

GBWS 2026_Day 1_Kick-Off Session_Transcript

[00:00:01:16 - 00:00:22:13]

All right. Welcome, welcome, welcome. Good to see you all. All right, let me just make sure I have my video on. Welcome to Grow Your Biz without social. I am so excited about this event. Something to know, we don't just plan this event in a month or two months or even three months. We start planning

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in November, like so about six months, I just realized my microphone is not near me. So if you can't hear me very well, that's probably why. But we plan this event for about six months. We pray over it. We have some really great workflows, but it does take a lot of time, energy and love to put together. So I am so grateful for all of you who decided to jump in and register and be here. Now I would love to know too, are any of you tuning in for the first time or have you come to a past Grow Your Biz? This is our third annual Grow Your Biz without social virtual event. I see a lot of first time, first time, first time, amazing. Newbie first time, Kevin's been here three times. I love it. I know some people find out about my business and who I am from this conference too. So if you are meeting me for the first time, I'll introduce myself in a little bit here. Some of you I see familiar names. And so I am so loving this. All right, we are going to dive in. And what I want to start with today is some housekeeping. So we're going to go through some housekeeping how to make the most of this event, where all the links are, where are the talks. I know it's a little bit confusing as well, because the speaker talks are not live sessions, we actually record them ahead of time. And then I get to pick which day each go so that it fits a theme. The links were overwhelming, but appreciated. Yes, they do get they can be overwhelming, can't they? I feel like sometimes I over communicate, but I can never over communicate because they just a little confusing. It is a hybrid event. So the speaker talks are not live sessions, you have to be here at a certain time and day four, they are being released at 6am Eastern Standard Time or Eastern Daylight Time. And the reason it's that early is for those across the ocean. So you it hits you on the same day. But you don't have to start to watching them at that time. Those are at your own pace all week long once they're released. So day one, speaker talks were released today. And they will be available all the way through Sunday. I don't do a X expiration time or anything like that, because I want you to make the most of it. Okay, so and then days four and five are going to stay available for you until Tuesday. So May 12, I want to make sure that you get to watch all of those you have the weekend and then a couple days to watch those as well. The first day is all about getting off social and growing your business. Day two is connections through collaboration. One of my favorite ways to grow without social media. Day three is nurture and build trust with your audience and with your connections. Day four is to grow with SEO search engine optimization. And day five is all about goal planning and marketing strategy, putting it all together. So one thing I want you to note, you have about we have about 35 speakers, which is amazing. But that can feel overwhelming too. It's why we do five full days. But I know a lot of you are probably working part time full time, you can't just engage eight hours a day to watch these speakers. The reason we have so many is because I

wanted to get enough speakers in here to show you that it works to do business without social media if you want to, or to just not rely on it, right to do it the way you want. But also, there are so many different strategies that are working for people, I wanted to give you options so that you could pick which ones are your favorite. We don't want you to take everything you learn and try it all. We want you to pick and choose what's going to work for your life. So that is kind of how this is set up. And then also, let me see the next slide is okay. So and then we have live events. So we have the speaker talks that are going to be available as soon as they release, they're available all week for you. So you can pick and choose. I had one of the All Access Pass members, Maya, she had a great idea. And she actually took the transcripts from the All Access Pass and put them into her GPT. That was structured for her business for her goals and things like that. And it helped her to pick and choose which speakers were the best ones for her to listen to this week, and then kind of catered a plan toward the marketing strategy as well. So that was really cool idea.

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The live events are going to be from essentially 12 to 2pm Eastern Daylight Time. So it's two hours of live together, we do an hour session beforehand, and then we do an hour speaker panel. So we'll get like a five minute stretch break in between the speakers are ready to engage, we're going to have so much fun, great conversation. If you can't make it live, we will record most of these sessions, we will record all of the speaker sessions, and they will be available on the speaker replays page through the week as well. And so I want to show you in the conference, because like I had mentioned, it can be overwhelming. One thing I wanted is to have a conference page that you didn't have to log into, you don't have to remember a password. Of course, if you have the VIP upgrade, you do need to remember a password, but everyone can access this conference page that is registered. So on the homepage, what you'll see is there is there are different tabs at the top.

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The swag bag. So the swag bag is all the goodies that the sponsors have put in for you. They're free. So definitely take a check at that and see what you might want. We do have a schedule page that tells you when and where things are happening. The cool thing is, the live event link is the same link for all sessions this week. So you don't have to remember different links. It's right there for you. You can check out the VIP experience. You can meet the speakers. I love the meet the speakers page. It just kind of gives you a little brief bit about each one, what free gift they're giving you their website, things like that. And then also the sponsors, we could not make this event work without them. So we appreciate them. I'll tell you a little bit more about them later on here. But the sponsors, some of them are speakers as well. So their talks are available all week long. So if you want to go into the sponsor tab, you just click the sponsor tab, and you'll see which ones have a talk. And you can listen to that before that talk releases. So that's pretty cool. We do have a support page. So if you do have questions throughout the conference, if you can't find something, if there's a link, you're missing anything like that, then you can just pop to the support tab. And send us an email, it'll go directly to our customer support email, and we will help you out. Now, the homepage has everything that you need for

the conference. So I would bookmark this page. It's here all week. But how it's working is that everything is being released here. And it's also being released on the pursuing goals God's Way podcast. So if you are more of an on the go, want to listen as I'm driving, as I'm working out, you can pop to the podcast, all those episodes will be available throughout the week as well. They will be taken down May 10, days four to five, May 12.

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And then we have the live events, I do have a welcome video, if you need to know more, this is that'll kind of break down a little bit more of what we do. So you see day one is available now, day two will release tomorrow, day three will release May 6. So if I click day one, it's going to come to our day one page that has all of the speaker talks for the day, and our lovely sponsors. So our live events are here, you can join the live link here, you can also add live events to your calendar. So add it to your preferred calendar will be in your time zone, it'll have the link there, make it easy peasy for you to join us. So you'll see the speaker like Cassie's our first speaker of the day, we're having a real conversation about real social dilemma in business. And you'll see her website free gift, watch now or listen on the podcast. So you can decide how you want to do that. But it'll give you all the speakers of the day. So that's what those links are for on the homepage.

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And we have the conference workbook, if you haven't grabbed that, grab that it has lots of goodies, places to take notes. And we have quick links on the homepage. So if you can't remember where something is, just come to the homepage, we have all these links here for you. And then also the option to upgrade and all our lovely sponsors again. So that's what the conference page looks like. I just wanted you to be aware, so that you know exactly what's going on, and when and how. So today we're doing our kickoff call, we got the speaker panel later on. Tomorrow and Thursday, we're doing some networking events. These are super fun, come engaged, ready to connect with others. Introvert, extrovert, either way, we have a great time. I'm a little bit of both. And so I love my alone time. I love being around people, but I have to like debrief from it, right? And so the networking events will go into some smaller groups. I call it like speed dating for entrepreneurs. I have questions for you. You'll get to talk for about 10 to 15 minutes in a group, and then we'll swap and we'll do it again. So you're going to get to meet some people who maybe you could collaborate with or who complement your business or maybe find a referral partner, whatever it is, it'll be really, really, really fun. So I do see in the chat, Maggie, you said you may be accidentally unsubscribed to these emails. If you want to, yes, if you unsubscribed, totally fine. Like if I'm not your people, it's okay to unsubscribe from my email list. But if you unsubscribe before the event's done, you're not going to get any emails. And so if you did accidentally unsubscribe, or you're not getting any communication, please email info at redhotmindset.com. And we'll make sure to get you going again so that you can get that communication.

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Okay, so that is what is happening. Oh, and then we're going to do a midweek mindset. We're

going to talk about business, like your capacity, and your season, and how that looks when it comes to marketing your business, and actually picking things that are going to be sustainable for you in the season and capacity that you have. Then we're going to do some trivia fun. We're going to do some trivia fun here in a minute too. It's my favorite. It's one of our favorite parts of the conference. We have a great time kind of guessing about the social media, we're going to do a lot of it on Wednesday. And then day five, the last day, Friday is our wrap up session. And we're going to actually talk about how to craft that marketing plan, like the things that you learned, what do you want to test first, right? Because I don't want you coming out of the conference, like with all this, you're going to come out with lots of great golden nuggets, you're going to come out with so much that you want to do. But a lot of times we come out of conferences, we're super excited, we're motivated. And then Monday happens. And we go back to the same old, same old, I don't want that for you. I want you to come out with a plan. So we're going to kind of craft that together. And then we'll talk about implementation week. With this ticket with the free grow your biz without social virtual event. You also got a free ticket to implementation week. This is what kind of sets this apart from other conferences. I have been pouring my heart and soul into this because I feel like I want you to not just learn and create a plan, I want to help coach you. I want to help support you as you actually take action on the plan and test things experiment and really see what's going to work in your business. So we're going to take a break next week. So you can like digest everything we can all breathe, we can kind of think about what do we want to try. And then we'll come back the next week. And we have some live events throughout the week as well. But we also will have a community and online community not in social, it'll be on the Slack workspace, where you can get feedback, you can get direct personalized coaching as you're actually implementing some of these things. So I'm super excited about that. And I think it's going to be it's actually like the the action driven collective, which is my membership, it's essentially one month rolled into a week all for free for you, because I want you to see what it's like to really take action alongside others. So others who are doing the same thing. So okay, I'm sorry, the chat is going like crazy. So I'm trying to ask see if I can answer anything rich. If you see anything that I need to answer, feel free to unmute and let me know. But also for those who are just coming in, who maybe didn't hear me in the beginning to win a prize today, we have lots of prizes to give away. We're going to use our friend chat GPT to help us out picking a random winner. So what I need is I need your full name in the chat. So if you want to put your full name in the chat, maybe let us know what you're excited about for this week, or just where you're coming in from, that's going to help us so that we can know who to send the prizes to. You may not if you can't delete early. If you saw your names in the chat, you could win so super exciting.

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All right. So next,

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two truths and a lie. Thank you. Thank you. Thank you for everyone who played this game with me. I hope you had fun with it. I just really wanted to get to know you before the event like I'm a real human. I'm not a bot. I love connection. I love engaging. And so I've been playing this game

for a few years. And it's fun. So these were my two truths in the line. I've dreamed of being a host on SportsCenter. I am the youngest of five only girl. And koalas are my favorite animal. For those of you, some of you got it right. So maybe you could even put in the chat which one you thought was the lie. And I'm going to reveal it in a second here.

[00:13:52:10 - 00:13:58:05]

So awesome. Good. Put your names in there. Put what the lie was. You guys are good.

[00:13:59:07 - 00:14:07:16]

Some of you probably got it from me because some of you have emailed me. And I love getting to know a little bit about your business and what you're wanting to get out of this week as well.

[00:14:08:24 - 00:14:14:16]

SportsCenter, koalas. I'm getting all three. I'm getting most of them as the middle one though that I'm the youngest of five.

[00:14:16:17 - 00:15:17:13]

The sports is the lie. Okay. So a lot of you caught me. I am not the youngest of five. I am the only girl, but I only have two brothers. So I am the only girl. So that one was a little bit tricky, but it's been hard to come up with a lie. I'm not very good at lying, I guess. SportsCenter has actually always been my dream job. I don't say if you are a sports fan out here, you may remember the reality TV show called Dream Job. It only was on for like a couple of years, but it was a sports anchor focus. I actually applied and tried out for it. Super nerve wracking while I was in college. But I went to school for broadcast journalism for that very reason. I didn't want to go into news. I only wanted to do sports and based on location when I graduated, got married, had kids. It just didn't pan out the way I had planned. God had other plans, which is totally fine. But now I feel blessed because I'm using my broadcast journalism background with my own podcast, the Pursuing Golds Godsway podcast. So that is super, super exciting.

[00:15:18:16 - 00:15:46:20]

Koalas are my favorite animal. I've never seen one in person. So if any of you are from Australia, tell me in the chat. I don't know why they're my favorite animal. I think it's because I have this like, weird desire for Australia. Like I've always loved Australia, I've always wanted to go, I've never been. And I just think they're so cute. They're like tiny little things. I know, I think they're pretty aggressive too. So maybe they're not as cute and fuzzy as I thought. But one day I'd like to visit there and hold a Koala. So that is why.

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Let's see, Eden said, is there a non AI version for the giveaway entry?

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There isn't because that's kind of how we're just going to pop names in and generate those names and just grab one. It was the easiest way for us to do this, to have people being live. So

I'm sorry about that. If you I'm kind of like you, I'm like, I have a love hate relationship with AI. And I don't like my name completely out there either. But but that's how we're planning on doing it. It.

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So okay, so a little bit about me. I thought you might enjoy this picture because this is how our pictures go. I have three boys. And yeah, getting them all to smile and look at the camera is not easy.

[00:16:38:03 - 00:16:56:19]

They do not like to take pictures. But this is us. I have an 18 year old who is a gymnast at the University of Nebraska, a 16 year old who loves our core. If you don't know what that is, it's crazy skills. It's fun to watch. And my littlest is 12 who loves baseball. So we are definitely a sports family over here.

[00:16:58:22 - 00:17:15:12]

Yeah, rich, if you want to look into that wheel of names, you can see if that would work too. The hardest part is just grabbing everyone's name. So we'll see. We'll see. I can try and make that work. But I've tried the random number generator as well. But it's the problem is getting all the names from here because I we can't just copy and paste each name.

[00:17:16:22 - 00:17:35:13]

Okay, so if you can tell the youngest is our spitfire. He is three in one, I always say so we're a homeschool family. And I most homeschool families have a lot of kids. So I would say I have five I have Ethan and Micah and my littlest counts as three and he does he is just entertaining. He is so much fun.

[00:17:36:22 - 00:17:59:11]

And so yeah, it's exciting. I've been in business for since 2019. And I wanted to be an author like it was I got in business to write my first book, I wrote my first book, and then developed a coaching business around it. Because that's what I was told is I needed to create an online business around being an author. Tara said I'm an author. So yes, I know we have quite a few writers in here as well.

[00:18:00:15 - 00:18:14:23]

So Sandy, if you came from Sandy and Mary Kay, they are some of my favorite people in the entire world. So I don't want to go too far. I'm in Colorado. I love hiking. I love running. I like putting together jigsaw puzzles. And I love reading cozy mystery novels. So that's a little bit about me.

[00:18:16:19 - 00:18:48:08]

All right, so next thing, just so you all know, there is an upgrade if you want to get extra bonuses, extra time, all the things I am going to tell you, I'm going to dive a little deeper into it

right now. But this is the only time I'm going to dive deep into it. You'll see it on the pages, you'll see it in the emails. But I'm not going to like push it hardcore. I just want you to experience the conference. If you experience the conference and you want it to live on, then grab the All Access Pass or the Replay Pass. Like, totally.

[00:18:49:11 - 00:20:22:13]

Conferences take a lot of time, a lot of money, a lot of energy, hundreds of hours for me to put together. And so this is just one way to kind of help fund the conference. So the All Access Pass upgrade, what you're going to get with it, I'm going to screen share and just show you, especially if you are an upgrade. And you're like, I don't know how to like maneuver through here, I'll kind of show that as well. But you can upgrade, you win additional prizes, you don't have to be live to win. There's some VIP prizes that we plan ahead of time, you will get lifetime access to everything in video, audio, and the transcripts in case you like the having the transcripts, you're going to get an on demand workshop from me that's like a behind the scenes look at how I organize all my collaborations, so I can confidently pitch partnerships and grow, borrowing other people's audiences, a collaboration pitch tracker that can help you as you're pitching to know when and what to pitch next. And you can also get your business in a VIP only directory, which is kind of fun. So as you're connecting with people, and you maybe want to collaborate with others, then you can grab that. So Kat said the full pass. Even this conference. Yes. So you're going to get everything that you need in this conference right now, you do not have to upgrade to get all the speakers, all the live events, you get the whole experience. It's mainly if you want the extra, a lot of speakers put in extra bonuses that are normally paid \$1,500 worth of bonuses into the all access pass for just additional education, additional help.

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And then you could get the replays forever. So conferences, obviously, if you attend a live conference, if you attend an online conference,

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you have the conference for that week. And that's it. But if you do want it for extended, that's what that's for. Again, that's why I don't I'm not doing this exploration of you can only watch them in 24 hours, like you have all week to watch. So you should be able to get everything that you need. Just some people really want that. The thing that you get with it is that with implementation week, you get the VIP experience. So every afternoon, we're going to do a live event, it's called conversations and connection. And it's where you're going to get some additional live coaching if you want it live feedback,

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get to connect with others and just a kind of a really exclusive personalized one hour event. So that's what you can look forward to there. I just want to show you inside. If you got the all access pass what you'll see when you go to the dashboard, you'll see these two, all access pass bonus and the replay pass, you might have just gotten the replays. If you're like, I don't need all the extra, I just want lifetime access to these, then you can just grab that replay pass. But that's

what you'll see when you log in if you have the all access. The first one is the replay pass. So I have a little bit of information in here. There is an app so you can get it and have it on the go if you want to.

[00:21:43:10 - 00:21:53:10]

And then in here, you have every day the speakers. So this is kind of how it's set up. You'll see it kind of set up like this on the conference website as well.

[00:21:54:17 - 00:22:15:11]

So the conference website, you'll have the video, or you'll have the audio, what they learn, their free gift, a little bit about the speaker and then that transcript at the bottom. That's what you'll keep for lifetime. And then also all the live events, we will have the replays throughout the week. But if you want to keep access to the speaker panels, things like that, that will be inside the replay hub as well.

[00:22:16:14 - 00:22:34:10]

And then the audio playlist. So the audio playlist, you can grab the private podcast. So you can put it on whichever podcast you prefer your platform, like I use Apple, but it's not going to that page. So I'm going to have a lot of time showing you that. Hang on. It's being a little stubborn here.

[00:22:35:19 - 00:22:46:07]

Or I put the audio playlist just right inside the replay pass so you can listen to it on the go there. So let's see if it'll let me show you.

[00:22:52:04 - 00:24:24:00]

Maggie asked, is implementation week generally recorded? Yes. Okay, so implementation week. I'm not going to go too far into it today. We're going to talk about it a lot on Friday, and you'll get some emails about it after the event. I want you focused on the event. But what we're going to do, we will record most of implementation week, we're going to have a live event every morning, we're going to do a goal planning session, like a after marketing strategy session altogether, like your next 90 days, we'll do a topical training together, we're going to do a mastermind, we're going to do an implementation hour. And I can't remember what the other one is on top of my head, but we have five. So one each morning, those will be recorded the afternoon conversations and connections will be recorded. The ones that won't be will be the mastermind will maybe be a little bit recorded, but we're going to break up into smaller groups. So we won't really be able to record some of those sessions. But the ones that we can, we absolutely will. The other part of that is we're going to have that live community. So even if you can't come live, you can pop into our drop in coaching channel, and pop a question if you have a question or as you're working on stuff, and you need feedback, you pop it in there. And then me and so I didn't introduce Rich, which is my amazing assistant, he's a success coach inside the membership, he helps me with my customer support. And he and I compliment each other really well. And we answer those drop in coaching questions every day when we're in our slack

outworking hours, Monday through Thursday. So we will do the same thing that day as well.

[00:24:26:14 - 00:24:30:17]

Rich, I see your hand is up. Do you need something? If you do just pop off mute and let me know.

[00:24:32:13 - 00:24:35:06]

Oh, no, that wasn't intentional. Sorry. Oh, that's okay.

[00:24:36:07 - 00:25:08:02]

Okay, awesome. All right. So as the hero private podcast, you can just grab that or you can listen on here. So that's what the replay pass looks like the all access pass. So the replays is where you see all those. And then this is the extra implementation week VIP experience, you're going to keep all of the recordings for lifetime, the collaboration tracker, the connections directory, the behind the scenes collaboration. And then the speaker bonuses, it probably isn't going to go as far down as I'd like it to. Let me see if I can pop them up there a little bit more.

[00:25:10:19 - 00:25:11:22]

What am I doing?

[00:25:12:23 - 00:26:07:12]

I have a goal planning section. So the speakers that gave a paid resource for you all email marketing, getting off social media collaboration, SEO marketing, I tried to like, put them into different categories for you. So it was easier to find those all access pass, but speaker bonuses are good through June 30. So you just want to download anything that you want before June 30. And then you get full access to them. Because there's their bonuses, their coupons will expire after June 30. But that's kind of what those look like the all access pass. So if you have questions about it, let me know. But like I said, I was going to promote it a little bit here, just so you know, and have a little bit more idea of what's inside and what all is included. But I'm not going to do this every live session from here on out. I might mention it, give you a link if you want it. But that's that's kind of where I'm going to leave it. I'd love to know what are you most excited about for this week, share that into the chat.

[00:26:09:16 - 00:26:10:05]

Let's see.

[00:26:11:24 - 00:26:22:05]

Oh, Maggie said rich and Gabe are the best. Gabe's membership is awesome. Thank you. And he said, Good morning, Gabe, just listening for the first time to your podcast with Tiffany Newman, great interview. Oh, that was such a fun interview.

[00:26:23:05 - 00:26:30:03]

Lisa said less time on social, Corey said being able to leave social media. Yes, yes. And

there's, you know, when I was telling you my story, I didn't tell you my story.

[00:26:31:04 - 00:26:41:05]

Let me tell you my story while you're putting in what you're excited about. And then we're going to dive into I think some can tell you about our legacy sponsor who's amazing. And then we're going to do some trivia and things like that.

[00:26:42:05 - 00:26:44:09]

I think I have a prize giveaway here in a second, too.

[00:26:45:20 - 00:29:47:11]

So I left social media January of 2023. I had an urge for it for almost a year. I was feeling nudged, like, hate this. I've threw content out there like multiple times a day, light track looking at all the likes trying to comment every time someone commented. And let me tell you how many sales I had from that. Um, none zero, I can count on my hand. Maybe I had a couple I had a couple maybe people liked my running posts much better than my business related posts. So I was like, this is so annoying. Why am I spending hours and hours on making content that does not live on like it's not evergreen. It's set. It's not set it and forget it. It's I'm putting it out there and maybe list lives for like 10 minutes, maybe 24 hours if I'm really, really like you like you lucky right. So Stephanie gasps. She's a speaker here on day four talking about podcasting. But she was my podcasting coach when I started podcasting and trying to build my podcast. And she was kind of in that process to getting off social and I heard her story. I watched her and I'm like, okay, okay, all the gurus are saying I have to be here. So I've been here, but it's not working. It doesn't sustain my life. I don't like it. I don't like social for life like all the things. And so as she was doing it, I was feeling much like just take a break. Just take a break. So I did I took a break. I thought well maybe 30 days fast, right? I never went back. So it's been three years. And here's what happened. One month of being off social. My podcast grew 400%. Yes, 400%. I have been working so hard to build my podcast and to grow it with listeners. And what I will equate it to is that it's an obedience thing like God was telling me, I'm going to show you a different way. Everyone's telling you you have to be here, but you don't like if you are obedient people, you know, it's like if you build it, they will come right. But if you're being obedient, then I will make it grow for you. Like you are supposed to be in action. You're supposed to do the work, but I'm supposed to give the results. So is it okay? Well, so I counted that as obedience that next step full year, my email list was at like 350. I had been building it for years trying so hard. It grew to 3500. So 100% growth in that year of being off social media. And I was like, okay, there's something here. And what was here is that I stopped wasting time creating content for social media. And I went where the connections were. I went where I could really build relationship where I could really get into front of other audiences that were like-minded that had complementary businesses that I could serve. And that's what I want to do. I just want to serve and give for others. And so that's kind of what my story was. I don't see myself ever going back. I went, I got off for life as well, because I just kind of was feeling every time I'd get on it and then I'd get off, I felt worse either about myself or about life or just whatever. It was just kind of negative.

[00:29:49:04 - 00:30:33:16]

And so now I don't think about it. I mean, people are like, did you see this funny meme? I'm like, no, you can send it to me if you want. But I don't, I don't know. I don't see anything. So I have my really deep connections now and people will send me pictures. Like I don't even have to go on. I have an Instagram account. I'll go kind of look at my boys, my older boys accounts every once in a while just to see what's going on. My husband manages them. So I guess not our oldest anymore because he's kind of an adult. But most of the time people just send me pictures. Hey, did you see this? Or here's, you know, I know you're off social. So here's a picture. And I just love that. I love it. So that's what can happen for you. Some people might be like, but I like it for, you know, just being on. I like to scroll sometimes. I like some of it, but I just don't want to rely on it. That is what we're doing here as well.

[00:30:35:07 - 00:30:46:06]

So Cindy said new ways to expand my business without getting into the social black hole. Rachel said build my business off social, which is what I teach, but don't know how to do it as a mentor. Love it.

[00:30:47:16 - 00:31:05:16]

Victoria said continuing to grow my business, not using social. I've been wanting to reduce my time on it, keep it more personal to share with family in other countries. I love that. So amazing, amazing. I just want to give a special thank you to our legacy sponsor and sponsor of the day, MindShift leadership and learning.

[00:31:07:07 - 00:31:34:14]

Dr. Leslie Bayless Davis is the founder of MindShift leadership and learning and the authentic voice leadership program where she empowers faith driven leaders, entrepreneurs, and performers to align your voice for authority and impact. Her signature approach focuses on the vital alignment of head, heart, and voice through three transformative pillars. Here are the pillars, the connection with God, self, and others.

[00:31:35:16 - 00:32:35:00]

Communication, vocal, technique, leadership, and communication skills, and success mindset, neuroscience, and emotional regulation. By working within these three sectors, Leslie helps those who use their voice for a living, which is all of us, right, we use our voice for a living to strip away the mask of perfectionism and imposter syndrome to command any room with authentic embodied authority. Now she has a free gift for everyone this week. Her three step guide to developing a voice that builds trust and establishes authority and you can get that link in the chat. We'll pop it in there for you. She is an amazing leader, an amazing woman, full of faith, and so I know her personally and I'm so excited to have her as a sponsor this year. So go check out her gift, register for it, and also like I mentioned, the sponsor videos are up and ready for you as well. So go take a look at those.

[00:32:36:10 - 00:32:37:16]

All right, are you ready for a giveaway?

[00:32:38:20 - 00:32:55:19]

Leslie, Dr. Leslie Bayless Davis from Mindshift Leadership and Learning has given is giving away an exclusive one to one, our vocal authority and mindset audit. So if you're ready, I think you could do a drum roll.

[00:32:57:19 - 00:33:15:24]

Rich, are you ready? Tell me when you're ready. And we will pick winner for today. I think yes. Oh, I love it. I love it. I love it. So like I said, you will get so much value from her. Some people love it. I need some music.

[00:33:18:11 - 00:33:20:11]

This is fun.

[00:33:24:16 - 00:33:25:05]

Drum roll.

[00:33:27:04 - 00:33:34:09]

You guys crack me up. Okay. So the winner is Alyssa George. Alyssa George. Congratulations.

[00:33:35:23 - 00:34:26:05]

You have won an exclusive one hour vocal authority and mindset audit. Okay, so what we need from you, we should be able to get your email. But just in case, if you want to just shoot us an email to info at redhotmindset.com, let us know you won. And we will get you the details to access that one hour with Dr. Leslie Bayless Davis. Our other sponsors for 2026. They make this possible for us. We have mind shift. I told you about the brand collaborative, virtually structured Linda Handley LLC loves seven grace, a unique perspective, and the action driven collective. All of them have banded together to sponsor this event. So just want to give them a huge thank you, huge shout out and a big like round of applause. So round of applause for our sponsors.

[00:34:27:11 - 00:36:06:15]

Alright, so this is a fun part of the day, we're going to look at the survey. So for all of you who filled out the pre event survey, thank you so much for doing it. It's really helpful because we love to see what is it that you need so that we can cater these live events to help you out as well. So we had 240 responses already. And I think that popped last year last year, I think we had 209 before the event started. So that's amazing. We have almost 2500 people in attendance for the conference this year. Isn't that amazing? 2500 people. So you are not alone in not wanting to have to use social media. There's 2500 of us who are like, Yes, and Amen, please. Hallelujah. I don't want to use it anymore. Alright, so here's what we did. One of the questions on the survey, when it comes to building your online business, what is your number one biggest struggle or

frustration currently, we picked the top six. So here are the results. Getting clients and leads. That was mine. Marketing confusion, what to do and where to focus. Overwhelm not knowing where to start. Social media resistance and frustrations. Time, consistency and capacity restraint. I'll tell you that was one of mine too, because I was like, a family, a lot of you have a family, right? You want to spend time doing other things. Like we love our businesses. We wouldn't be doing our businesses if we didn't, but we also want to have time for the other things we love. The hobbies, the family, like all the things, right? Conversion problems, sales, messaging, turning interest into buyers. These were the number one struggles I see. And if one of those is yours, pop it into the chat. Let us know.

[00:36:08:05 - 00:36:56:20]

Alright, so then the other part we asked what lead generation tactics have you tried outside of social media marketing? So direct connections was a huge one. That was the biggest one. 52.5%. Now direct connections are awesome. I think that you should keep that as a piece of your business always, especially if you are a service provider, which we have a lot of those in the event this year. Just so you all know, this event is geared toward service providers. So you could be a virtual assistant, a bookkeeper, a coach in some aspect like coaches and also the course or digital product creators. That's kind of what this event, who this event is geared toward. Direct connections can still be great, but they are not as easy to scale, right?

[00:36:57:23 - 00:37:15:22]

Email marketing is another big one. And that one we're going to talk about on day three a lot. So if you are like struggling with your email marketing, you're going to want day three. Day three is awesome. Eeta and your VA. I love it. I've done some VA work as well. I've done success coaching with other clients, things like that.

[00:37:17:02 - 00:37:25:01]

I see lead magnet swaps is a little bit. We're going to talk a little bit about that. Guest podcasting, collaborating events. So these are all actually quite smaller.

[00:37:26:11 - 00:37:47:11]

Networking is a little bit higher joining a networking group. So networking has been a piece of your puzzle for a while, it seems. Some have run paid ads and then some other things. So I'd love to know that other. What else have you tried? But that's kind of what I see is that direct connections and email marketing has been the highest and then also networking. We're going to talk about so many different ideas.

[00:37:48:15 - 00:38:40:08]

I mean, just so many. There's so many good ones out there. So that is day two, we're going to talk a lot of a lot about all those strategies for like collaborating, networking, direct connections, referrals. And then day four, we're going to really lean into long form content, evergreen content, guest podcasting as a strategy. What works on YouTube? What works in podcasting? What's working for blogging? So we're going to be talking a lot about that on day four. Next question,

what has been your relationship with social media for business marketing? And are you finding traction with it for your business growth? So these were some of the top answers as well. I'm active on social media with posts daily, but I'm getting hardly any views or responses. It's more of a pain than anything else. We get most actual sales through our emails. Me too. I hate it. And no,

[00:38:41:15 - 00:39:13:20]

I love it. I've totally given up on social media. Complicated. I try don't get any traction, give up, try again, rinse and repeat. I don't know how to use social media. I'm used to grassroots marketing, posting to IG, Facebook, get views, but no increase in sales. It's more of a social proof than a way to actually get clients. Yes, it can be a social proof for sure, or a way to engage. Some people like to use it for just like lifestyle or, you know, the behind the scenes. Majority of my leads come through social media right now.

[00:39:14:20 - 00:39:27:02]

Awesome. So some of you it is working. So here's what I'm going to say. I'm not going to say everyone needs to be off social media. If it's working for you, keep it as a part of your strategy. But maybe you just want to work it a little bit differently. Or maybe not at all depending.

[00:39:29:17 - 00:39:29:22]

Okay.

[00:39:31:02 - 00:40:00:09]

How would you like to be using social media for your business marketing? So I like there's a lot of people in the yellow almost 50% said I'd like to have it but not rely on it. And I think that's a majority of people out there. Right? There are some of us crazies who are like, we're done, we're deleting it and we're done. I have a couple people, John Meese and Sandy Cooper, Mary Kay Tiller, who are all on today's talks, they all have deleted social media completely. They have no access to social media. And they love it and their businesses are thriving.

[00:40:02:12 - 00:40:06:21]

25.8% said I'd like to completely get off. So you're kind of like me.

[00:40:07:23 - 00:40:30:13]

12.1% said I wouldn't change a thing. I love it. I love it. Okay, this is still going to give you some great ideas for other strategies. Because you definitely don't want all your eggs in one basket, right? You want a couple different strategies. And you use the strategy until it doesn't work anymore. And then you change your strategy, right? You don't want to keep using it. That's kind of what I did with social media. I kept using it even though it wasn't working. That's the definition of insanity, right?

[00:40:31:13 - 00:41:43:20]

10.8% said I'd like to have a consistent posting calendar that I can stick to. And 8.8 said I'd like

to use it in a way to nurture my current leads. Awesome. Yes, that's what my podcast does. It nurtures my current leads, also gets new leads. But social media, some people just like having that as a way to nurture and that's totally okay. All right, what is your number one challenge? I think this is the last question. When it comes to social media marketing consistency showing up regularly content creation, what to say in post time and energy constraint, no results, low ROI is algorithm and visibility issues, overwhelm too many platforms and options, dislike and misalignment with social media, converting engagement into clients. So I see no results. I see Lauren said I plan it to use it mostly as a business card. I love that. Lauren, you're going to love Kate's talk on day five. Kate Kordsmeyer is going to talk about the nine grid strategy. So if you've never heard about that, you're going to want to listen to her talk. And in the all access pass, she actually has a nine grid template for everybody. So if you want to upgrade to that, you're going to get her nine grid template, but you're going to get a lot of information just in our conversation together. She's also one who doesn't use social media for life or business, but she does have a nine grid. She just doesn't change it out.

[00:41:45:04 - 00:41:45:06]

So

[00:41:46:11 - 00:43:05:23]

Oh, we had one more. What are you hoping to achieve from this virtual event? I'm not going to read all of these. Maybe you can read them a little bit to find other ways of getting clients without spending hours on social to learn ways I can grow my email list and then find clients. I loved this one learn ways to network and actually grow that doesn't keep me glued to my phone and let's meet with my kids. Yes. Awesome. I've done it both ways, right? Like I've done it where I've been able to have that kind of like, hmm, life, life, business balance, like work life balance, right? And then I've done it where I'm just, I was just glued and I did not even pay attention to my kids. And I don't want that either. Right. I'm hoping I can get some reassurance that leaving social media behind is possible. You will get that today. That's what today is all about. We have quite a few people who have left social media completely. Cassie and I, the first conversation is really, if you've ever heard the social media dilemma, the movie, go watch it. The documentary. So good. But we actually talk about the dilemma in business and why social media is a dilemma. One of the reasons is because most of us are not influencers, right? We're not getting paid for likes and views. We're getting paid for sales, right? So social media, you, if you're an influencer getting paid for likes and views, you got to be on social media. But for us, there's a better way or a different way. So it kind of depends on what you're using it for. Right.

[00:43:07:13 - 00:43:36:15]

All right. Are you ready? So thank you for giving. Thank you for filling out the pre-event survey. We did have a \$25 Amazon gift card to give away. And that is going to Elena Elliott. So thank you so much for everyone. All 240 of you who filled this out. I appreciate it. You are the winner of a \$25 Amazon gift card for filling it out. I will send you the gift card directly to your email. I already have it. So you are good to go.

[00:43:37:16 - 00:43:44:01]

All right. You ready for some social media trivia? And then I have a couple more prizes to give away. And then we move to the speaker panel. Oh my gosh, I'm talking fast.

[00:43:45:01 - 00:44:05:15]

Hope y'all are keeping up. All right. So and I hope you're having fun. I see Emily said I do still have doubts. How can we get invited as guests on podcasts or guest posts on other people's blogs? If we don't have an audience, why would the host invite us if they don't get a boost of new followers? Oh, I love this question. And I want to tackle it just for a second. Okay, so I'm going to shift your mindset a little bit here.

[00:44:07:11 - 00:45:45:09]

Emily on day four, Dustin is talking about the guest podcast as like guest podcast as your evergreen strategy. You never have to have a YouTube vid like a YouTube channel. You never have to have your own podcast or your own blog to be visible. Here's why podcasters will want you if you are aligned and you connect well, and you fill a gap. So a gap that their audience might want or you have a different spin on something they've talked about. They're going to want that content. And so you don't have to like the thing is when you're pitching podcasts, you're not like, hey, I have 500,000 people on my email list, or I have a podcast that has 100,000 downloads. You never have to pitch that. No one has to know. That's what I love about podcasts. You can't see how many subscribers people have. But if it's aligned, that person's gonna want you because it's content that they can't create themselves. Like I'm not an expert in everything. I need people to come in and talk about things I'm not an expert in. Right? So I'm looking for those people. And so that's one thing. And the other thing is, if you have that value, that people, you know, that their audience is going to need, they're going to want to work with you. When it comes to JV partnerships, I think I'm trying to think if we have that, Justin talks to Justin Demers on day three, I believe it's going to be talking about mini workshops. That's not so much a partnership strategy, but there are we call them JV webinars or JV workshops, where maybe I would come into your audience, Emily, and I would teach something. And anybody who purchases, you'd get a kickback, like I'd give you an affiliate commission.

[00:45:46:17 - 00:46:02:08]

And so like, if you did that to someone in someone's audience who had a bigger audience than you, and they get an affiliate commission, that's a win for them, right? They're not getting leads necessarily. But they're getting content that they wouldn't have had before. And they're also getting a kickback.

[00:46:03:19 - 00:47:31:06]

So that's just some things to think about. But we're going to be talking a lot about that. And I think by the end of the week, you are going to be like, Oh, okay, I can do this even with zero or limited audience. That is the power of collaboration and connection. So yeah, Rachel said, I'm stoked. Even said bar bartering. Yes, bartering. Jane said, I agree, Gabe, I've been a guest on a number of podcasts is about content. What do you have to share exactly. And if you come into it

confidently, then you are going to be looked at as an expert, right? Like it's, you build credibility every time you're on a podcast. But that confidence goes a long way. The other thing we'll talk about pitching. But the other thing to think about is it's not about you, you are not the hero of the story. Okay, their audience is the heroes of the story. It's not about them either. It's about their audience. They're the the hero of the story. So when you're pitching, pitch to serve pitch to give, right? So you're going to pitch that this is what I can do for your audience. This is how I can serve your audience. I've seen that you've had this. So let's say you're talking about, I don't know, getting off social media, right? You've talked a lot about marketing strategies, right? But the one strategy I haven't heard you talk about is actually not using social media at all. I think your audience would love to hear a way to do that. And I could share that because I've done it. So like right, so think about what is it that you know, and you don't have to pitch 500 different topics, you pitch a couple topics.

[00:47:32:07 - 00:47:53:20]

Okay, enough about that. But I'm just wanting you to know, like, there's so much out there that you are going to learn this week. So first question in the chat, how many minutes does the average social media user spend on platforms per day? Is it 90 minutes? Is it 145 minutes? Or is it 250 minutes? Hop into the chat what you think it is.

[00:47:57:08 - 00:48:03:07]

Okay, I see a lot. Everyone's picking different things. I see a lot of 250, a lot of 145.

[00:48:06:04 - 00:48:07:14]

Okay,

[00:48:09:09 - 00:48:26:10]

it is 145 minutes. Now that's not phone use. That's just social media use. Okay, so that's still what two hours and two hours and 25 minutes. I'm not a good math person. It's a lot of time a day on a social media platform.

[00:48:28:01 - 00:49:09:00]

Fun scary fact at this pace, the average user would spend 5.7 years of their life on social media. Do you want to spend almost six of your years on social media? I don't. How many social media platforms does the average user interact with two, four or six? Emily, it does not include YouTube and podcasts. When I'm talking social media, when I'm talking social media on here, like for the trivia, we're talking like Facebook, Instagram, TikTok, Twitter, or X, true social, like all of those type LinkedIn even can probably be lumped in there. I'm not talking as much about YouTube or like, yeah,

[00:49:10:04 - 00:49:11:16]

interests or things like that.

[00:49:12:23 - 00:49:32:10]

Discord, I don't know if Discord counts. We could have a debate about that. I haven't used Discord, so I don't really know. It's like a community, but is it social? I guess we could find out. All right, so the average person uses interacts with six social media platforms. Maybe this does include YouTube. I don't know. I'll have to ask my husband. He made these for me. Isn't that nice of him?

[00:49:35:15 - 00:50:12:00]

All right, six platforms. Yeah, because I don't know. I used to interact with Facebook and Instagram. And then I tried these other social media platforms. I was like, there's just too much. I can't do this. All right, 78% of users access social media exclusively on, what did I do there? Oh, I see. On their phones and tablets. What percent of access social media exclusively on desktop? That was my first thing. I took the apps off my phone completely. So I'd only be able to interact on the desktop, which meant I had to be a little more intentional about it. And it's not as fun. Right? So you just don't do it as much. So 1.3%, 5.8% or 11.6.

[00:50:14:02 - 00:50:25:01]

Thank you for playing this game with me, by the way. All right. So that's my first, like, if you want to get off social media, or if you just want to use it less, that is my encouragement. Just delete the apps on your phone so that you have to do it on the desktop.

[00:50:26:03 - 00:50:41:12]

1.3% do it exclusively on desktop. So most people are on their phones or tablets using it. Right? So you could be in the sea of you're in the sea of masses if you're doing it on your phone, but you could be in the sea of what do you call that?

[00:50:44:01 - 00:50:46:11]

Watch the masses and do the opposite. That's what I've always always taught.

[00:50:48:00 - 00:50:55:11]

Which social media platform is used by the most users worldwide? Instagram, Facebook, or TikTok? Which of these three?

[00:50:58:07 - 00:51:04:06]

I see a lot of Facebook, some Instagram, little TikTok. I mean, TikTok is fairly newer, right?

[00:51:06:13 - 00:51:26:21]

All right. Facebook, probably because it's like the oldest, right? I got into it when it was a college directory way back when in 20 2004, I think is when it came out. So I was on it for a very long time. Which country's citizens on average spend the most time on social media each day?

[00:51:28:01 - 00:51:38:10]

Kenya, India, or the United States? I see a lot of us. I see a lot. Oh, it pretty much all us. Okay. Well, little India. Okay. Okay.

[00:51:41:20 - 00:51:56:16]

Everybody hates Facebook. Everybody still uses it. Yes, they do. I see one Kenya. It's actually Kenya. Average five hours plus a day. Can you believe it? I thought it was the US too, but it's not. It was Kenya.

[00:51:58:00 - 00:52:05:24]

Of the about 8 billion people in the world, how many use social media in some fashion? 2.3, 4.9, or 5.6 billion?

[00:52:09:17 - 00:52:12:02]

I see a lot of 5.6 and 4.9.

[00:52:14:04 - 00:52:17:14]

I guess I would probably think it was 5.6 as well. Oh,

[00:52:22:16 - 00:52:27:11]

it is 5.6. 70% of the population uses social media.

[00:52:28:15 - 00:52:51:00]

All right. This might be the last one. What is the average click through rate of ads posted on social media sites? Okay. So this is for those of you like paid or thinking about paid ads or want to do paid ads. What's the average click through rates posted on social media of less than 1%, 1% to 3% or 3%. Some of you might have good ads. You might have good click through rates. You might not. Okay. So you might be an outlier. That's okay.

[00:52:54:10 - 00:52:57:10]

Diego said 1% to 3% with a good campaign. Yeah, probably.

[00:52:59:07 - 00:53:09:09]

And it's actually less than 1% is the average. So you can see them there. 0.9 for Facebook, 0.8 for X and 0.5 for LinkedIn. Crazy, right?

[00:53:11:00 - 00:53:40:08]

Okay. So that was my social media fun for the day. Now that was just a little bit. So come back on Wednesday and we're going to have some more fun. We're going to do a little more trivia on Wednesday. So let's give away. I have the VIP giveaway now. So those who are an all access pass user, you get to not be live and still win. This giveaway is a one hour, like a one on one, one hour coaching call with Michelle Dewey, where you can strategize your systems and content marketing.

[00:53:41:09 - 00:54:16:10]

She is at mistask.com and she's amazing at organization systems and all that jazz. So her and

I actually got connected. Now I can't remember. The thing is all these speakers, one I select hand selected them for different reasons. Some of them are completely off social. Some of them had the topic I wanted. Some of them have a really strong faith base. Like I hand selected these people, but a lot of them came from a connection. So somebody connected me with somebody else or they've been a speaker in the past for me. A few of them have returned year after year.

[00:54:17:16 - 00:54:47:16]

Some of them were a little bit more of a cold pitch, but for the most part, I had a connection in some way. Either I was in an event with them or I've been on their list for a while or different things like that. Right. So I see that Jamie said she definitely needs that. Definitely need help organizing. Yes. Okay. Michelle. Okay. Perfect. It was Lana that can. Oh, that's right. Okay. So Heather Ferris talks Pinterest. So she's doing the Pinterest talk on Thursday, but her assistant, Lana is amazing and that too connected. So thank you for letting me know.

[00:54:49:00 - 00:55:29:21]

Sometimes I forget. All right. So the winner of the VIP. So we have the VIP winner and then we're going to give this prize away again. So we have two of these to give away. VIP winner is Imani West. Hopefully I said your name right. Imani West. You are the winner of the one on one coaching call with Michelle Dewey for the VIP. So I will send you an email with all the details to redeem your prize from Michelle. Okay. And then Rich, let me know when you have the next winner. This is somebody who's live here with us today. All right. The next winner is Hazy Young. Hazy Young. Congratulations.

[00:55:31:03 - 00:56:24:20]

You have won this amazing prize with Michelle. Now I just have to tell you one huge thank you to these speakers because they are amazing and they are giving the of their time and energy to create these presentations, these interviews with me as well. Give us some super cool prizes for the week. So thank you Michelle for that. Okay. So as we're wrapping up, I know we're just about to time to our speaker panel. Are you guys getting excited? I'm so excited. The speaker panel is one of the favorites of attendees all week. Last year, that's what they raved about. And so that's why I decided let's just do them every day. So we're going to do them every day this week with different speakers on different days. But I wanted to set some goals for this week together. So I just want you to think for a minute here, take out your notebook, take out your workbook, whatever it is. And what is the number one thing that you're hoping to get from the event this week? Write that down.

[00:56:25:21 - 00:56:52:13]

Celie Salle, how do you say your name? I love it. Said to grow my email list. Awesome. Awesome. Awesome. You can pop them in the chat too, if you want to. So think about that. What's the number one thing you want? Because if we don't set some goals, we're going to come into it blind. We're going to have all this information and we're going to leave and again, not do anything with it. Jane said how to connect with readers outside of social media. Celie. Oh, I love it. What a pretty name.

[00:56:53:15 - 00:56:56:21]

So Carly said get four amazing women into my mentorship.

[00:56:57:22 - 00:57:20:19]

Eden said to start my business without socials. Yes. Marcy said to get off social. Michelle said I'm so new at all of this. I want to gain a vision of what's possible. Love it. Okay, so write down what you want. Unless we're clear about the vision we have, we're not going to do anything with it. Second, what does your social media usage for business look like right now? What does it look like right now?

[00:57:22:06 - 00:57:48:15]

Mine looks like nothing. I do have them because I've thought about it like, well, maybe I want to do paid ads. I tried paid ads for the conference last year and they felt flat. It was like, oh, I hate meta. And I don't know if I want to be on meta. You know what I mean? So it's like, I'll do paid ads in different ways, but I don't know if I want to give meta my money. So that's my hard part. Otherwise, I delete my stuff. So Corey said sporadic. Elizabeth said nothing. Cassandra said wasted time. Lauren said none.

[00:57:49:17 - 00:58:09:04]

Tara said a mix of personal and business updates. Sim said when I need to. Awesome. So what does that look like? And then let's think about this. What would you like your social media usage for business to look like? Do you just want to use it for life? Do you want to use it for connection? Some people have social like Instagram because they like to voice message people,

[00:58:10:06 - 00:58:20:12]

you know, or they want many, many chats, but they just want it to be automated, you know, like, so think about that. What do you want your social media usage to look like? Cindy said for connection. Nancy said nurturing a community.

[00:58:23:10 - 00:58:48:09]

Diego said just for social proof. Michelle said connection. That is one thing like for those who are like, well, I kind of feel like I need to have a little bit of a presence. The nine grid really helps with that Instagram. It's kind of like a business card so that if someone's like, I want to see if they're a real person or I want to learn a little bit more before I connect in any other way, sometimes they might pop to Instagram, right and search for you. So that's kind of what that would be for for sure.

[00:58:49:21 - 00:59:12:11]

He said connection and community. Tara said just something that would get me sales. Yeah, exactly. Alright, perfect. And then the last question, what is holding you back from using social media in a way that feels good to you? Or not at all? What's been holding you back from like

actually implementing the way you want to use it? Is there something that's been holding you back?

[00:59:13:23 - 00:59:16:10]

Maggie said I don't really know what I'm doing. Hazy said time.

[00:59:19:22 - 00:59:30:21]

No clarity. Judith said, you know, what held me back was I thought I had to like the gurus all said this is where you need to be. So I believed it.

[00:59:32:00 - 00:59:32:19]

Worry it all disappear.

[00:59:34:01 - 00:59:37:13]

Yeah, lack of clear direction. The pressure Emily said.

[00:59:39:14 - 00:59:58:01]

Yeah, I don't want to be on the hamster wheel creating the business card. That's the lorian. You know, it's funny. I said, I still don't have a nine grade you guys. I still if you don't know what that is yet, just tune in today five you'll find out. But I kept saying, Oh, yeah, maybe I'll do that. But I just have the I left social media posts and I haven't done anything with it. So.

[00:59:59:05 - 01:00:41:22]

Alright, well, I think that comes to the end of our kickoff session. Thank you so much for being here with me for that. This was so fun. Alright, we're going to move into the speaker panel. Here's what I want to do. First, I'm going to just pray for us for the event and for the week and all the things and then what we're going to do is take like a five minute stretch break so you can stay here. The link is the same stay here. I'm just going to turn my camera off and mute for a minute while I get speakers situated and we get our panel up and running. And so that I can just like stop talking for a second and then we're going to dive right into the speaker panel. It's going to be fun. It's going to be juicy and I already see a lot of our speakers here. So I'm super excited about it. But let me just pray real quick for us.

[01:00:43:01 - 01:01:56:07]

And for you guys, you know, this is something I just feel like very much that God ordained it like it's I always like put in all the work and I just pray for all of you. And I know that he's bringing the right people here who just need the message and who need to know that they can do it a different way and they can do it in a life giving way instead of a life sucking way, right? All right, dear Heavenly Father, I thank you so much for our time together. I'm so excited for this week. Like I've been waiting for six months actually for since the last one, but I've been waiting so long for getting to just engage with everyone. And I thank you for bringing each and every person here. Every single person who is here in attendance is here for a reason. And I pray you will meet them where they're at. I pray that you will just guide them and help them to see what is

that next right step? What is the next right marketing strategy? Where do you want me to be? What do you want me to do and to actually lean into that obedience, whatever it is like getting off social media, but felt like so such a crazy ass, but it has been a huge blessing in my life. And I went to if I hadn't been obedient to it, I went to experience that blessing. And so I just pray for each person here. I pray that you will be here you will your Holy Spirit will come and just meet us wherever at and give us some wisdom and give us some insights today and this week.

[01:01:57:09 - 01:02:01:14]

And I just thank you for who you are and what you do and for loving us so much in Jesus name. Amen.

[01:02:02:19 - 01:02:10:00]

All right, so I'm just gonna turn my camera off for a second. I'm also going to let me just hit pause or