

4 Keys to Filling Your Funnel with Leads & Launching with a Virtual Summit - Krista Miller

[00:00:00] Hello, hello! Thank you so much for being here. Welcome to the training on The four keys to filling your funnel with leads and launching with a virtual summit. This is gonna be so fun and action packed. So let's dive right in! In case you have not met me, hello, I am Krista. I run a company called Summit in a box.

Uh, don't worry. You're not gonna have to sit through a 15 minute long or really dramatic story, but I do wanna just use this one slide to share the quick version of why I'm so passionate about this topic. And I actually started out hating virtual summits when I started my business because of how slimy they were.

And I really distinctly remember complaining to people in a mastermind I was in back in 2016. One of the members guessed that they were gonna, like that summits were gonna become a big deal. My views of them obviously changed. Um, and I came up with my own slime free system in 2017. And since then I've posted summits ranging from small 500 attendee events to larger 6,500 attendee events, uh, with up to 121,000 in summit revenue from one single event.[00:01:00]

And I have honestly learned so much from both the successes and the failures and every single event I host is a chance for me to learn more and pass along to you. Um, but everything I've learned so far up until now has led to my signature summit hosting framework. And once I had that baseline framework down after the first few events, I experimented with launching a course through a summit in 2020 and hit my biggest launch ever at the time.

And that success led me to walking through our, that like that same process with clients to see if it translated to them. It's like, is this just a one time thing, what's going on here? Uh, and we brought in more, just record breaking results and I've created our signature summit to course launch system to teach you how to do the same. A very common problem, which I'm certain you're familiar with,

if you're here, is having a great offer but needing more people to sell that offer too. And it's funny that we go through so much work to create this incredible thing and get it launched. And only then do we realize the hard part is actually

[00:02:00] getting it in front of enough eyes to continue making the sales that we need.

At least that's been my experience. I feel like that surprises me like every single time somehow. Um, and it is super common. So know that you're not alone if that's what you're experiencing. And before we get to the four keys, I wanna kind of set the stage a little bit, just to help you become aware of what you might be doing right now versus where we want to get you with a summit.

So we're gonna touch on that really quick. Right now. You're probably struggling to generate enough leads for your course. And no, when I say course here, anytime throughout. This could apply to memberships, group programs, services, um, whatever it is. I just kind of try to keep it short. So if you have like a signature offer, you're selling digital product, service, something online.

Just know that I'm talking to you here. Right now, you're spending too much time on bringing those leads, um, and getting too little return because of it. The strategies you're using are just like slow growth strategies and they're not cutting it. And I know how frustrating this is. Like your calendar is full of things that, you know, you should be doing. [00:03:00]

But they're not making a difference. Um, just not cutting it. And right now you're seeing diminishing returns on whatever your current strategies are. Like for me, that has been Facebook ads and you need something new and more effective. And, and maybe for you, it's email sequences, webinars, challenges, and those things are great.

I do 'em myself, but sometimes you just need to kick it up a notch. And that is because you wanna sell more of your offer without constantly piling on more and more strategies in order to scale. So you've tried all kinds of things, content marketing, social media, uh, opt-ins webinars, challenges, podcast, all the things, but nothing is generating the leads you need to hit your launch goals.

Plus once you get those leads, you're still not done after that. You're still running challenges and webinars, video series, email launches to convert those people. And you get sales each time, which is great. Um, but you're ready for bigger and better and more momentum filled launches, which is where a summit comes in.

So if you would like to combine the results that all of those strategies [00:04:00] bring, uh, and do it all at once, a summit is what you're looking for and you are in the right place here. So in this presentation, you're gonna learn at the four keys to filling your funnel with leads and launching with a summit.

Within that we'll touch on how to have summit attendees begging you to just open the cart already, whether that's for, uh, like a digital product or a service. And we will talk about the number one thing that will make or break your summit results. And the biggest mistake hosts make that can lead to zero sales.

Uh, I have a worksheet that goes along with that, this presentation, you can grab that. I also have a freebie, um, that I'll tell you about a little bit more at the end. It's a quickstart guide that will let you just refer back to these strategies and more as you go. So you'll be able to grab that at the end. So now that you have some context to work with and see why this is really so powerful and can really replace a whole bunch of things, you're hustling so hard for, let's dive into these four keys.

So the first key, uh, to filling your funnel with leads and launching with a summit is of course a summit, right? You can't host a summit without a summit. Um, the high [00:05:00] converting summit you'll host is what kicks off this whole process. And it's what will draw those leads into your funnel. The summit will fill your funnel.

Okay. So in general, this is a three to five day engaging online event with the group of speakers sharing presentations based around a specific topic that your audience needs help with. Why is this so important? Why does it work? So, like I said, you can't hustle summit without a summit. So it's kind of like, we need this here, but the summit connects you with speakers who then become affiliates and help drive traffic to your event.

And because of that, the size of your audience right now does not matter because your speakers are bringing the audience. And from there, you'll nurture that audience throughout your summit with engagement based strategies, which like establish the know like trust factor way faster than the lead generation strategies you're probably using right now.

And at the same time. Along with doing all of that. You're also building desire for your offer while creating a transformation for your attendees that they're just [00:06:00] excited to continue once the event is over. And I don't know if you really noticed on that last slide, but your summit is a full funnel, from lead generation

to launch built into one event and condensed into a small and very high impact timeframe. So you're connecting with speakers who drive a cold audience, getting them on your list, building trust by getting them engaged, helping them make progress through a summit. Introducing them to your offer. Getting the

first purchase outta the way with your all access pass and then making your offer.

All at once, all in one strategy. Uh, and of course that is if it converts because that part's not a guarantee. So what is the biggest mistake that might make a summit not convert? And really the biggest mistake people make is assuming you can reverse engineer someone else's summit and see the results you want.

So it would be like you being at this summit and being like, I can do that, and thinking you understand everything that goes into it. First of all, know that not all summits are set up to be profitable or lead into a successful launch. Okay. In fact, most of them aren't, uh, and I'm gonna take you through an [00:07:00] example here.

So this is what industry standard summit conversion rates look like. That means if you were to go to like the average summit out there. Uh, and try to copy that, this is kind of what that host might be seeing for conversion rates, if they're just kind of standard following standard strategies. So typically the registration page converts at about 20 to 30%, so only 30% of people who even see your page might sign up.

From there maybe three to 5% of those people might choose to upgrade to your all access pass. And most people totally miss the opportunity to launch their course or service or whatever it is on the back end, or they don't do it well because no one else is teaching it like we do. So assuming that 4,000 people

saw your Summit's registration page. These are the results you'd see, based on that taking percentages kind of in the middle of those ranges and a \$100 average all access pass sale price, just for easy math. So you would end up with 1000 registrations, which is great, right. And \$4,000 in sales. So you're not gonna hear me complain about those 1000 leads.

I will take that, [00:08:00] but I'm not willing to put in months of work for \$4,000 in sales. Uh, and I'll be the first to tell you, it's straight up not worth it to run a summit the way they're typically done, but let's compare this to what standard conversion rates look like using our framework. And one of the next pieces we're gonna focus on in this presentation.

So here's what our client conversion rates typically look like. We tend to see between 50 to 65% of people who view the summit registration page, sign up for the event. We've had clients get even higher than that, but I always try to

show like reasonable numbers. From there, we see an average of 12 to 15% of attendees upgrade to the all access pass.

We see as low as 10% we see as high as 25, but 12 to 15 is most common. And then from there, the conversion rate for the launch of your offer afterwards will generally stay in line with past conversion rates you've seen. So a summit isn't magically gonna make a sales page or webinar that doesn't convert work or something that does convert, convert higher.

Um, but it will warm up thousands of leads really quickly and get them excited to jump in, which is why we tend to talk to those [00:09:00] of you already have a proven offer, but even if you don't, maybe you don't focus on launching this first time and you focus on using it to build your audience so you can, you know, figure out what they need and launch a beta offer to launch through a summit next time.

But the safest bet for your launch conversion, right, is to compare it to your past numbers. So just like we did with those industry standard conversion rates, let's assume we got 4,000 visitors to your registration page. Uh, and again, going with conversion rates in the middle or lower end of these ranges, that would bring us to 2,400 people registered for your event.

From there you'd end up with 29,000 just under that, uh, in all access pass sales and assuming a lower price, like \$200 course with a conservative 2% conversion rate, you'd add almost an additional \$10,000 through a launch. I know some of you might be selling, you know, lower price services or membership,

some of you might be selling much more expensive items. Um, but. All of that comes in line and ties in here. And, and that last line just looks different based on what your offer is. Right. But my point here is this comparison. Seeing these numbers side by [00:10:00] side is so eye-opening for me every time and fires me up every time. The way summits

are typically run are not worth it to do. It is so important to host a high converting summit the right way. If you were to host a summit that drives 4,000 page views, um, by the way, if you had 20 speakers, that comes down to about 200 page views per speaker. So it can be super doable. You can add a thousand leads to your list with the way summits are typically done or over two times that

with a proven framework. You could add 4,000 in revenue with a typical summit model or over 38,000 with a proven framework. It is really so powerful.

Uh, you know, we have a lot more, um, examples of these in other trainings we offer. But I hope that these numbers right here are just helping you start to see a little bit about why the high converting summit is our first piece here, and you might be wondering, okay, well, what makes a summit high have high conversion rates?

There are a lot of things that go into it, but the very most important thing is the way you position your summit. And this includes both positioning that attracts the right audience [00:11:00] to the event and aligns with the offer that you want to launch afterwards. This will make sure that we're not only filling your funnel with leads, but filling your funnel with the right leads.

Right. That part is kind of important. So what goes into the positioning? First, you have the specific group of people your summit is for, and who this is not for. So important. I'll walk through the big mistake we see here in a second. But then you have the tangible outcome your summit will create for those people.

We want something tangible. We wanna give them a reason to sign up. And third, it includes the messaging you use to communicate both of those first two pieces to your audience. So when your positioning is spot on, your summit attracts the right people and makes them actually want to sign up. So you see your number of registrations just skyrocket because of that, it leads speakers to actually be excited to participate in your event.

Uh, and if you think about the past few pitches you might have received. So much of our decision goes into if what we're being pitched is positioned like to benefit our businesses, if we understand it, if we care about it if it's for an audience we want to be [00:12:00] in front of. The right positioning also makes writing copy for your summit so much easier and more effective.

And what the amount of copy you write for a summit like this is a must. Uh, and then it also builds desire for your signature offer, whether that's a course, membership, service, whatever it is. It's building awareness and desire for that while helping attendees make progress through your summit so they're primed and ready for that next step with you.

So the big mistake we see all the time with positioning is just having it be vague or meaningless. And you might think, oh no, I wouldn't do that. My business is positioned just fine, but almost every summit host we've ever worked with has needed help on this piece. I've seen some of the biggest business owners out there get this wrong

and then go on to say that summits don't work because of it, when really it's because they didn't get this core piece right. So what does right positioning look like? And this is hard because I never wanna use. It's like actual summit example and make them feel like we're picking on them. But here are just a few examples

I came up with that I'm [00:13:00] sure have been done many, many times. Um, so vague positioning looks like a summit to help online business owners grow their business or even creative business owners grow their business. That's not a niche, uh, summit to help entrepreneurs make more money. A summit to help burnt out moms be happier, a summit to help intuitive women find inner peace. Positioning

like this is what will lead you to see those industry standard 20 to 30% conversion rates we were talking about earlier. So on the flip side, what are some examples of positioning that works? And these are all client examples, uh, where honestly, just based on the results we really nailed this. First up a summit to help crochet business owners increase profit while nurturing their love for crochet, a summit to help small churches reignite their children's ministry, a summit to help moms of toddlers learn techniques to regain control of their home without yelling, a summit to help card makers find inspiration for and make their holiday cards.

Do you see that difference? How much more powerful and exciting. Then that last slide, the first difference is that audience and these like, aren't all [00:14:00] direct translations from left to right. It's just comparing those examples. Um, but like online business owners versus crochet business owners, entrepreneurs versus small churches, burnt out moms versus moms of toddlers, intuitive women versus card makers, again, not direct translations.

Um, but someone will identify with all of those options on the right side, really strongly, but the ones on the left are just like vague and don't mean a whole lot to most. And here's a similar comparison for the topics, a summit to make money versus reigniting a children's ministry, being happier versus regaining control of your home without yelling, finding inner peace versus making holiday cards, growing a business

versus increased profit while nurturing a love of crochet. All of those examples on the right are, again, these are ones we worked super closely with our clients on, but that work spoke for itself with the results they all saw and continue to see. So I want you to start brainstorming your sound positioning today, and I

have all of this laid out in your workbook for you. [00:15:00] First consider who is the audience for your business

Okay, brainstorm that first. Who are you targeting for your business then? What subsets or smaller groups can you break that down into to give the simplest example? If my larger audience is someone with a signature offer, I could break that down into people with a signature course membership, uh, people running a signature or high ticket group program, people running a signature VIP day service.

Um, although I say that even those are pretty broad and unclear, just giving you some examples. So after you do that, after you figure out what your potential subsets could look like, look at which one of those are you most drawn to, or which group have you worked with most closely or got the best results for in the past or what

one just feels fun to you? That group is probably a good group for your summit audience. Okay, then we're not quite done yet. Then I want you to consider what that specific group of people needs help with that doesn't like apply to [00:16:00] everyone on the internet. What's specific to this group of people that you can help them with.

So going back to my example, I also did a summit before to help course creators reach their biggest launch yet with a summit. My cohost went on to host that same summit to help membership site owners add their next 50 to two, 100 members with the summit. So we're getting really specific for that audience we identified.

Okay. I want you to do the same thing based on what they need help with. How can you make that even more specific and actionable? So for the examples I just gave, I could have said helping course creators and membership site owners, like make more money. But we made it even more specific and actionable helping membership site owners add their next 50 to 100 members.

How can you do that for your audience? And then how can you position it to build desire for your offer without replacing or distracting from it? And when you put all of those pieces together, that is your summit topic. And don't worry if you have to think about that. That is common. I want you to like, spend some time here and brainstorm these things, [00:17:00] but this piece is both the most important and the hardest to get.

Right. Okay. But it is so worth the effort and thought and time that you put into it, because even if absolutely everything else for the summit is done right, the positioning can be what causes this difference. You see on this slide, it can be this, the difference in your conversion rates and results and how easy it is for speakers to say yes, and how interested attendees are and what you do after the offer, and even getting them to sign up in the first place.

So let me know what audience do you want to host the summit for? If we don't have a chat or like the chat time expired, feel free to let me know in the community for the summit or feel free to reach out on Instagram at Summit in a box. I know this part is gonna feel like a big step and it is, but it's vital to helping you see the higher conversion rates I showed you, which is why it, which is why it's our second key to a summit that will, you know, fill your funnel with leads and lead to an awesome launch.

The third key is your summit speakers. And these are speakers who will both bring an audience and build an audience from participating. [00:18:00] Everyone always wants to know how many speakers you have to have for your summit. There is no set rule, okay. A summit using our strategies can really have anywhere between 10 to 30.

I would say the most common ranges between 15 to 25. The key is that they need to be really strategically selected to bring and build that audience we just worked really hard to identify and they'll come to deliver value packed presentations during your event, the presentations I do can be live or pre-recorded, I suggest pre-recorded, especially for first time hosts.

Uh, they can be slide presentations, they can be interviews. I tend to lean towards slides, cuz they're just generally a little more interesting to watch than a ton of interviews. And about 20 minutes long is typically the sweet spot to keep your attendees from getting bored and just kind of checking out. The big mistake here is inviting the wrong people to speak.

And this tends to show up in the form of inviting the first people who come to mind and just generally prioritizing the wrong things in your speaker search, which leads to speakers who don't promote or promote without success. So for example, uh, pitching the big influencer you have in mind, your business, besties, the [00:19:00] person you see speaking at every single summit, it's not actually gonna do much for your event because those people probably won't promote or don't have the right audience to promote to.

Okay. So we actually have like eight steps to take, to brainstorm speakers and seven key pieces of criteria to look at, to decide if they're a good fit. But the first thing, and the main thing I want you to look at, uh, is that audience match. You want the speakers, you pitch to have the exact same audience that you're targeting through your summit.

And otherwise they're not gonna be excited to be a part of the event, cuz there's not anything in it for them really. They won't be likely to promote. And if they do promote, they won't see results because they're promoting to the wrong people. Right. So when I host my summits for branding web designers, I'm looking for speakers who market themselves to brand web designers and have proven offers for those people.

Why does this matter so much? I kind of went over it already, but without an audience match your speakers aren't gonna be excited to be part of your summit. If they do agree, they'll do the bare minimum in order to get a little visibility, but their heart won't be in it. And that people you pitch are just way more likely to say no, [00:20:00] it doesn't make sense to spend time on something

that's not gonna bring them the right audience. If they do agree to speak, they're way less likely to promote meaning those 4,000 registration page views we showed in the examples are far more difficult to get. And even if they do promote, they won't see or bring you great results because they're not promoting to the right people.

So when I figured this out and keyed it keyed in on it in an already successful summit, my revenue tripled from one year to the next. These are actual numbers from a summit I've run several times, figuring out the importance of the audience match, was the only difference between that 22 K summit and that 60 K summit, that was literally the difference.

And I was able to continue leveraging that moving forward. So that's why speakers are our third key here. Side note, that little dip with the three K summit you see, I tried to change up my positioning at the second key we talked about today and that's where I learned just how important positioning really is.

And that's why I'm always hounding on summit host to spend time figuring out the perfect positioning. And [00:21:00] finally, key number four, to filling your funnel with leads and launching with the summit is awareness. And that is awareness for your offer that you're building in throughout your summit without being pitchy and gross about it.

So little quiz here, which launch is gonna have better results? Summit A, which is a total pitch fest where attendees can't do a single thing without running into a heavy course pitch. And this is the way summits were done back when I hated summits. So spoiler alert, probably not that one. Is it summit B where there's no mention of the course and attendees don't even know it exists until suddenly the cart is open and they're being invited to join or summit C where attendees have slowly become aware of the course or service, whatever it is,

and the fact that well, that it will be available. As summit has gone on, but they aren't being pitched until they're ready for it. Obviously I'm setting you up here. The answer is C, right. We wanna be building that awareness without being gross and pitchy about it. All right. So the big mistakes here that you wanna avoid are even either turning your summit into a pitch fest or blind setting attendees and speakers with a pitch they weren't [00:22:00] expecting, neither one goes over well, and there's definitely a fine line here.

Um, but that's why strategically building awareness in a way that feels good to you, your attendees and your speakers is so, so important. We want your summit attendees begging you to open the cart and take their money, which yes, I have seen several times both in my own events and in client events, uh, and we have like an all kinds of training that goes over this, but I want you to just start brainstorming it right now.

Okay. How could you start building awareness for your offer during an event that feels good to your people, lets them know it's there, kind of peaks their interests a little bit, but you're not like constantly pitching them throughout the whole summit. All right. So I know like all of these are a lot to think about.

We all know they're barely scratching the surface of what goes into a summit. I can only teach so much in like 20, 25 minutes here. Um, but these are the first things I want you to consider. When you look at what it could look like for you to have a really successful launch and bring in a ton of leads through a summit.

Um, and these are the things I want you to focus on to get started. So today you [00:23:00] learned how to position your event to attract attendees, speakers and set you up for a successful launch. You learned why not just any speaker should be as part of your speaker lineup, both for your sake and for theirs. Uh, you saw the importance of strategically building awareness of your offer throughout your summit.

So I hope this was helpful. I hope it has your wheels turning, and like you can just take each piece individually and brainstorm what it could look like for you.

And to take it further, I'd love for you to grab our Skyrocket your signature offers sales with a virtual summit quickstart guide. Um, there's some more summit math in there,

kind of like the, uh, examples we were comparing in this presentation. And I'm looking at specifically in this guide, the process of generating 3000 leads and a hundred thousand in revenue with and without a summit. And then I give an overview of seven key pieces. So just a few, we didn't have time to get into all of them today to skyrocket your launch with a summit.

And you can grab that at summit in a box dot co slash skyrocket. Thank you so much for being here. Please feel free to reach out with questions, uh, but for now [00:24:00] go do some brainstorming about how transformational summit could be for your business.