic to generate leads and sales online.

Liam: Right? So just be careful in that respect. I would say just cause we've seen that our audience, if you're not focused on a niche, then you start talking about something else, then you're going to maybe lose or disencourage some of those people who were maybe really excited about your product and your offering and wanted to take maybe that next step with you, which might've been from a summit to purchase some consulting, purchase some other services or some kind of course or mastermind, you know, like figuring out what that next step is and what's right for you. Is it right to, you know, go, go vertical or keep doing the summits across different topics. But it comes down really to your, to your business model. But just be aware that you could be turning people off based on doing multiple different topics across different niches.

Dr. Mark: Such great insights, Liam. As we get ready to wrap up this episode here, do you have any kind of final words of wisdom that our audience should know?

Liam: Uh, the biggest one for me that I'm excited about now is just that untapped audience of advocates. So you should be turning every single person that opts in for your summit into someone who can share your summit with their friends, their colleagues, make it easy for them. And so I'd really encourage you, if you know how important fleets are in getting 10 affiliates on board, what about 10,000, uh, of the attendees that are going to attend your summit turn 10,000 of these people into, you know, advocates who then refer just one person each. And that's 20,000 people you've now got at your summit versus their 10 you were going to have in the first place. So I'd encourage you to go and check out why is that you can turn your just your subscribers for your email lists, not just your summit, but for your email lists into advocates. You can check out how, how we've done that across our summits on our website, entrepreneurshq.com. But don't leave that audience on tapped. Ask them to, you know, refer, invite their friends.

Dr. Mark: Such great insight. Thank you so much Liam. Guys listening in. You're going to be able to get all of Liam's okay information that he shared with you, the links to the tools and recommendations he said and his contact information to be able to reach out, talk with him, his website all over at the show notes podcast.virtualsummits.com. I highly recommend you reach out, pick his brain. He's such a great resource for knowledge and wisdom on virtual summits. I highly recommend connecting with them, head over to LinkedIn as well. Follow him, connect with them over there and I just want to say one more time. Liam, thank you so much for being here with us. I know you got a busy schedule, so I appreciate you, you being here to share your wisdom with us.

Liam: Yeah, no, this has been really fun. Appreciate you inviting me along and yeah, I'm an open book so I do reach out via LinkedIn. We've written a guide on our website for everything I've talked about, as well as if you want to download that One Page Plan, One Page Virtual Summit Plan, if you can just go to entrepreneurshq.com/summit.

Dr. Mark: Excellent. Make sure you guys download that plan. It's going to be so beneficial, so powerful for you. Thank you again, Liam, and I just want to end this episode by saying I believe in you and you can do this. For you summit hosts out there, summits are by far the most powerful way to quickly grow your list, launch your platform and make more money even if you're just getting started. So don't get caught up in the analysis paralysis because the world needs to hear your message and there are people who are waiting for you to help them. So just get started. Imperfect action is always better than doing nothing. Thank you and see you on the next episode.