

[00:00:00] **Krista:** Hey, hey, welcome to the Summit Host Hangout podcast, where you'll learn how to host a high-converting virtual summit that leads to your biggest signature offer launch yet. I'm your host, Krista, from Summit in a Box, and today we get to go behind the scenes of a really fun and highly successful first-time summit.

[00:00:16] This is a host who is not based in the US, so we get to dive into some stuff around that, and she has some really unique things that she did with her event. So to give you some background on our guest, Kelly is a Cricut and crafting creator, and she really loves to share her knowledge about all kinds of different craft types.

[00:00:32] You should definitely check out her YouTube videos after listening to this episode. She shares hundreds of free YouTube videos on her channel, her blog. She shares fun posts on social media. So much good crafty stuff. So if that is you, you're definitely gonna wanna go check her out. So, uh, with that being said, we get to hear about her first summit today, and it's gonna be a lot of fun.

[00:00:52] So let's dive in and talk with Kelly from kellyrossouw.com. Welcome, Kelly!

[00:00:58] **Kelly Rossouw:** Hi, thank you so much for having me.

[00:01:01] **Krista:** I'm so excited to have you here. Um, before we dive into the summit stuff is there anything you feel like I missed about your business that you wanna make sure our listeners know?

[00:01:11] **Kelly Rossouw:** No, you pretty much nailed it.

[00:01:13] **Krista:** crafty, fun things. I love it. And in her background that you all can't see, I see all kinds of very fun crafting supplies, and I kinda wanna go jump through the screen and play with them, so...

[00:01:24] **Kelly Rossouw:** Let me know. Let me know. I'll open it up for you. You can come, come play.

[00:01:28] **Krista:** So Kelly, let's, okay, let's just dive into the summit stuff. First, I'm always interested to hear, like, what made you decide to host a summit? From what I know about, like, the Cricut space, things tend to get pretty big on social media. Your YouTube videos, I'm guessing, have a decent following. So what made you say, "It's time for a summit"?

[00:01:50] **Kelly Rossouw:** I mean, apart from the fact that I'd been in so many summits already at that point, I felt like there was... You know, I just really loved taking part in them. The way that we get to... 'Cause I mean, like, doing YouTube videos for so many years beforehand, it's so disconnected from the audience. You post a video and maybe you get a comment or two. Like, you have 5,000 views, and there's, like, three comments.

[00:02:13] But with a summit, I feel like it, there's just so much more interaction, and people get the kind of tutorials that they want and they enjoy, and I just really wanted to get involved with something that was a little bit more... more two-sided as opposed to one-sided.

[00:02:30] And when it comes to, you know, setting up a summit, like I, like I said, I've been a speaker at so many of them before, so I knew that it was gonna be a challenge, and I absolutely love a challenge. And I knew that it was gonna be something that was going to challenge me not just once, but, you know, several times.

[00:02:47] And I also, I, I only wanted to do my first summit when I knew that I had something different to say, because there are so many crafting summits, and Cricut crafting summits specifically. But I wasn't... I think I'd already signed up to Summit in a Box, before I even had a summit idea, I was like, "I know I'm gonna do one. I just don't know what it's gonna be." So only once I'd actually decided on, you know, something different to say did I actually kind of start getting into it.

[00:03:15] But I also wanted to kind of level things up and not just do YouTube videos. As much as I absolutely love doing YouTube videos, it's also a case of, like I said, not only wanting to make a deeper connection with the audience, but just build up my business a little bit more so that it's not just one silo of YouTube.

[00:03:32] 'Cause obviously we know if you have one stream of income, it's a lot more difficult to kind of maintain long term, and it's a lot more, the word hazardous or, you know, dangerous to have just one stream. So I wanted to make sure that I could build it up to a point where I'm a little bit more stable and things like that, so.

[00:03:50] Oh, oh, and, and the last thing, sorry, was that I also wanted to make sure that I could have control over the inputs and the outcomes. 'Cause when you're taking part as a speaker in a summit, you can't necessarily control what's

going in and what's going out. So that was one of the other things that I also wanted to do.

[00:04:07] I wanted, I wanted to set it up in a specific way and do certain things. So that's, all of those reasons just pushed me into Summit in a Box, which was great.

[00:04:16] **Krista:** I love that. You made your own stage basically. I can see how being a speaker at so many summits first probably let you see like, "I like that. I don't like that. I wish someone would do this." And then eventually you're like, "Fine, I'll do it the right way."

[00:04:32] **Kelly Rossouw:** Absolutely. Absolutely. That's pretty much exactly how it happened.

[00:04:38] **Krista:** I love that. And I, I actually have a lot of people who will come and say, "Well, I've spoken at a lot of summits, so I think I can just figure this out on my own." Do you think you would've had everything, like all the knowledge and stuff you needed from the speaker standpoint?

[00:04:51] **Kelly Rossouw:** Not a chance. Not a chance. There's, there's so many, there's so many moving parts and so many different things, and so many things that you, like, you never consider when you're just handing in your video, and you're like, you know, you have to watch all the videos, make sure they're all right. You have to set up all the tech, and then that doesn't work, and now you gotta set it up in a different way, and you gotta send all these emails, and then you gotta send all the sequel. Oh, my word, there's no way. So I would've done it myself.

[00:05:20] **Krista:** I, I'm always interested in what someone has to say about that, just 'cause I do hear that, like, quote-unquote, "excuse," I guess, so

[00:05:25] **Kelly Rossouw:** Yeah. Yeah.

[00:05:26] **Krista:** thanks for humoring me on that one. Um, so okay, you said you hosted a summit for community engagement, and I love that so much, and I can see... I feel that a lot, I guess, too, with the different kinds of content I put out.

[00:05:37] Like, ugh, I have to host summits or challenges every once in a while to get the more two-sided situation. So you did it for the community engagement, the business stability, the control over the s- the summit design. Do

you feel like now that you're on the other side of that, that you came out the other side with all of those things?

[00:05:54] **Kelly Rossouw:** Absolutely. I mean, in terms of, like, specifically the community engagement, it's just, it's so rewarding seeing the same names popping up in the live streams, in the Facebook groups, and you get to know people so well because they take part in not only your event but, like, everybody else's event, and you actually are building a community where people know, "Hey, you had an operation a couple months ago."

[00:06:16] Like, how did it go?" Or, "How's your husband?" Or, "How's your dog?" And I see those kinds of things happening all the time, and it's just, it makes me so happy to know that there is a-- it's, it's no longer just me talking to the camera on YouTube to a vast sea of nothingness. Like, I can actually get to know the people, and that for me has been, like, the absolute highlight of everything.

[00:06:35] **Krista:** It's so much more fulfilling, and I feel like that's something that we really... I mean, I undersell it, right? I'm the one doing the marketing around summits. I'm the one talking about what they do for you. But, like, no one wants to hear me say that. It's so hard to get that point across, and I feel like that is just such a fun surprise for everyone who hosts a summit.

[00:06:52] Like, oh my gosh, like, there is such a strong community and so much excitement and impact, and this is actually fun to come hang out with these people for five days or however long it is. So I'm, I'm glad that you saw that.

[00:07:05] **Kelly Rossouw:** Yeah, and I think specifically in, like, the Cricut crafting environment, because not only... I mean, in, in a lot of the other, like, summit niches and things like that, you're teaching somebody something, and then they watch the video, they end the video, and they go, "Wow, that was incredible. It's changed my whole life," and then they may never interact with you again.

[00:07:23] But when it comes to crafting, you're watching the video, you're learning something, you're taking that, and you're spending the next six hours making the thing. And then they post a photo, and then they ask you questions, and then they, you know, you actually see the thing that they have created as a direct result of your event.

[00:07:43] I can't tell you how big my folder is of screenshots of people that have made my projects that I've created, and it's like a complete pick-me-up. I go into that folder all the time, and I, like, look, and they leave nice comments and, like, the, the feedback that you get is just, it's so robust. It's just, it's, yeah, it's literally my favorite part.

[00:08:04] **Krista:** Oh my gosh, I love that for you. Thank you for sharing that. I know your, like, numbers, those kinds of results were also really incredible for your first summit. Are you willing to share those?

[00:08:15] **Kelly Rossouw:** Yeah, I mean, we, we literally, I think we had 10,080 people sign up or something. Like, it was, like, literally just over the milestone, and I'm so happy that we got there. But I was completely blown away by the number of... Especially because of the kind of the niche that I chose for my, my summit. So I went specifically into... I mean, obviously it's crafting, so like Cricut crafting, but more in terms of reusing items that you have lying around the house or using offcut materials that you would've otherwise thrown away and turning those into a project, and, like, recycling things and things like that. And that's not everybody's cup of tea, but that was the one thing that I wanted to do, 'cause I'm really stingy with my materials.

[00:08:57] Like, if I don't have, like, the best craft idea for it, it's probably gonna sit there waiting for the best idea. Or I have, like, tons of saved offcut material pieces, and I get to use those, and so, like, I wanted to make sure that I'm portraying me and that, like, not that... Like I said, that's not everybody's cup of tea to, like, have to scrounge around for the tiny little pieces of paper and things.

[00:09:18] So I'm just...

[00:09:19] **Krista:** perfect though,

[00:09:20] **Kelly Rossouw:** with people. Yeah.

[00:09:22] **Krista:** Like there are plenty of summits about like make your Christmas cards and make this XYZ project. Like you position this differently. It's not everyone's cup of tea, but for the people who you are the right fit for, heck yeah. I mean, 10,080 of them said, "Heck yes, this is perfect," and I love that.

[00:09:41] **Kelly Rossouw:** Yeah.

[00:09:41] **Krista:** Really cool. Really well done. And when we're talking about that number, over 10,000 registrations for your first summit, like, that's not common. I will just tell our listeners, it is not common in most niches at least to hit 10K people registered on your first summit. But Kelly, what do you think made that happen for you?

[00:10:00] **Kelly Rossouw:** I mean, I think if I had done my summit two or three years earlier, then absolutely the numbers would've been significantly lower. Obviously I, I probably would've grown my email list a heck of a lot faster, but because I waited so long and I had a much bigger email list and I had taken part in so many events, pretty much I know that this is, like, never the recommended thing to do, but pretty much every single person that was like, "Hey, can you come speak at my event?" I'm like, "Heck yes."

[00:10:29] So I, but I, I think I just love, I love doing them. So because I took part in so many events, I had grown my email list very significantly over, like, the past two years, maybe three years or so when I... I think about two years ago I started focusing on it. So it's like just over 20,000 in two years, which from what I understand, that's quite, quite fast.

[00:10:52] But like, again, it's I think it's also a case of, like, I always try and give people as much as I possibly can for free so they, that signing up for the freebies is worth it. Signing up for my email list is worth it because I'm giving them this and I'm giving them that and I'm giving them this. Like, it's, I'm trying to provide as much value to make it worth their time to be on my email list.

[00:11:15] So by doing that, I grew my email list to such a point where people wanted to be there because they're getting free stuff and they're getting advice and, I mean, occasionally I'd sell some... Actually, I don't even think I sell things very often, which I probably should work on. But by doing that: involvement in all of the events and giving away a whole bunch of freebies and things like that, it really helped to cultivate my email list to the point where it was quite large.

[00:11:44] **Krista:** Yeah. Okay, I have so much to say about all of this. Like your numbers line up, like exactly with what I would expect. You know, if you have about 20K on your email list, we're probably not gonna double your list, but hey, we'll take another 10K in the span of two or three weeks. So that's pretty cool to hear that you said it took you two years to get to 20K, which most of us dream about that. But then you took half of that and added it right back on within the span of a couple weeks, thanks to your summit. So we do still, even though your numbers are much bigger than what most of us get to see, we still

see how fast the growth moves forward when the summit gets added into the mix. So I think that's really cool.

[00:12:21] And for anyone who's like beating yourself up over like, "I'm never gonna hit those numbers," newsflash: I'm not either. But I actually have a training at summitinabox.co/everything about like two types of businesses that are set up really well for summits. And like Kelly, you have what I define as like a viral business model, where you're just in the niche where if you're doing things well, the people are gonna come pretty quickly, and there are so many other people with big audiences, and you all typically seem to be very supportive of each other and not afraid to promote each other, where in some niches there's much more like of the competitive feel and things like that.

[00:12:57] **Kelly Rossouw:** I think that's probably one of the things, another, apart from, like, the community, or I suppose it's kind of an aspect of the community, is the actual speakers. Because like you say, like, I, I know there's a saying that says, "Competition happens at the bottom, collaboration happens at the top." I feel like I haven't come across anybody in the space that hasn't been like, "Heck yes, I wanna help you. I wanna promote your thing. I want to, you know, get involved with what you have to offer. I have a piece of advice for you," anything like that. It's been, it's been truly humbling to be part of a speaker community that is so, like, tight-knit and just, just amazing, nice people. It's, it's so nice.

[00:13:42] **Krista:** That's really cool to hear. I love that. I've worked with lots of different Cricut crafters over the years, and I got to start seeing that start to form. I remember the first time in our student community where one of them was like, "Hey, we should start a, a group just for, you know, the people in the Cricut and card making space and stuff like that."

[00:13:56] And like, oh my gosh, it's like a little family. I love it.

[00:14:00] **Kelly Rossouw:** It's great. It's the best.

[00:14:02] **Krista:** Oh. Okay, I wanna change gears a little bit, because you're based in South Africa, correct?

[00:14:09] **Kelly Rossouw:** Yeah, that's correct.

[00:14:09] **Krista:** And I'm guessing a lot of your audience is international. Does that, or did that, have an impact on how you approached your summit in any decisions you made or structural decisions?

[00:14:24] **Kelly Rossouw:** It didn't really. I think it's maybe because, because I've been in the kind of the US space, 'cause the, I think probably about 60% of my audience is US-based. So over the years, because I've been in all the summits, I'm so used to working with the livestreams in, like, the evenings and meetings in the evenings and things like that, so.

[00:14:43] And I'm a bit of a night owl. Well, I'm kind of like an early bird and a night owl kind of person, sleep when I'm dead kind of thing. so I've, I'm so used to, like, just, you know, waking up early for a meeting or getting something done or staying up late and joining a livestream at 1:00 in the morning.

[00:15:00] It doesn't really bother me. I've, I've, yeah, I, I, I live for the, the interaction, and this kind of thing just completely fuels me. So I'll probably stay awake until, like, 2:00 in the morning just, like, you know, reliving the high of this meeting. But yeah, other than that, nothing's really, like, changed in terms of how I approached it, because I'm so used to just working late. So I suppose changed, yes, in terms of how I lived life before I got into summits, but not, like, hosting my own summit, um, if that makes any sense.

[00:15:29] **Krista:** For sure. And that's cool to hear that. Like, I mean, really your audience is so close to 50/50, and people just have to, like, figure out how to make it work. I don't know, did you incorporate many live sessions in your summit?

[00:15:42] **Kelly Rossouw:** I did. I did, um, two per day 'cause it was Friday, Saturday, and the Sundays. Yeah, so I did two on each days, but they were all in the evening for me.

[00:15:51] **Krista:** Okay

[00:15:53] **Kelly Rossouw:** I think it might have b- I can't remember. It, like, six weeks ago and I can't remember.

[00:15:59] **Krista:** I get that. I get that. But yeah, I feel like that's one of those decisions people stress about a lot. I get that quest- I mean, I think just this week in our Accelerator community, I had a client kind of stressing about that. "Do I need to make sure my sessions are split all across the day so no matter what time zone is in, they can make at least one call?"

[00:16:15] I'm like, "If that feels good to you, sure." For me, I would wanna bang my head on my desk every day seeing calendar invites for the morning, midday, and evening. Like, no. So you kinda have to do what works for you.

[00:16:27] But that's the beauty of summits too, is there's so much asynchronous. The expectation up front is that most of it is prerecorded, watch on your own time, and you can always do replays of live sessions too. Like, you can never do something that works for everyone. So that's cool to hear that what you did was fine.

[00:16:44] **Kelly Rossouw:** Yeah. And I think also because of the fact that obviously the sessions are prerecorded and available for 24 hours, everybody in our space is used to, you know, 24-hour thing, but the live sessions were just chats. So, like, they didn't have to join them. They were more... Like, I mean, yes, there was a lot of information shared that was valuable, but it wasn't like they had to join the chats in order to, like, you know, get the most out of the event.

[00:17:07] So I specifically wanted to focus on put the chat on, listen to it in the background while you're busy making your craft kind of thing. Because there were seven sessions live per day, so I didn't wanna put more sessions on the livestreams, 'cause I think that would've just been a bit too much or too overwhelming for them. It would've been overwhelming for me, so!

[00:17:24] **Krista:** Yeah, absolutely. Oh my gosh, for sure. Okay, so a lot of hosts... I shouldn't say a lot, some hosts will donate a portion of their, like, all-access pass sales to a nonprofit, and you went a different route with that. Are you willing to share a little bit more about what you did?

[00:17:41] **Kelly Rossouw:** Absolutely. They actually just posted a thank you reel for that yesterday. I can show it to you. It was, it was really, really cute.

[00:17:49] So what I did was I hosted a fundraiser for a big cat animal sanctuary that's about two hours away from where I live, because in January this year, so about six months ago, they were hit by devastating wildfires.

[00:18:04] And the wildfires, like, tore through the whole neighboring area and tore through their establishment, and they had, I think, a couple of their cats got, like, severely burnt and, like, their paws got burnt. It's a very heart- a very tear-jerking video that they sent us. There wasn't a dry eye in the house when I played it.

[00:18:22] But now the problem with those kinds of things, apart from the obvious, you know, massively devastating act that happens, is that several months after an event like that, all the initial funding, all the initial talk has, has faded away, and they're now stuck with a couple of months later and, you know, the funds have started drying up, and they can't open because they have to rebuild everything, so they're not getting any income.

[00:18:48] So I wanted to do the fundraiser for them to kind of just help push them over the line until they can reopen again. And I reached out to them, and they're also very... I mean, they, they didn't really know, like, the whole creative crafting space, so I had to, like, introduce them into what I do and how I do it, and how we put assets and things like that together.

[00:19:09] And I said, "What I think will work really well is if I create a bundle of digital products based on your sanctuary." So it was Panthera, the big cat animal sanctuary in Stanford, in the Western Cape in South Africa. And they have these digital paw prints or these paw prints that they take whenever the animals are sedated for, like, vet checkups and things like that. They take non-toxic paint and they put them on their paws, and they take actual casts of the paws, and then they photograph those and they sell those as prints and things like that.

[00:19:44] So they sent those to me, and then I created, like, a whole bundle of stencils and cards and mug designs and everything. So it was, it was such a rewarding process. And then people were able to buy those bundles. There were three different bundles that I created at \$10 each, or you could buy all three for \$25. So you were donating to the charity and you were getting crafting bundles, like I created them just for this event, and they're not available anywhere else. Like, they were unique, they were time limited, and yeah, we raised just over \$6,000 for them.

[00:20:22] **Krista:** Oh my gosh.

[00:20:23] **Kelly Rossouw:** It was

[00:20:24] **Krista:** so fun. You got to be crafty, you got to make a difference, you got to call your people into it. What a great cause. I love that. That's super creative too, on like multiple levels.

[00:20:37] **Kelly Rossouw:** It was so fun. I mean, I think I, I stayed up until like 11:00, 12:00, 1:00 in the morning on some days, like putting everything together, cutting everything. 'Cause obviously I've gotta design it and cut it and

make it and everything, and I did it like four or five days before the launch of the event. So

[00:20:52] **Krista:** Oh my gosh. I feel like I'm learning a lot about you and your sleep habits on this call.

[00:20:57] **Kelly Rossouw:** What, what sleep? What sleep? I don't know what you're talking

[00:21:00] **Krista:** There are none.

[00:21:03] **Kelly Rossouw:** Yeah

[00:21:04] **Krista:** That's really cool though, and I hope for anyone listening, like that kind of gave... Like gets the wheels turning for different ways you could incorporate some way to give back in your summit, whether it is like just the simple route of donating a portion of your all-access pass profits or getting a little creative like Kelly did and doing something else.

[00:21:20] A summit is such a great platform to pull together people from your community and be able to do something really great together. So it's not like a must-have, but it's definitely a next level feelgood thing to add to your event and adds just a whole new layer of impact to it.

[00:21:35] **Kelly Rossouw:** Yeah. And I, and I, I specifically wanted to do the bundle because, like, occasionally there are people that maybe they don't have the funds to buy the VIP pass at, you know, whatever price point it was. So the bundle offered a way for them to not necessarily get involved with the event, 'cause I didn't take any portion of the proceeds at all.

[00:21:53] Like, everything that they spent as after, you know, the banks and then they take their cut, went straight to Panthera. So, like, you're not helping fund me, you're helping fund them directly 100%. Um, but if you wanted to just grab the stencils, that was only 10 bucks. You didn't have to worry about, like, buying the VIP pass and then contributing to them. And I also felt that it was a way that they could get involved and actually feel connected to the fundraiser and the charity themselves.

[00:22:23] **Krista:** Mm-hmm.

[00:22:24] **Kelly Rossouw:** it was just such a nice way to have them partner with me and me partner with, you know, our attendees. And I still get occasional

photos of people where they post in the group of the different cards that they made or the mugs that they've made.

[00:22:41] So, like, they've really, like, taken it on board, and it's just... It was so nice. It was also-- I also did a pay what you want model with a minimum fee. So it was a minimum of \$25 for all three of the bundles, but the number of people that paid \$100, \$75, \$50, anything above \$25, you know, it just allows them to donate a little bit extra to the cause, which I also thought was quite a, a clever way of setting it up.

[00:23:05] I'm glad I saw that. I think it was one of, like, the last minute things that I saw as I was about to save the page. Like, "Do you want a, a set price or a pay as you..." I was like, "Ooh, that's, that, that might help." So I think that also brought in a little bit extra for them, which was great.

[00:23:19] **Krista:** That's really cool. I love that you did that. Thank you for sharing that. I love all the little unique things we're getting to dive into with your event.

[00:23:25] Okay, one of my last questions, this is always a scary one for me to ask 'cause I never know where someone's gonna go with it, but if you could go back and change one thing about your summit, what would it be?

[00:23:36] **Kelly Rossouw:** Ironically, I don't think it would be anything relating to my summit, but I think changing this one thing would've had a big impact on my summit and how I ran it, and that was to say no to more things outside of my summit. I was so overwhelmed, so overworked, and I had said yes to so many things, potentially even months before, and, like, the timing just all miraculously it landed up, like, almost at exactly the same time for everything.

[00:24:08] So I'm very excited for my next one 'cause there's lots of things I wanna do. But, but for the first one I wouldn't change anything because Not only was it mostly my husband's baby, he got to, like, build everything, and I definitely would not have done it without him.

[00:24:25] So because I had a few of the elements set up, like the pages and just the understanding of how the sequences worked and the email chains and all of those kinds of, like, small things, because I had done that, I was a lot better equipped to set up this one. That's, I think, the one, one place where I really sold myself short this year with my event.

[00:24:47] And yeah, like I said, I loved the way that everything rolled out because it was still successful. We had no problems throughout the event. There were no crashes. Nothing went wrong. I mean, there were a few, like, teeny-tiny things that we needed to change, but it was mostly, like, human error. And like I said to a couple of people, like, you could fix them before the kettle finished boiling kind of thing. Like, that's how simple and easy

[00:25:13] **Krista:** Yeah

[00:25:13] **Kelly Rossouw:** they were to fix. So everything went off really well, and I'm, I'm just, I'm so thrilled with the infrastructure that you gave us to be able to just look like superheroes. So it was great.

[00:25:25] **Krista:** That's the goal. I love it. Oh my gosh. And how precious that your husband got to quit his job and join you. I did not know that, and I'm sitting here trying not to cry, not doing a great job of it. Oh, I love that. Okay. No, that is such a great, great response, and I hope that everyone takes that to heart.

[00:25:43] Yeah, give yourself a little space around your summit so you can enjoy the process, and so you can, like, have cool ideas and take action on them and all of that stuff without hating yourself and me and whatever else.

[00:25:57] Okay, my last question for you is, what is the biggest piece of advice you would give someone who's thinking about hosting their first summit?

[00:26:04] **Kelly Rossouw:** So I mean, this is pretty much directly related to what I would've done differently was, you know, start sooner than you think that you need to and try and fiercely protect the time that you have around your summit. So protect your time. Start sooner than you think that you need to, because you're gonna burn yourself out. Like...

[00:26:25] **Krista:** oh no

[00:26:26] **Kelly Rossouw:** it's not good. Like, you need to be able to... I think, Krista, you also mentioned it in quite a few of the, the classes and things like that, you need to make sure that you're protecting yourself as a human as well. Like, go to gym or just go walk down the stairs and go do a few stretches or just do something to make sure that you're looking after your b- drink some more water.

[00:26:49] **Krista:** Yes.

[00:26:50] **Kelly Rossouw:** You know? Um, and, and those kinds of, you know, protecting things in order to make sure that you can be as as you can at the goalpost. Like, I made it to the goalpost, but I was, like, kicking and screaming and clawing towards the end, um, of the first one. And would I have changed a thing? No, because it was probably the best month of my entire life. Um, so yeah, that's just

[00:27:17] **Krista:** learned, that's

[00:27:18] **Kelly Rossouw:** lessons learned. You know, you, you're, you're not gonna get there without the hard work. It's a lot of hard work, and we've already started loosely planning next year's event because now we know, okay, cool, maybe I should do this a couple weeks ahead of what I thought it was because, I mean, also sometimes speakers are, like, super late, and I know that you build in buffer time for their presentations and things like that, but I mean, I'm sometimes late with my own, with my own presentations for other summits, and I know, like, life happens. Something, you get sick or whatever. So having that extra buffer time to have, you know, you know that you front-loaded a lot of the work is just so important.

[00:28:03] And now it's paying off for the next event because now I know, okay, cool, I'm adding on an extra week or two just in case something happens. Maybe I burn myself out a little bit, and I can take a little bit more of a break a little bit later, and I don't have to worry about everything falling apart. Nothing will fall apart, which is, which is great, you know, if you just stick to the system and follow the system and follow the dates And yeah, I'm, I'm excited for the next one 'cause it's gonna be, it's gonna be very much the same, but I'm gonna be in a much better position, which means that I can serve my attendees even better.

[00:28:39] 'Cause if I'm burnt out, if I'm stressed, if I'm everything last minute, that impacts the attendees. And if it impacts the attendees, they're not gonna wanna come to the next one. So I always try and think of how the attendees are gonna experience the event. What is the impact gonna be on them if I do that, if I don't do that? How is it gonna impact them?

[00:28:59] Because at the end of the day, I don't have a job without them. I don't have a reason for creating my content without them. So if I'm not considering them, and if I'm not giving myself enough time to do the things, then I can't serve them to the best of my ability. So that's kind of... that was a very long answer.

[00:29:19] **Krista:** Nah, it's gold though. It was gold. And like, yeah, it's so important to take that to heart. And like, listeners, if you have not hosted your summit yet, listening to that advice is just gonna save you so much energy and saying, "I wish I would've done that differently," just like Kelly's doing. Like, that is gold. It's gold.

[00:29:41] So thank you so much for sharing that. I totally agree with everything you said. And thank you just for your openness and all the goodness you shared in this episode. Like, I'm excited for your next summit and to see what you can do when you're able to put some, like, even more of you into your event. Like, it's gonna be so good.

[00:29:57] So thank you so much for being here and sharing. Where can everyone go to follow along and learn more about you and what you do?

[00:30:05] **Kelly Rossouw:** You're welcome, first of all. It's been a, it's been a lot of fun. And I'm predominantly on, like, YouTube and Facebook and Instagram. So I'm just Kelly Rousow everywhere.

[00:30:15] **Krista:** It's awesome. But yeah, and It is you. Yeah, it is you. Um, I will link to all of those things in the show notes, so everyone go ahead and connect with Kelly. And thank you all so much for tuning in.

[00:30:38] And for show notes and resources, like I said, just head to the link in the episode description wherever you're listening. That'll bring you to our website where you can find all of Kelly's links.

[00:30:46] And for now, go out and take action to plan, strategize, and launch your high-converting virtual summit.