

## **Episode 023: No Money? No Experience? No Problem With A Virtual Summit!**

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Dr. Mark T. Wade: Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host here on the Virtual Summit Podcast. And I am really excited about today's episode because I have somebody super special on today who's going to be giving us some amazing summit gyms. Before we get started with anything, I just want to say, you know, Elissa, thanks so much for taking the time to be here with us.

Elissa Arnheim: Thank you so much Mark, for having me on your show. This is, this is a great honor and it's always really fun to hang out with you.

Dr. Mark: You know, we do have a lot of fun. Me and Elissa go, go back into the, uh, we met at a conference many years ago called Mindshare, which is, you know, hosts a lot of amazing summit hosts and Elissa being one of them has done an incredible job. One I am super excited to get into and it's going to be a very interesting and relevant for all of you, but especially for those of you who are listening right now thinking, I have no clue what I'm about to do.

Dr. Mark: Can I do this? Should I do this? I cannot wait for you to tell them your story. Now, before we do that, Elissa, I want you to go ahead and tell our audience a little bit more about yourself and something special just so they know a little bit more about you.

Elissa: Sure. Well in my business, I give moms empowered clarity by solving the tantrums, the tummy troubles, the picky eating so that they can just have a really good time with their kid and not have to worry about health. And I guess something awesome about me is that I have a six year old boy who I think is the coolest thing ever.

Dr. Mark: That is super cool and you've done a lot even having the six year old boy especially around that actually you've you, you've created quite a few uh, quite an amazing program for parents to help their kids, which I'm really excited to talk about as well. Obviously that's what took you down the road of having your summit, the health gut happy child summit, which we're going to get more into as well. But before we even dive into the, into the weeds there, can you let the listeners know where they can find you on social in case they want to reach out and follow you?

Elissa: Yeah, absolutely. HealthyGutHappyChild on Instagram and you can find me on Facebook. I have the Healthy Gut Happy Child Summit group, which is a private secret group that I will let you in answer the questions and it's, we've got a lot of awesome conversation in there, a ton of support and I'm also on Facebook in the public and uh, I have a website CoachElissa.com a lot of information there.

Dr. Mark: Perfect. So everybody should go over there and check Elissa out. Okay. Additionally you can find all the links to everything she just said and everything else we're going to be talking about over in the show notes at [podcast.virtualsummits.com](http://podcast.virtualsummits.com)

Dr. Mark: And additionally we're going to make sure that all the resources, all the gems that are, that we talk about are going to be over there waiting for you. So you can check that out over there. Just search for Elissa Arnheim over at [podcast.virtualsummits.com](https://podcast.virtualsummits.com). So I want to jump into it. I want, we've got some amazing insights to talk about because of your perspective of when you, you started your first summit and I want you to talk about that experience. Let's actually take me through your initial experience, how this actually happened, because your experience is one, I think that most summit hosts can relate to.

Elissa: All right. So I was, you know, I was starting my business, I had gone to health coaching training and uh, we'd been through a big medical thing in my family and so I was kind of restarting and, uh, I was watching some meds and I saw this woman who was offering free sessions, free fat loss sessions. And I was like, Oh yeah, I want to know a little more about cortisol belly fat. And so I did went to her free sessions and in our conversation she asked me, Hey, are you interested in, in leading a summit? And I was like, uh, yeah, like I didn't, I barely, I had seen one summit and I was like, yes. Like just decided I was going to go for it. And she was like, well, okay. I coach summits. I teach women how to run their own summit so they can build their businesses.

Elissa: And uh, I signed the contract. I was totally in and I had no money. I had not been working. And I knew my husband would say no, he would not be supportive of this endeavor at all. And so I didn't tell him and we were totally over that. But at the time there was a lot going on and they didn't tell him. And then I called the coach back and I was like, Hey, I'm all signed up and everything but I have no money and I can't pay you. What am I going to do? And she said, Oh, just run a six week program. And she gave me a little coaching and off I went. Like I had never run a program online. I had never marketed anything and I ran a six week program that started three weeks later in order to pay this woman. And uh, and then a few months later I was running this summit and it was so amazing. It was like I was waking up every morning at five, like so driven to make this a success. And of course, you know, I'm getting up super early because like, as soon as everyone else gets up, it's mayhem. Dog, kid everybody. So, wow, I'm glad I did it, but it was pretty scary at the beginning.

Dr. Mark: I mean this is such an incredible story, which is why I think it's so important for our summit hosts listening in right now to hear this is, I mean, and I'm just going to recap it in my own words here. So you saw that there was a summit, you, you didn't even really fully understand or know what a sun was or what it was going to take. So you almost had a little bit of that, you know, they say like, uh, ignorance is bliss. Like you didn't know how difficult or challenging it was going to be going into it, but you knew they were impactful and valuable. They could help you, your business. And then of course the people you serve. So you decided to jump into it and you overcame adversity in the fact that you know you are just getting started online, business and business.

Dr. Mark: And like many of our summit hosts listening right now, resources and finances, you know, that's a challenge. That's a real truth. The real difficulty. But you didn't let it hold you back. You said, I'm gonna do this. You moved forward with it. You found a way you were resourceful, which I think is a key characteristic in entrepreneurship. You are resourceful. Found a way to make it happen. You move forward. And you know you had to do a little white lie with your husband, but you guys patch that everything's good and

great to go. But now what I want to get into is what happened after you ran the summit. So what were the results? If we can get into some of the specifics of that, like what were some of the results of your summit?

Elissa: Yeah, well the summit was awesome. Not only was it super fun and like connected me with all of these people that cared about the same stuff that I cared about. I generated over 4,000 people on my list. I went from not having a list, like being pretty, I didn't know anything about technology like I didn't, I wasn't even on Facebook at all and suddenly I had a Facebook group and I had 4,000 piece of people on my email list and so then I just started emailing them and just kind of sharing what I cared about. Sharing these important pieces of how you heal your child's gut, why it's been important in my life, what has opened up and how they can have it too. It was definitely an exploration of how to be, how to be vulnerable, honestly, because there was a lot that I wasn't sharing at first.

Elissa: I was, I was kind of afraid of upsetting people or alienating people or I'm just revealing too much. Right. But the more comfortable I got in, in the position that I was suddenly in, the more I could share, the more comfortable I was sharing the stuff that actually really mattered and connecting with people. And so then I would start saying, hit reply, you know, if this matters to you, that reply. Then I started talking to a lot of people. I didn't even know what I was going to sell, you know, like I'm supposed to be generating a business and, and I got to, but I was so focused on the summit that when I got to the other side of the summit, I was like, Oh gosh, now what do I do? Like I gotta do something with this. Like, like I like I, I barely covered my costs, so I'm kind of still in the same place.

Elissa: And so then I put together another six week program because I had done that, like to see even start this whole process. And I thought, okay, well that's what I know how to do. So I did that and then I did another, yeah. And it kind of went from there. And, uh, you know, when we were chatting earlier and uh, I was considering different things that you're going to talk about. I was thinking about the what would, what do I wish I had known earlier and that was definitely, Oh like you're gonna need something to, to sell to the people that want to learn from you. Like be ready for that, be ready for the, to have those conversations in a way that really communicates how urgent it is that they do follow that inkling they've had that's gotten them to connect with me because it is really important. And that was something that I was really hesitant about. Like I just really didn't have a lot of confidence stepping out from the summit. The summit was great. Like once I did that, I wanted to do that over and over again. But really I needed to develop this other part of my business where I actually could share what, what was going to really change people's lives. That's taken me a couple of years. Okay.

Dr. Mark: Well I mean creating a business is not easy no matter what. So a couple of years in is a, is a pretty stellar, stellar way to make it happen, especially when you can jumpstart. And I've got some questions actually on that. I want to know what was the challenge that you found going from like not having a business to all of a sudden you now have, you know, 4,000 people looking to you for advice and information. You're, you're going, I don't have anything to sell. I need to create something to sell. I now have 4,000 people asking me, well, what are some of the challenges that you've felt other than financially?

Like some of the specifics that our summit hosts may be going through, uh, on the other side of their summit?

Elissa: Yeah, I really felt a lot of a, of pressure to do something big. Like it felt like a hit just like blasted in on the scene. And then I had to keep going with that kind of momentum and there was no structure. Like there's a structure for building a summit and then it's like, it's like you're running, running, running up the ramp and you like blast off and then you're out there in space. Oh, what do I do next? And feeling like if I fall, then I'm failing. And seriously every single, I guess you could call them failures, but every time I fall it's like I had to fall to figure out, Oh yeah, now I get it. Now I get it. You know, whether it's like, Hmm, not sending the email that I could have sent that would have been really helpful, or whatever it is. I feel like there are like so many different things that I've done, not optimally, but then I learned from.

Dr. Mark: Well that's, that's the best way to do. I mean, obviously if we can tap into somebody's experience or knowledge and overcome some of those failures ahead of time, that's even better. But we learn those lessons by falling or failing forward, which is exactly what you did moving forward, moving forward. Uh, and you've done an incredible job with that. And I also like to point out, uh, one of the gems that you dropped that we just kind of glossed right over, which is the aspect of being vulnerable. So I know a lot of our summit hosts out there, they're in very similar shoes as yours. And I've, I've even interviewed some of them, you know, some of the summit hosts on this podcast who have had huge successes that they said, you don't have to begining. Like I had a bit of that imposter syndrome, like who am I to actually be hosting this?

Dr. Mark: Who am I to be running this platform? But at the end of the day, like each and every one of us has a message we need to get out to the world. And the summit is a great way to do that. But the point you made, which is so important, is being vulnerable, being willing to make that failure and fall forward because there's so much greatness that we can achieve and accomplish from that. So being vulnerable both in your decisions to take on kind of these bigger actions, these big goals if you will, but also like you mentioned Elissa, with being vulnerable when you're talking to your, to your attendees, to your community, to your tribe. And this is what I really want to actually just clear, like put a, like a little asterisk on this is a lot of times when we get this momentum going, you know, I'm guilty as charged as well. We start to feel like, okay, now I have to represent myself as the expert or as I am this big established summit host and we lose a little bit of that vulnerability where you just mentioned and I can't support enough what you just said, that when you show that vulnerability people love you and follow you so much more from that. Have you, have you noticed that at all?

Elissa: Totally. It's the, it's, it's the stuff going on in my life that I'm thinking, Ugh, like this is, this is exactly what is important. And I don't want to piss off people in my family. I don't want to upset anyone at the school or my neighbors or you know, and I'm like, I write the email and then I'm all sweaty. Like should I send it, should I not send it? Like seriously getting the sweats? And those are the ones that I get so much response. Like so many people are like typing in. Thank you. Thank you, thank you. And like sending their stories. And I mean, the hugest thing that I feel like I've been able to accomplish by actually doing summit and expanding how I can connect with people is that there are so

many people out there that are all by themselves wondering if they're doing it right, wondering why they're all by themselves and uh, and I get to connect with them. Like I get to support so many people. So that's what really, really pushes me to, to like, you know, push the envelope and stick my neck out.

Dr. Mark: Well, and you bring up another amazing gem which is taking a stand like we all know that like the controversial topics or subjects they bring, they bring more attention to it. But what I think is even more important, when you know something inside of you that's important that needs to get out to the world and you keep it inside or you kind of sugarcoat it or you bring it down, you're doing the whole world a disservice. And as strongly as I feel about summits, which is I believe the reason I believe summits are one of the most important tools there are, there are is because there are people suffering every day and summits allow them to get the solution to that problem from some of the top minds in the world with whom they may have never had access to before. So you summit hosts out there, if you're listening to this, don't dim your light, don't tone it down.

Dr. Mark: Go full out. And I've seen personally both in my summits and the summits I've helped, just like Elissa has mentioned here, the more kind of you let your voice shine through and the more you kind of, you, you go out there and you put your flag in the sand and say this is what I stand for, then your community, your tribe, they'll come running, they'll, they'll come to you. And uh, summit is a really great way to, to put a big flag out there and, and actually, you know, let's bring this to the other side cause you know, I'm all about transparency here on this podcast. As you and the listeners know, let's talk the opposite side of this. When we are transparent, we do put our flag in the sand. We get some haters too, don't we? Can you tell them?

Elissa: Oh my gosh, yes. Probably the most recent one I got, I have a program called Eight Days to Freedom from Picky Eating and I had someone after the program started, she sent me this email and she just like blasted in like talking about litigation to get her \$97 back and like, and like how it's a bunch of hoo ha and she can't believe it. And I was just like, Oh my God, of course we'll give you your money back. Like, you know, like it wasn't a good fit. Oh, here's another funny one. Actually last summer I had this funny experience where I took my little boy out for ice cream with his school friends on the last day of school and we actually don't eat, we don't eat processed sugar on a normal basis.

Elissa: He doesn't eat more than 25 or either of us more than 25 grams of sugar in a day. So going out for ice cream was like blowing it all out of the water. It was like huge treat. Anyway, we get there. Okay. I had this like crazy, like sugar monster irruption and it was like the kids weren't finishing their ice cream cones and I was like, Oh, I'll take that. And I was like eating ice cream like a maniac. And then I was like super sick for like days afterward. And uh, anyway, I sent an email about it, right? Like I'm not perfect. Like I tell, talk about like dying and gut health and I like totally bibs on ice cream, like eating little kids, like leftover ice creams. Right. And it was so crazy. Anyway, I got this letter or this email from a woman who was like totally shaming me.

Elissa: Like, I can't believe you did. It was really funny. And she was like, I'm unsubscribing, I can't believe you. So anyway, it's like, and it's okay. It's like, okay, I hit a nerve. I wonder,

maybe, maybe she has a problem with ice cream too. Like, and I can love her about it, right? Like maybe she'll be back and I can really connect with her. So when people like, you know, and there were a couple other recent uh, disgruntled kind of emails that I got and usually what I do is I just like send an email back saying, Oh my gosh, I totally get that. Can we talk? And then I make a special, I make a special time where I can connect and get on the phone with them because usually we have a lot more to connect because I hit a nerve.

Dr. Mark: I mean, this is such great information here. There's like several aspects of this I want to go into as a summit. Hosts like this. You just have to know that one. You're going to be, you're going to be creating a large amount of attention and in a short amount of time. And unfortunately there are people in the world who are just unhappy and they're looking for ways, you know, we're going to, we're kind of going in the philosophical or emotional aspect of it, of ads right now. But I think this is so important. We haven't talked about this yet, but there's so many people out there that are suffering and they're just unhappy and they're looking for ways to vent or let that off.

Dr. Mark: One of my best friends, John Lee Dumas over Entrepreneurs on Fire, he talks about all the time how you don't know what that person's going to like. They could have just lost a loved one. They could have just had their house, you know, repossessed or whatever. You don't know what they're going through. But with hosting a summit, you are going to get a large amount of communication in general. You're going to have people contacting you a lot. So be prepared, be ready to handle that communication aspect, but you're also going to get some negative and mean emails and it's okay, it hurts and it's hard. And I wanna I want to hear, ask you a specific question on how you deal with that in a second.

Dr. Mark: But like my, one of my partners in one of my other businesses, she's always kill them with kindness, which is exactly what it sounds like you're doing because people are expecting you to come back and be confrontational and they are ready. They're, their defenses are up. And honestly, you're not going to convince them of to change the way they're thinking. However, if you show them that you're opening open to listening to what they're thinking, I mean the boundaries just drop and it's incredible. So remember that when you're sending out either your customer service team or if you're going to be the one handling all the emails, you're going to get a lot of negative ones and it's not you, it's not your summit. Don't think that you got to go run off and change. You know how you're doing it or how you're saying it.

Dr. Mark: Just know that you are taking a stand for something, which is good to get those emails because you know you're, you're, you're, you're making that kind of reach, but be prepared to handle those. So how do you, how do you deal with that? Because all those of us who are kind of in the spotlight that we have our flag in the, in the sand, we're getting a lot of kind of negative emails. We get a lot more negative than we do positive. Unfortunately, the positive is out there, right? They're just not the ones emailing. So what do you do to kind of stay positive and on top of it?

Elissa: Well, I keep in mind that when I'm, when I'm putting on a summit, people are signing up for a summit because they want solutions. Like they're uncomfortable enough, but

they're going to actually sign up for something and spend their time looking at it because they're in pain in some way. And, and so if they're not, if the solutions they're getting aren't applicable for some reason, if it, maybe I'm, maybe it's incredibly frustrating and painful because they see the solutions and they for some reason are not able to play them out in their life. They can't use the information or they're afraid to, or there are barriers. And that's really what's so upsetting to them. Like, I can relate. I can totally relate to having barriers in your life and so it's easy for me to, to be okay with that. And so like I said, in some situations when we've had, when they've been on my list for a while, when we have kind of a longer relationship then I'll put it out. Okay maybe I struck a nerve and I want to find out more about this person and listened to them and then we'll get on the phone.

Elissa: Sometimes it's like it's clear that it's just like a lot of negative energy and it's like, Oh well like, okay, here's your money back. Okay, goodbye. I wish you well and I can do that in the spirit and totally in the spirit of kindness and love and you know when you were describing that, kill them with kindness. I used to work retail a long time ago and I loved the angry customers. I don't know what it was but like I always wanted to deal with the customers that were so pissed off because I loved when they like, I would get to talk to them and listen to them and like see them smile and like they'd walk out the door like not able to be angry anymore. It just gave me so much satisfaction and so I get to use that too. You know, I get to do that now. I mean it's part of everyday life, but it's like we're all doing it all over the place.

Dr. Mark: Yeah, you are. You are a much better person than I am. I cannot. I have the hardest time with this and I know, you know, this is me, my personality, a lot of the summit hosts are going to be out there too. What I've had to do for me in my personal situation, because I know I invest and I put so much of me in everything I do, whether it's this podcast or my Virtual Summits Software or you know, a course I've created that when I get that negative feedback, it hurts. It hurts me inside. And sometimes I have a difficulty overcoming that and using the kill them with kindness. So that's, that's my partner who does that. And if you can do that, like Elissa can right here, then you guy, you're, you are so much further ahead on being able to create an amazing community and tribe.

Dr. Mark: Now if you're like me over here where you're biting your tongue and you want to go to combat right away, one of the things that I've done, two things that I'll give you to give our audience right now that I've done to kind of help overcome this is one have canned templates or responses so that I'm not, for example, just typing while I'm emotionally charged, that can help. It's not necessarily the best solution, but it's better than probably what I would have said otherwise. The other one, when you get to the point where you can do this, which is what is the one I use the most now is I have a customer support team. I have people that are built on kindness, like Elissa right here. They genuinely want to make people happy and so they actually solve the problems and they find win-win.

Dr. Mark: They're given, you know, the amount of what they can do and they'll go over the top to make it happen. So this is a really good conversation as we're starting to kind of wrap this up. I'm, I'm glad we've gone down this, uh, this angle here, Elissa, because this is, this is real life. This is real summit life if you will. And this is full, a fully transparent

episode, uh, right here. And, and for you, some hosts out there, I don't, we're not trying to discourage you from wherever you're at in your path. And we're going to wrap this up with some really good knowledge on why but we, it's important to know going into something like this because Elissa, as she mentioned at the beginning of the episode, she jumped into it. You know, she just jumped into the deep end. She had no idea what was helming.

Dr. Mark: She didn't realize how much work time or energy was going to be. And that sometimes it's honestly easier because when you're, by the time that happens, you're already in it and you're moving forward. Good for you guys to know that this is coming so you can prepare for it. You can be mentally, physically, technically, whatever prepared for this. So Elissa, what I'd like to kind of start wrapping us up with is did you decide to do another summit? Was it, so was it valuable enough to move forward and do it again? And if so, why?

Elissa: Oh yeah, it totally was. It totally was. Like, if it was super fun for me, like I love interviewing people. I love, love, love, love hearing what comes up during the conversation and sharing it. I mean, summits are free, most of them, like I love giving out this content for free and then so many people want to keep it like it works out really well.

Elissa: I've, I've covered both of my summits, so I did, I did, I did another summit, I couldn't wait to do another summit. Both of them covered their costs. So it was, it was good that way. I just love them. So there was no question I was going to do another one. Yeah. And I'm doing another one later in May this year, later in the spring. So, um, psych for that and I think I'm going to try a little bit of a different format, maybe more conversational. Uh, yeah, so absolutely.

Dr. Mark: You bring up, uh, several great points here and I'm stoked to hear that you're continuing to do them. You got the summit bug as well, but you bring up several great points. So when you say that the summits covered their costs, what that is for us marketers, that's called a self-liquidating offer. It's, summits are one of the only op only tools out there that actually can provide a self-liquidating offer.

Dr. Mark: And what that means is like normally if you're going to generate a list, you're going to do lead generation, you're going to bring subscribers on your email list if you're using paid ads, there's obviously a cost to that. Now most people just run that cost into whatever their backend or whatever they're going to sell is and say, this is the cost of the sale with summits. On the other hand, the summit, the people who sign up for the summit, typically, yeah, we'll have enough of the people purchase the ongoing access or whatever the upgrade is that the summit pays for itself, not just the ads bit, but traditionally usually the other resources and it's, it's one of the most amazing things possible. Now, I also want to clarify here with this is most often like Summit's one of the more powerful aspects of it is when you're building that list, you have that engaged audience now sets you up for the next step, which is your monetization phase, which Elissa talked about. You should have that setup and ready to go before you do your summit, but if not, be ready to launch something after your summit because you have a list of engaged quality people who are looking to you for something else, so have



something to sell them. Now, Elissa, what I'd act like, do you have any examples of relationships, maybe one in particular that came from your summit that has progressed and become a benefit either for you personally or for your business from doing the summits?

Elissa: Yeah, absolutely. As so many, actually, uh, one of our, one of my summit guests from the first year of the Healthy Gut Happy Child Summit, Dr. Nasha Winters, I brought her in as a, as a natural path for my little boy. She's like an amazing, amazing practitioner. And then through her I met another amazing practitioner, Dr. Grace Liu, who I've become really close friends with. She's one of my mentors now. And uh, and I interviewed her in my next summit. I mean, and that's just one example. Like there are so many examples from my summits that have developed into really significant relationships in my life. It's incredible.

Dr. Mark: I love it. I love hearing that because it is so true. I mean, some of my more impactful ongoing business relationships for sure come from interviewing people. There's something magical that happens when you sit across from each other and you talk about a topic that you both have a connection and an interest on. I mean for me, a lot of times I get to the end of it and it's kind of like anything you ever need, you just let me know I'm there for you and both and vice versa. So I love to hear that and I love to let the summit hosts know that that's a huge opportunity that's sitting there waiting for you as well. It, and again, as we kind of wrap this out, I want to ask like if on a positive note here, do you have an example of someone that either found you on a summit that you've spoken on or on your summit that's gone through kind of this contact with you and, and, and has their life changed for the better from it?

Elissa: Yeah, I do actually. So this woman, Sarah, she actually, after I ran my first summit, she saw, I've started being interviewed on other summits. So that's another thing that happens is like once you run a summit, people are like, Oh, I'm going to interview you. And so I was on another summit and um, and that's where she saw me and she started emailing me and we were talking and she did a six week intensive with me privately and we stayed in touch and a year later she has completed her training to be a health coach because she wanted to do what I did for her. And she's like, you know, she's working and she just send me an email saying, Hey, I'm saving up because I want to work with you again. So these are long relationships that I'm developing all from all from like a single summit interview that people catch.

Dr. Mark: That's just incredible right there. I mean that now that is truly a life change. You've honestly, you've changed the direction of this person's life. And that's just, that's amazing. And again, I always love hearing these kinds of stories because again, for me, I truly believe summits are, are more than just lead generation. They're more than just income. Of course, they're great at those. And it's more than just the networking. We're literally changing people's lives and I actually have a KPI for all of my summit, so a key performance indicator above and beyond the emails in the, in the income and it's lives changed. How many people reach out on an email and say, you know, this right here really changed my life and that's what me and my team want to focus on and I highly recommend all of you listening to this. Put that down there.

Dr. Mark: It doesn't necessarily have to be your first, you know, KPI, but I promise you if you start to move that towards the top and you start to keep that in mind as you're building out your summit and you're doing the interviews, you're going to impact more people, which is just going to really increase the success of your summit in the long run. Elissa, this has been an absolute incredible interview. Before we get going though, I really would like to, to allow our summit hosts listening in here to reach out to you. I'm sure that we've got people that would love to have you as a guest on their upcoming summit. Could you give us one or two topics that you would like to be interviewed on in the best way to get in touch with you?

Elissa: Oh yeah, absolutely. If you want to know how to get children to fall in love with eating fermented vegetables, totally not getting here. Talk to me. I talk about this all the time and it totally works. I have lots of success stories and uh, we also talk about gut health, of course, healing children's guts for moms that, uh, are aware of gut health, that it can impact and heal their kids' skin issues and their asthma and allergies and all the tummy stuff and the attitude, a lot of anxiety and tantrums and stuff like that. All it's all in your gut and reversible. So talk to me about those things and picky eating. All of it. I love it.

Dr. Mark: That's amazing. And we'll have links over to Elissa so you can get in touch with her over in the show notes [podcast.virtualsummits.com](https://podcast.virtualsummits.com). You can check out Elissa over there and then as we wrap this up, this, is there any kind of final words of wisdom that you think our summit hosts should know as they prepare to go into their summit?

Elissa: Yeah, keep going. Like when you hear a no, it's not the end of the road. You just ask, oh okay, what's next? Like, Oh, who else do you know that that wants? That would be a good fit for my summit, or where else should I look? Or you know, they're just aren't dead ends there. So keep going, keep going. It's going to be awesome. Keep going.

Dr. Mark: Absolutely love it. Thank you again, thank you to all our virtual summit hosts that are listening, this podcast. Looking forward to seeing you on the next episode.

Elissa: Thanks so much for having me, Mark.

Dr. Mark: Now I want to end this episode by saying to all the summit hosts listening right now, I believe in you and you can do this. Summits are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money, and most importantly, make an impact in the world. Even if you're just getting started, don't get caught up in analysis paralysis because the world needs to hear your message, and there are people who are waiting for you to help them just get started because imperfect action is always better than no action. Thank you and see you on the next episode.