

GBWS 2026_Day 2_Speaker Panel Transcript

[00:00:00:12 - 00:00:08:04]

I'm going to record to the computer. All right, it's recording. Oh my gosh, Rachel, what would I do without you? You need to make sure you're at every single live event for the rest of the week, OK?

[00:00:09:17 - 00:00:51:08]

All right, so we are-- we're highlighting the legacy sponsor. I'm just going to highlight her again. So it's on the recording. But 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 their voice for authority and impact. And I'm telling you, she is amazing at what she does. I know her personally. I love her so much. And she has a free gift for everyone this week, her three-step guide to developing a voice that builds trust and establishes authority. We pop it into the chat for you. I'll make sure to have it linked. It's in the swag bag. So make sure to check out the swag bag with all the other sponsors as well.

[00:00:52:13 - 00:02:19:04]

Now, I want to give a shout out to all our other 2026 sponsors, the brand collaborative, Linda Handley, LLC, Virtually Structured, chelseyjo.co, A Unique Perspective, Loves 7 Grace, and The Action Driven Collective. We could not do it without all of them. It takes a lot of time, hard work, money, energy, all the things to put together a big event like this to do all the live sessions and all the things. So we very much appreciate them. We are going to put the swag bag into the chat for you as well. So then you can grab that. Now, one thing to note, yesterday in the kickoff call, I shared my screen and showed you the conference website and even a behind the scenes of the All Access Pass in case you're interested in that. The conference website, if you just go to the home page, it has everything there. There's a menu that has the swag bag, has Meet the Speakers, Meet the Sponsors, Home Back button. And then there's buttons that say day one, day two, day three, day four. Day one and two are available to you all week now. Day three will open tomorrow. So if you can just like-- I don't know-- Rich, I know you have the home page. If you want to pop that in here too, bookmark the page. It's your lifeline for the week. So it has everything that you're going to need. If you have any questions throughout the event, you can email us at info at redhotmindset.com. We're happy to help you out as well. All right, so I think-- did I do the giveaways? OK, we're going to do the giveaways here quick. So Rich, let me know when you're ready for the first winner. The first winner--

[00:02:20:09 - 00:03:35:20]

actually, both winners-- are going to win business breakthrough audits with Kylie Kelly. Kylie Kelly is speaking tomorrow all about using audio summits to build your list. And what she does in the business breakthrough audit, it's your moment to hit pause, get perspective, and let her take a look inside your business. She'll review what you're doing, what's missing, and what she'd focus on next to help you book more clients, grow your list, and feel a whole lot clearer

about what's actually working. It's a \$97 value. Two of you are going to win, and so we'll get that going as well. So while we're getting that, you can do a drum roll. I know that the drum roll emojis, all the things. While we're doing that, I'm going to start spotlighting some of the speakers. So I see Christina's here. Welcome, Christina. So good to see you. Let's see, Dustin's here. Speakers, if you can turn your videos on-- so I know you're here. And if you are not speaking, if you can just turn your video off, that would be great, just so I can see. Kristy, when you get your video working, then we'll add you. So just let me know. Am I missing anyone other than Kristy, because I know she's having video-- oh, Leslie, I knew you were here. I'm not missing you. You're right here. Hi, we love you.

[00:03:37:09 - 00:03:42:05]

And yes, you can do this too. That's what my motto should be. Yes, you can do this too.

[00:03:43:11 - 00:03:45:14]

All right, so I think I got all our speakers.

[00:03:47:12 - 00:03:56:12]

Kristy, even though you're having camera issue, I can't spotlight you. But just unmute. Please unmute. Let us know when you need to share. We're happy to hear from you. OK, yeah.

[00:03:58:04 - 00:04:09:24]

Whatever reason I'm having camera issues. But I'm working on it as we're doing. So hopefully, I'll be able to pop on. OK, not a problem at all. And Gabe, when you're ready, I have some winners for you.

[00:04:11:22 - 00:04:14:17]

So the winners are Victoria Hill and Chris Thompson.

[00:04:16:03 - 00:04:18:23]

All right, congratulations, Victoria and Chris.

[00:04:20:00 - 00:06:04:19]

So what we need from you, if you don't mind just shooting us an email, info at [redhotmindset.com](mailto:info@redhotmindset.com). Let us know you won. And then we'll get you in contact with Ailey to schedule your audit. We might have your email too if you put your full name in. But just in case you don't see something from us, we might not have it for some reason. So that is exciting. Congratulations. All right, are you ready for our speaker panel of the day? Yesterday was on fire. We had so much fun. We talked just a lot about how we do business without social or without relying on it. So what we're going to start with is I'm going to have each of you. I know we had Dr. Ebony and Dr. Leslie and John were here with us yesterday, which is amazing. So if you can just share a really speed version of who you are, what you do. And then also, let's start with what's your most favorite collaboration you've done so far, if you have one in mind. So let's see. Dustin, you were one of the first speakers here today. Do you want to share first? Sure.

Well, yeah, thanks. Lots of energy here. I love it. So I'm Dustin Reikman. I run a company called Seven Figure Leap. And our main thing is we help smart people grow their business with profitable podcast guesting. And so I think it's day four is when my session will be here. I'd say my favorite collaboration, we do a lot of them, has been with StoryBrand. So I'm a StoryBrand certified guide. And I've just had a lot of cool opportunities to be part of that community and serve that community in different ways and have had a lot of really smart people from StoryBrand come over and use podcast guesting and work with us. So that's my number one collab. I love it. That's so cool. We were talking about brand collaborations and software collaborations yesterday a little bit as well. So Brian, do you want to share?

[00:06:05:19 - 00:06:15:06]

Yes, Brian Harris, Growth Tools. We help coaches get clients. The number one problem with small businesses in general is getting clients. It turns out it's hard.

[00:06:16:21 - 00:06:25:18]

I was actually looking at some surveys recently, Harvard, Princeton, Yale, et cetera, all the people that do the surveys. The number one problem small businesses have, like all of us, is client acquisition.

[00:06:26:22 - 00:06:51:01]

So that's all we do. We use help coaches create good high ticket offers and then borrow other people's audiences to sell them. So a resource we have today is List Match. And literally right now, between 12 and 12.30, we just be matching every day where we get people like all of y'all. And we just-- it's like speed dating, but for list swaps. And it's one of the simplest ways to actually land partners so that you can collaborate to grow your list and get clients.

[00:06:52:03 - 00:06:52:18]

And that's what we do.

[00:06:53:21 - 00:07:12:22]

I love it. Yeah, so if you had fun networking today like we did, and we're going to do that again on Thursday, so come hang out with us. That's what we do in List Match too. So it's super fun. I'm a part of List Match, and I found some good collaborations, collaborators, and business besties from there as well. Christina, tell us a little bit about you and your favorite collaboration.

[00:07:14:05 - 00:07:43:12]

Yeah, I'm Christina Patterson. I'm the founder of Beloved Women. We reach-- we're an online ministry. We reach millions of women around the world. I'm also a business coach helping purpose-driven content creators become profitable entrepreneurs. I would have to say my favorite collaboration has been able to work with YouVersion Bible app, and that was really good. Being able to be on their verse of the day video and have some Bible plans and work with them, they're a great organization.

[00:07:44:15 - 00:07:56:17]

That's super cool. OK, so since a lot of attendees-- now, you do not have to be faith-based to be an attendee in the conference, but a lot of attendees are. I've heard of some people putting devotionals or different things on there. How in the world did you get started with that?

[00:07:58:17 - 00:08:32:08]

I had a friend connect me with someone that was on the content team there, and they saw my YouTube channel. And they were like, oh, you would be great to submit for a video-- you know, the videos that they do every day within the app. And so I started-- I became a partner with them. And you can add content to the app. So it was really cool. Just the networking and connecting with people. I love it. And it's like thinking outside of the box. Where can I serve? Where are my people? And where can I serve? Love it.

[00:08:33:08 - 00:08:34:16]

All right, Dr. Ebony, do you want to share?

[00:08:37:00 - 00:08:51:13]

Absolutely. So hello, everyone. I am Dr. Ebony L. Trust. I am founder of the Unbecoming Movement, where I make it easy for business owners to make God their business a partner and access their heavenly assignment.

[00:08:52:22 - 00:09:15:20]

And I was sitting here trying to think of my favorite partnership. And I couldn't think of just one favorite. Dr. Leslie, of course, we just did a partnership where I was on her podcast, and we had the best conversation. So that's one. But overall, since it's been mentioned anyway, I just want to give a shameless plug to List Match. Yes, and indeed.

[00:09:16:22 - 00:09:36:14]

So yes, wherever you find Brian's talk, tap on List Match. You will not regret it. That's how I actually made Gabe, as a matter of fact. So there's that. Yep. Yeah, we collaborated. We did a lead magnet swap from-- We did. And then I was like, hey, you would be a great speaker at the conference.

[00:09:37:22 - 00:10:12:13]

Yep. Yeah, so shameless plug on Brian's behalf, List Match. Absolutely. Yeah, awesome. Thank you. John, tell us a little bit about you and your favorite collab. Hey, happy to. So I'm John Meece, and I help emerging authorities sell your smart stuff losing your soul for your Saturdays. And I was going to say Dustin was my favorite collab. But since he didn't mention me, maybe I'll pick Brian. So actually, in all seriousness, Brian-- I was trying to remember when we went to lunch at Corky's. I want to say it was like 2015, maybe 2014. It was back in the day.

[00:10:13:16 - 00:10:42:17]

Do you remember Brian, by any chance? Oh, yeah. I had less gray hair, and you had less

beard back then. But you had less gray hair. Exactly. And quite a few less kids. Long time ago. But yeah, Brian coached me through my very first course launch when I was first getting into this industry. And then would then turn around and featured me as a case study on his course. He teaches something called the poster boy formula. And I was like sort of the poster boy of the poster boy formula, where for the next-- really, the next like three to five years, convert kit, now kit.

[00:10:44:02 - 00:11:17:24]

Eventually, circle, Brian, Michael Hyatt, Pat Flynn, all those people started featuring me as a case study. And that actually was a great way that I launched my entire business. Since then, in all seriousness, Dustin Rickman and I have each sent each other a massive amount of clients. So we found a really great synergistic partnership of how people sell group coaching programs and help people get high quality leads for high ticket programs. And so we've sent each other a ton of clients back and forth, and that's been really fun. And so the two of my favorite partnerships are right here. So that's why I shined up both. I love it. Isn't that so fun? And all of you do not rely on social media. Isn't that so cool too?

[00:11:18:24 - 00:11:20:10]

All right, Dr. Leslie, take it away.

[00:11:23:09 - 00:11:57:19]

Hey, I'm Leslie Davis. I help Christian business owners radiate authority without being a jerk. And so I focus on the alignment of the head and the heart with your actual voice, so the literal and metaphorical voice here. So my favorite collaboration is that's really hard because I have absolutely enjoyed every collaboration I've done. Yes, Dr. Ebony, our podcast episode is so fun. And we were editing it the other night, and my husband was helping me, and we were just enjoying it again in the editing process.

[00:11:59:00 - 00:12:26:07]

It's so fun to have a good podcast episode where you can just enjoy even the edits. And that was that kind of episode. I can't wait to drop it. So also, I just appreciate everybody on this panel. At least half of you, I know you very personally, and I love it. And I'm so grateful to be working with you. So yes, join List Match because 90% of my collaborations have come from List Match and Cold Pish's too, so yeah.

[00:12:27:11 - 00:12:35:08]

I love it. I would have to say my favorite collaboration-- this will come as no surprise to anybody-- is Grow Your Biz Without Social, virtual event.

[00:12:36:22 - 00:13:00:08]

It's so fun because I have speakers who come back again and again, like Brian and John and Dustin have been speakers in the past. And it's so fun to get to connect with others. I get to meet new people, new business friends, new collaborators. And so for me, it's such a joy. I get

to serve, but I also feel like I get so much from it. So there you go. That's my shout out. Posting your own events can be amazing.

[00:13:01:08 - 00:13:29:12]

Today is all about that too. So for those of you who are like, I have no audience, what do I do? Post your first event. Do something small. Don't do it like I do. I only went big and went-- go big or go home. That's kind of my motto, and it was probably not the right thing to do the first year. But posting your own event, speakers don't ask you what size your email list is. They're like, sure. I'll partner with you. And it's a collaboration. It's a win-win together. So I highly recommend listening to some of those episodes or some of those talks today as well.

[00:13:31:06 - 00:14:31:18]

All right, and yeah, we've done some with the Start, Scale, Succeed conference as well. I used to project management that, and that was super fun. And quite a few of you were on there too. So we just do. We do life and business together. It's great. All right, so we have some questions already from the attendees. So if you have any questions for these speakers, pop them in. If it's for a specific speaker or for any of them, pop them into the chat. We're going to get to them. So what we're going to do is we're going to just do popcorn type things. So if you want to answer, just unmute or maybe put your hand up so that we know who's going to go next type of a thing. And we'll just answer for a little bit. And then we'll go to the next question. I have some pre-curated questions as well if we need them, but I don't think we're going to need them today. So Sim had a really great question for the panel. She said, how did you know what God called you to do with your gifts and what were some of the challenges you faced along the way or still do related to networking? So it's kind of a twofold question. How did you know what God called you to do with your gifts? And then what were some challenges when it came to networking?

[00:14:32:21 - 00:14:33:21]

John, we'll have you start.

[00:14:35:11 - 00:16:49:18]

Yeah, I didn't get handed the calling on a piece of paper, so I had to figure out the hard way. I stumbled through a lot of things. I accidentally found out that I was really good at helping people turn their knowledge into online courses and memberships and good coaching programs and sell that. But then I kind of hated most online marketing. So I literally disconnected everything and went off on a-- literally spent a day in prayer and reflection at a park in Nashville and just going, what the heck am I doing with my life? And the question that really helped me figure it out was, what tragedy are you trying to prevent? Which is a very different question than what I actually set out to ask. What I was asking is, what am I doing with my life? And just helping people make more money on the internet wasn't motivating after a certain point. After my own bills were paid, I was like, just helping people make more money on the internet with funnels and stuff. I don't know. But once I got really convicted about the fact that there's this real tragedy, that right now there are thousands of people, potentially millions of people who have spent decades of their life getting healthier, wealthier, and happier. And they have so much

wisdom. And it's hidden, right? It's either locked behind closed doors with the meeting with clients one-on-one, or they never told anybody what they've learned. And every day, thousands more of those people retire and then die without sharing it. And we are all left poor because of it. We all are left grasping in the dark trying to recreate the wheel from scratch. And once I got clarity on that, I got fired up. And I realized this isn't just about making money on the internet. This is about stewarding wisdom. And it's our family team mission. Any of my kids can tell you that is steward wisdom. And so we collect, protect, and multiply, acknowledge, and experience. And once I had that, it just became this flame that focused all of my efforts and everything else we did from that. So that question, what tragedy are you trying to prevent? It's one I often use with clients when they're trying to figure out what to do. What do I want to do when I grow up? You've got to get really clear on a tragedy that gets you upset, honestly, so that you can fight it. Because it can't be just pay your bills. That is important. You got to do that. I got four kids I like to eat, but you have to move beyond that. Oh, I love it. It's kind of like I think we talked about maybe yesterday or maybe it was an interview. It's like you got to stand for something. What are you standing for? That's what you can build a business around, too. Love it. And yes, I looked at the picture. I'm like, John, looks like he's 15. When did you start business?

[00:16:53:09 - 00:17:01:23]

If I change to a T-shirt and shave this off, I still look 15, just to be clear. So there's a reason you'll never see me on camera on a T-shirt or without glasses. These are not prescription. These just make me look older.

[00:17:02:24 - 00:17:05:13]

So true. I mean, I'm actually 70, so.

[00:17:09:00 - 00:17:12:01]

Just kidding. All right. Anyone else want to share?

[00:17:13:24 - 00:17:14:19]

I'll bet.

[00:17:15:22 - 00:18:57:02]

All right, Christina. Oh, I definitely can relate to John. There was no like clear crack in the sky and this voice from God. I was like, you're going to create YouTube videos for Christian women one day. It was just one step after the next in high school. I stumbled into a video editing class and learned video production. And then I went to school for business. And then I got my master's in theological studies. And I remember being like, this does not make any sense. Like, I feel like I'm just like all over the place, but I just kept taking one step after the next and I had a friend that was like, you should start a blog. And I was like, what is that? I didn't know what it was. So I started to blog podcast and eventually stumbled into YouTube. And now I can see how all the pieces kind of fit together. So there wasn't like a one big call, although I always wish that there would have been. But that was because of my desire for control. But it really was just trusting God each step of the way and that it would somehow make sense. And now hindsight, I

can see how it is. But there are things now that God's kind of leading me to where I don't see a clear picture even now. And I'm just kind of like, you know what? Let me just go. Because when I felt like led to start creating Christian videos on YouTube, it didn't make sense to me at that time. This is like 2013. Christians were not on YouTube at that time. Churches were not posting their sermons on YouTube every Sunday. And but I've just kind of learned to sometimes do the thing that that feels crazy now, because it's usually a sign that you're ahead of the game.

[00:18:58:12 - 00:19:19:07]

Oh, I love it. Super cool. Thank you for sharing. I see it. Let's see, Dr. Ebony and then Dustin and Dr. Leslie. Well, Leslie was before me. So OK, let's go before my Leslie. I think my hand blends into my background. They are blending in a little bit. And I was like, three people have their hands raised. Who has their hand raised? I'm like, I'm blind.

[00:19:21:23 - 00:19:57:10]

This is such a good question, because just like you all, you both already said, you know, sometimes there's these clear directions and sometimes it's just that one step of obedience at a time. And so like my story getting here was definitely a step by step obedience. And then there was like a crack in the sky moment for me. So and for this particular I will buy and I'll sing and play music for you. So I was leading worship one morning at a church and my husband and I were the worship leaders for this church. And we were singing

[00:19:59:10 - 00:20:44:02]

through the name of the Spirit of God was moving through the room. And it was so beautiful because I started seeing God highlight people in the congregation like I had been praying for this. I've been praying to the Lord. Show me people that I can speak your life into and with your words. And I'd been studying the prophetic and things like that up to this point. And so there I started seeing God highlight people to me and he was like, point to them as you sing this point to them, tell them get up and praise the Lord. You know, so this song from Gratitude by Brandon Lake, you know, come on, my soul, don't you get shy on me? Lift up your song. You got a lion inside of those lungs. Get up and praise the Lord. So there you go, Brian. That's for you.

[00:20:45:16 - 00:21:57:03]

But I was literally singing that bridge and the Lord connected this lion that we have in our lungs to releasing the sound of his voice in the world. Because in Revelations, it says the voice of the lion is the sound of many waters, which is the sound of the nations raging at war. And when the lion opens his lungs, you don't hear the roar of just a lion. You hear the roar of the nations at raging his people, proclaiming his word to the world. And what he said to me is it is for you to get people to release their voice into this world. Because what you have to say matters in this tragedy question. I love it so much, John, because I was thinking about that. And what tragedy do I prevent? You may be the only voice of Jesus and love to that person right in front of you. And if you can have the confidence to just speak up and speak love, then you might change their whole life. And if you stay silent, that person's life might not move in the way that they were called to move because they didn't hear the voice of Jesus through your mouth.

[00:21:58:05 - 00:23:39:19]

So it is so important that your mouth opens and that you learn to radiate authority and you learn to lead wild and lead free because it matters because you matter and your voice matters. And I just I could go on for days about it. So, yeah, that's it. Oh, my gosh, I love it so much. And what you were saying, like, just reminded me of this is an old movie, but I don't know if any of you know the movie Pay It Forward, but it was about this little boy who like did one act of kindness and then it just and he ended up passing. But it ended up like coming a movement. And that's exactly all we need to do. Like you do the one thing and it becomes it can become movement. And we if we allow God to lead. So I love that. All right. I'm sorry. I do want to just point out that that crack in the sky moment came after years and years and years of being on my face, asking the Lord what and what is my purpose? What is my calling? Walking it out before I knew. So if you don't get that crack in the sky moment yet, don't be discouraged because your purpose will be revealed in this moment by moment obedience and it will be revealed at its time. Yeah, in moment by moment obedience. Like we have to be in motion for us to be in our calling. Like we're in our calling wherever we are. Right. Like whatever work you're doing, it's your calling. You're using your gifts for the Lord. That is it. Now he's going to mold and shape that he's if you listen and you're obedient moment by moment, it's going to become and flourish into this beautiful thing that we don't know what it is. Right. Like what I was doing in 2019 and online business is not what I'm doing today, but it's because I've been faithful and been willing to take that next right step. That's all we need to do. All right, Dustin, you got to you got to follow Leslie. I agree.

[00:23:40:19 - 00:26:09:11]

Mind reminds me less and much less inspiring, but maybe maybe useful. So it kind of echoes what a lot of folks have said here. And the encouragement, I guess, for people listening is it's a lot easier to connect those dots into a rearview mirror. It's really hard. You just have to trust with one each each next step in each open door that if you're grateful about it and you're intentional about it, that some really good things will come. And so my story is an engineer and I got involved in marriage ministry, which led me in the digital marketing, which led me into consulting, which led me into partnering in a meat state company, which led me in a podcast guesting, which led me into this thing I do today for the last four years. And so that's a really wacky story. And there's a lot more chapters that I didn't even mention, but I can look in high in the rear view mirror and see the dots that connected the through line there. It was always about for me about just building relationships along the way without expectation of return and really trying to live out the idea of you show up and you serve people in the moment that you're in and where you're called to be now. And you do that from the spirit of stewardship, like only good things come from that and you don't really know exactly what they're going to look like. But to kind of fast forward into this moment where I really felt like I'd found my thing. It was just about four years ago as of fall of 2022 and John Meese was there because he was in the very first group that I ever ran. And I ran my first group coaching program and I remember getting off that first zoom call extremely nervous. Like, I don't really know what I'm doing and being like, oh my gosh, this is it. Finally, like I feel like I've kind of found my unique ability and something that

someone told me in the second cohort, they said your values are always informed by your vacuums. And that's something that really has stuck with me where these things in my past I used to sort of resent, namely like loneliness and isolation and some of these things I experienced as a kid. That's why I love community. That's why I love group experiences. That's why I love bringing people together and being able to be create a ripple effect for other people. And like that's through all the weird applications of it. That's the through line, right? And what I've done. So hopefully that's encouraging some people on the conference who are like, it's like I'm kind of fumbling my way forward. Like each of those is a step towards clarity and you'll see the through line sometimes or almost always it sounds like from the other speakers in the rear view mirror.

[00:26:10:19 - 00:26:21:01]

Yeah, super encouraging. I love it. Ebony, did you have a thought? Yes, yes, yes. I think my hand is blending in too, like Leslie's is.

[00:26:22:07 - 00:26:33:11]

Which that's fine because I wanted to go after Dustin anyway. So so there's that. So just like everybody, like pretty much who who spoken has said, it is.

[00:26:34:13 - 00:28:17:09]

Oh, it is not necessarily, you know, a James Earl Jones, Charlton Heston. I'm going off Mount Sinai, you know, moment. And the only thing that I would add to that is that we get to remember that he is God with us. Right. So all throughout our journey, you know, he is with us. He's not far away. He's not off and we're trying to catch up to him. He's with us. And so there are breadcrumbs that, you know, as we're looking through the rear view mirror, as we are experiencing life, we get to be aware that because he is with us, he's not going to ever allow us to go too far to the left or too far to the right. He's always going to be right there. And our job is to say, yes, he is the God of the outcome. Our job is to say yes in the process so that we can pay attention to our progress. And that was the thing that was like most difficult for me, because I don't like the process. I just want to be at the end. Like, let's get it over with whatever it is. I do not like process. But yet he is he is in in the process with us. And as I look back, you know, at my life, how I got to Stuart, this message and mantle of unbecoming, it is literally like every single day he has been guiding me and turning me because he is God with me. He is God with you. He is God with us. And we got to keep that at the forefront. He is God with us and we can trust him in the process to be God of the outcome, which which is our purpose, our destiny and all of that. Absolutely.

[00:28:19:00 - 00:28:48:04]

Yeah, I love it. Thank you so much for sharing these. This was so encouraging. I know all of you are probably like, oh, my gosh, I needed to hear this. I needed to hear. And that's what I want from this is like, get what you needed to hear and do something with it. Right. So I saw Becca had asked a question about aid offers. So her and her husband started a collaborative podcast. It's ministry based. And so they're kind of lost on like, what what can we offer? So

they're curious, how did you land on what your paid offer is?

[00:28:49:05 - 00:28:57:06]

And I'm sure it was kind of like what we're talking about here with the calling. It probably didn't just land in our lap initially. So who wants to tackle that first?

[00:28:59:07 - 00:28:59:17]

John.

[00:29:02:00 - 00:29:06:14]

Yes, to my Lego colored emoji, I find that makes it easier to find the hair. Just the Lego color.

[00:29:07:14 - 00:30:42:05]

But yeah, so I think really everything comes down to first and foremost picking a problem to solve. And then what I find is helpful is like, put a price tag on it before you even know what the product is. Sometimes I find it's tough for people to jump to bigger price tags if you don't have experience selling premium programs. But if we just say, hey, right now, the median disposable income for a family in the U.S. is two thousand dollars. OK, let's just pick two thousand dollars and just say, that's your price point. You're solving a problem. What's the problem you can solve? It's worth someone paying two thousand dollars to shortcut to solve that. Right. So I find that helps. Now we can try that at different price points. We can say five, we could say ten. Just see what that does. But really quickly, quickly, what it does is it narrows it down to picking what are the more painful problems that people actually care about solving? Because there's a lot of problems that a lot of people are pondering solving. They're thinking about it. But you've got to be careful not to create a product for that niche because that's really hard to sell. People will tell you, oh, yeah, I'll subscribe to your thing. That sounds really interesting. I might want to do the thing. But if it doesn't rise to the top of the priority list, it's a problem to solve. They're not going to invest time or money to go deep with that. So that once I apply that to myself, then I try to do different problems of what I was solving. But ultimately, what I found is that where I could help people, the right overlap of where people wanted, they needed the most help, where I could provide the most help and the most long term impact, which really became hyper focused around helping people create and sell the group coaching program. Because if you can become a sold out coach with a sold out group coaching program where you're earning \$10,000 per month, group coaching 90 minutes per week, well, that opens up a lot of opportunity. Now you can write books, you can quit your day job, fire your one on one clients, you can launch a courses or a membership site, host a summit.

[00:30:43:08 - 00:30:48:17]

So but I think ultimately, that's what I landed on. That's my program. But I think it has to come from solving a problem.

[00:30:49:21 - 00:31:04:06]

We've got to be really careful that we sell people what they want. Then we can give them what

they need. A lot of times we can see what we think they need. And so a lot of times people struggle by creating offers around what they think people need. But you have to sell people what they want. Then you can give them what they need once you're in their trust.

[00:31:06:08 - 00:31:23:22]

Yeah, adding on, I was reading Becca's comment. She said, my husband and I have a brand new collaborative podcast we launched that helps Christ followers navigate the complexity of church. Just kind of taking on what John said. Like, what's the thing they're waking up at 3am thinking about in that? Because it'd be really easy to make things that sound cool.

[00:31:25:00 - 00:31:46:08]

That nobody cares about at all. I mean, they might tell you, yeah, that sounds really cool. But are is this like a top three problem in their life? And if so, what's the real problem here? Maybe there's church here. Maybe they don't know their identity. He made me like there's a real thing there, probably, because I know quite a few people that are, you know, in different shades of this particular category.

[00:31:48:19 - 00:32:04:05]

It's unlikely that that person is waking up at 3am thinking, you know what I want to do today? I want to navigate church complexity. That's what I want to do. Now, that doesn't mean your words are wrong, but likely if you put those words on a website and attach anything greater than zero dollars to it,

[00:32:05:05 - 00:32:15:13]

they're probably not going to hunt you down for that. But I like John's framing earlier. What's the tragedy? Like, truly, what is it here? And there's something here to dig into, but.

[00:32:16:22 - 00:32:39:05]

Offer creation and articulating out loud what it is they want. That's they don't even know exactly, actually, when they encounter your words that have articulated what they want deeper than they've ever consciously thought. It's magical, actually. But it takes like real work to dig all the way down to the core of what that thing actually is.

[00:32:40:16 - 00:32:43:16]

So just get in on the phone with a handful of people. I go talk to humans.

[00:32:44:19 - 00:33:28:09]

I was with the client yesterday. They're like, hey, real quick, just pause. Let me send you our 50 page vision document. And this might answer your question. And I'm like, please, no, I literally won't read it because I know the people that wrote it and y'all haven't talked to a client in the past three weeks. So these are like things that sound really cool. And it's your team retreat. Everybody will applaud you. And also, who cares? If these aren't informed from conversations you had like four hours ago, just delete it. It's just nice words on a piece of paper that won't

guide anything. So, Becca, I'm not saying you haven't talked to people, but just go talk to a handful of folks and dig, dig, dig. Get under. Like in church world is the worst. Like we get all these church words that sound cool that we don't even know what they mean. And it's just like, like, just like, what's your problem though?

[00:33:29:12 - 00:33:57:13]

And I bet if you dug underneath the hood of, you know, half dozen people that might fit this category that you know, you'll find real existential problems that really truly need to be solved. And they probably sound nothing like church at the end of the day. The church is just getting the blame. Oh, I deconstructed. It's like, oh, well, you probably didn't have a construction to begin with actually. I'm like, what's underneath that actually? What's the real thing happening? So forget offers, forget pricing, forget all of that stuff. Like what's their actual problem?

[00:33:59:07 - 00:34:17:08]

And then build up from that. But until you find it, it's just, you're just chasing ghosts, like all day long. You know, keep having offer problems and sales problems and conversions problems. But the real deal is you don't know the actual problem yourself yet. Because that's actually shockingly not straightforward to find.

[00:34:19:01 - 00:34:31:13]

So go spend two months there. I mean, Leslie and Ebony will take, because I've worked with them directly doing this exact thing and Leslie, I love your articulation today. Like digging down to find that's like, it's annoying because it's like 80% art and 20% science.

[00:34:33:08 - 00:34:38:10]

And you are the only human that can answer that. I can tell you if it's not right, but I can't tell you if it is right.

[00:34:39:19 - 00:34:57:14]

Um, I can't tell you if that's the thing that's like attached to your heart and actually solves a problem that any human is waking up thinking about. So I would dig in that area. I think there's something there. What it is. I don't know yet, but go talk to a dozen people. I bet you'll find it. Yeah, I love it. Humans helping humans. We got to talk to humans.

[00:34:59:10 - 00:35:31:00]

So, so good. So good. And they think that's the hardest, one of the hardest things for us as we're getting started is, but what is it that I'm, what's the transformation? What do they want? And us having our words versus their words and really just having those conversations, the heart to heart. That's where you're going to dig in. Market research is. Yeah. I came up in AS making this worse right now. I came up at a time where out of like you could automate marketing things like that didn't exist prior to like infusion soft or now everybody does it, but like everybody wanted to automate them in four hour work week. The goal was to work less and do less and help less people.

[00:35:32:01 - 00:35:43:17]

And somehow like this is, it's just weird and AI is like doing this again in a whole different kind of way. But like if you're doing coaching and your goal is to talk with people less, you should quit and go do something else.

[00:35:45:15 - 00:36:19:14]

Like if your goal is to help like interact with humans less often, you're in the wrong business, go start a software company or do something that's not this. Cause the goal should be use AI to talk with more humans. Like the closer you get to 40 hours a week of interacting with humans, the less replaceable you are and the more impact you'll have. So I say that to say. Market research, call it whatever you want to call it, like go talk to human didn't just help them, uh, just see what they want and help one tomorrow. Don't just like, you know, like, you know, like, you know, like, you know, like, start doing anything, see what happens. Like you will find it like in 13 years of trying all kind of wild stuff.

[00:36:20:14 - 00:36:54:23]

Like, you know, what's been, this is just random and just to maybe end it. I think the best thing we've ever made in 13 years and it was a throwaway in a one hour, a little sidebar in September is list match. And it kind of sucks right now. It's early on and there's a bunch of problems with it, but the feedback from that, there's been a lot of things we made it way more complex and had a way more moving parts and sounded cool. But it took, I'm not saying it'll take you 13 years to find out what your product is, but like, just keep like how I found growth tools and what we're doing is just like, I just tried 500 things that weren't it.

[00:36:56:03 - 00:37:25:11]

And this like, I don't know, not that, not that that's closer to open up that hot cold, hot cold is that game. Uh, so just go talk to humans and just see and try to keep from frameworking it up or automating it or processing it with all of your soul. Try not to go there and make that happen to you. Um, and just like try to help one human and see what happens and then try to help another one with something kind of similar and see what happens. You will go faster with that more than anything else you could possibly dream up.

[00:37:26:20 - 00:37:34:17]

Yeah. So true. I love it. Like, oh, this is so good. You guys, so many golden nuggets. I hope you're hearing them writing them down. Ebony, did you have a thought?

[00:37:36:22 - 00:39:48:15]

I do have a thought and it's, I guess maybe in my world, I would call it a, a precursor. I love what John said. And of course I'm biased to Brian because you know, he's my coach. So there's that, um, I feel like there, uh, for, for a lot of people, there is a precursor conversation that has to happen between us and God. What is the, how am I the answer father? What have you placed in me? That is the solution to whatever group of people. I know, um, I've always been

entrepreneurial, right? And when God first called me to, you know, coaching, speaking, training, all those things, I didn't know that God is the God of business. I thought he just played in church on Sunday and that's it. So I didn't talk to God about his call to the marketplace. I went and I just started getting everybody's download, going to advance all the things and allow myself to become expert led. So I got all the formulas, all the templates, all the everything, right? And in doing so I moved further and further away from the original intent of my business and the whole reason why God called me to the marketplace in the first place, because the marketplace belongs to him. And so for me, going back to, uh, how did I discover my calling and all of that? And plus speaking to what, uh, John was saying earlier about tragedy, right? First of all, the first tragedy was that I left the place of being and started becoming where all the experts and the gurus were saying, this is how you have a successful business do this, this, this, this, and I never talked to God about it, and that's the thing we get to talk to God about how our anointing is a blessing to people. We get to talk to God about how the call on our life is the answer to a group of people and from that place, we get to build a foundation of a business.

[00:39:49:15 - 00:40:12:14]

But if we just jump out and say, well, I'm gonna get this person's this and this person's that and do this and do that without ever talking to God about what we are called, how we are wired, how we are anointed, we wind up on this back and forth on this wheel of trying to figure out life. And is this the thing? And is that the thing? No, God is interested. He is the God of business period.

[00:40:13:20 - 00:40:19:23]

Period. And he's interested. He wants to be a part of the conversation. He wants to lead it period.

[00:40:21:05 - 00:42:46:20]

The end. All right. Close out. That was awesome. I mean, like it's true because, you know, it's not separate. Life is not separate from business is not separate from faith is not separate from family is not, it's all interconnected. We want God in the center. We want him to lead like that's the whole, the whole purpose behind this. So if we have that, we have alignment, right? We want to be in alignment. So this is, I mean, this is such a fruitful conversation. We can just, I want to keep going all day. Are you guys able to stay here? Like with me for another few hours? No, I'm just kidding. So I have one specific question for Christina and then I have kind of a close out question as well. Gay had asked in the chat if you could give some advice on using YouTube videos. So I'm curious, maybe my question for you would be how are you strategically using them in your marketing? How are you seeing it working? Give us a few little tips for those who want to use YouTube or are using YouTube. Yeah, that that's such a great question. And I was actually thinking about that as Brian was talking because a lot of my market research that I do is based off the free content that I'm putting out and how people are responding to it. So I have hundreds of YouTube videos and I can see, wow, whenever I put a video out on anxiety, like it gets triple the amount of views, there's something here that's resonating with my audience. And I know, let me make an opt in and an offer around this. So it goes to that serving for free as a way to get information, but also serve your audience at the same time when it comes to how

you create offers and things like that. And so I have and I'll talk more about this in my training. I think that it's coming on Thursday, but it's about building a capsule content library that people can just keep coming back to over and over again of just long form evergreen content. And I love YouTube because it's very search driven, a lot more recommended driven now than before, but still I have videos that are like 17 years old that still get views today and all my videos are like little funnels. Every video leads to an opt in that leads to my ultimate offer.

[00:42:48:10 - 00:43:12:10]

And so I'm getting views right now and people are entering that funnel all of the time. So it's been a really good way for me to generate income as a busy sports mom who can't always be on a live call, you know, every day or every week or anything like that because the picture killer way my life is set up right now.

[00:43:13:20 - 00:45:07:00]

But it allows me to still be present but not necessarily live all the time. So I love YouTube as a strategy, not just for content, but also for revenue. If you set it up that way. Yeah. Thank you for sharing. I love it. Oh, for sure. Yeah. I think we're going to in day four, we're talking about different long form content strategies, including Dustin's. If you don't want to own your own podcast or YouTube being a podcast guest and what that can look like, because these are things that last you social media lasts about 10 seconds these days. Maybe I mean, if you're really good, maybe 24 hours, right? But it's gone after that. You've just wasted hours to make that content. And it's gone where Christina has many funnels and every YouTube video. And I do the same with my podcast. I have a mini funnel and every podcast episode. And it just makes it so much easier. And I love it how you were talking about Christina, that it's market research for you. Like you're really, I'm guessing then you're looking kind of at the analytics, the views of how can you know every day, like just looking at like, okay, that one really hit. I'm going to do more of that. And I'm, and I'm breaking up my long form videos into shorts. I can get anywhere between four to 10 shorts from a long form video. And I'll post those within the week after that video and see, okay, which one of these short, the shorts are going to give me faster data and see, okay, which one of these shorts are really taking off and then maybe, okay, I can share that on Instagram, or I can make a whole new long form just on that one particular thing. Or it just gives me so much information to work with, but then it drives more views right back to that long form video. Yeah, I love it. Awesome. More on that day four. Be ready. We can talk more about it in the next panels too.

[00:45:08:01 - 00:45:27:13]

So last question that I want to close with this comes from Maggie and she asked, what is a good way to get started building a list if you are just barely starting and don't really have anything. So maybe if you guys want a popcorn and just share, like maybe if you were just starting from scratch, you burned your whole business down. How would you get started building your list?

[00:45:32:10 - 00:45:45:02]

I'll go first. Fortunately, there's millions of audiences now who have thousands of subscribers. And one of the hardest things to do like Christina was just mentioning is to feed that audience content that keeps them paying attention.

[00:45:46:14 - 00:45:54:02]

It becomes really stressful in a way that's kind of hard to imagine feeling in there, even just with several hundred, if not tens of thousands or hundreds of thousands of subscribers.

[00:45:56:14 - 00:46:16:17]

Week 300 of that newsletter is difficult. Podcast episode 500, not easy to do and keep attention and keep up because the newbies got energy. The newbies have new ideas and those are hard to hard to hang with. So anyway, for me, if I'm starting from scratch, for what we teach, for who we work with, just be that content.

[00:46:17:24 - 00:46:40:12]

Like give them take the best thing you've ever made and just give it away every week. You can get the same thing over and over and over and over again. So yeah, that can look a lot of different ways. I've found the simplest way to do if you're starting from scratch specifically is a resource swap. So give away your best resource you ever made. That could be a cheat sheet, an agenda, a guide, whatever.

[00:46:42:04 - 00:47:34:23]

Go to growthsools.com, slash list match tomorrow at noon. We literally just finished one just now. But tomorrow at noon, there will be a dozen other people that have all raised their hand and said, I need content. So if you have content or could make something fairly quick with this good, you can just kind of meet people and give it away and they'll promote you within weeks and you'll get subscribers. Like it's if somebody has a list of hundreds or thousands of people and they say your name really loudly to them, like those people show up and subscribe and they buy and you don't have to be great at it. You don't have to be like because they've done the hard work. You don't have to do that hard work. You can just benefit from years or even decades and Kristina's case of publishing videos and building trust over a very long time period. Like she has that it would take you 17 years to do the same thing or you can just borrow hers. So that's what I recommend. It's just the fastest like yeah, people get way attached to mechanics and tactics like I just don't care. I want the thing that lets you actually help people and work with your customers the most.

[00:47:36:05 - 00:47:44:14]

And that's the thing I found to work the best. And Justin does it on a podcast or we do that with lists or you can do all of the above. But the fundamental mechanic is the same.

[00:47:46:14 - 00:49:34:08]

Love it. I mean, if I were to start over, I would I would host my first event right from the get go. I would keep it simple. But I'd host my first event. That would be a great lead generation right

initially. Hey, I got a fun story about that. Okay. Just I'll shut up. I know I'm talking to you. Okay. I get a friend who just sold his business. He's run the same business for a long time with expert type of business and he wants to buy pool companies. He's going to do like a bunch of cool cleaning cleaning companies. So he just started a podcast because he's done a podcast for a very long time. Started doing a podcast. He kept cold calling all these food companies around town trying to buy their company and none of them would talk to them. It's a bad time of year for that because right now everybody's getting their pool cleans. So he just starts a podcast like last week, interviewed 20 of them, has offers from five of them. He got all of them on the phone talking to him. He'll end up a year from now having like the number one pool podcast in the country and having all these inbound leads because he's just hosting the party. He's doing exactly what you're doing. And there's so much power in that. Close this first deal last week. Got two or three other hot leads going on all because he just hosted the party himself. Doesn't know anything about the industry. He's learning to get into his master's level educational pool companies by just calling all these people and hosting them on podcast episode and asking them every question he has and getting leads and getting sales and building an authority business in the process. It was pretty cool to watch first in. Super cool. Yeah. Victoria asked, how do you host an event as a beginner? We're not going to dive into that right now because we don't have enough time for that. But talk the sessions from today. There's like three or four talks all about how to host your own event bundles, summits, things like that. I love talking about it. And in the action driven collective, which is my membership, we're going to dive deep into that this summer, like helping people run their first event. So that's really exciting as well. So just go dive into those talks. You're going to get a lot from them. Dustin, did you have a thought?

[00:49:35:11 - 00:50:42:02]

Welcome to the day of the webinar. I was just going to say, kind of building on what Brian said, if you find you're in the camp of, I really like to teach, I really like to coach, and I just want more people to hear it than podcast guestings, you know, great application of that skill set where you don't actually have to create a written or useful resource, you can literally show up, tell stories, teach people, and sort of adopting Brian's model in that specific way. Someone else, namely the podcast host has already done all the work of aggregating the audience, building trust with the audience, and you're invited in as a guest expert to talk about the thing that you love to talk about. That's typically going to be less of a volume play. So you're not going to get as big of quantity, but very high quality because every person who engages with you has heard you teach for 30 or 45 minutes in a trusted environment. So obviously that's what our session is about, Gabe, but I love helping people break out of the mindset that like I have to build a big audience. So you really don't, you just need to go find the right audiences to serve with the thing that you already do well. Awesome. I love it. John.

[00:50:45:01 - 00:50:59:03]

I at the risk of, I mean, it can be very easy for us to just have an echo chamber here because Brian and Dustin, I use similar strategies. We don't rely heavily on social media to build our audience, but I want to make sure I say something loudly that I think it'd be really easy to miss here, which is that if you're talking about, hey, what do I start from scratch?

[00:51:00:23 - 00:52:37:19]

Really, it has to come down first to not getting leads or subscribers, but getting clients. Like you, if you're building a business, if you're serious about this, you have to make sure you have that lens. I mean, I often, cause oftentimes I'll hear people say like, well, once I have enough subscribers, once I have enough of an audience, then I'll start selling a serious product. But imagine if you had a friend that announced, I was like, Hey, I'm opening a new coffee shop. I bought all the equipment. I'm opening this new coffee shop downtown. Come check it out. So you go and walk into the grand opening, you walk into the coffee shop and you look around and go, where's the coffee? And he says, well, no, no, no, we're waiting until we have enough people here and then we're going to start selling coffee. Right? That's not a real business. And so when you really want to approach this like a business, you have to make sure that you have a product because then that actually dictates your marketing strategy, right? If you're trying to sell a \$17 ebook or a \$17 something you can buy off Amazon, that's a very different strategy for getting leads than if you're selling a premium group coaching program, or if you're selling a membership site or so, I think it has to start with getting clients as the focus. And then it becomes, okay, now how many leads do we need to get that many clients? And then that should determine what strategy you use. That's super true. And we have a lot of service-based businesses here at the conference. So service-based businesses, you don't need a list of hundreds of thousands of people, neither do content creators or like course creators or coaches or anything like that. Right. But I love that lead with what is that main goal? Like how many clients do you need for a successful business? What, what do you need? You know, like all that start there, work backwards because you might only need to work with two to five people a month to make the income you want to. Well, you then what's their strategy? You build your strategy off that. That was such a good point, John.

[00:52:39:05 - 00:53:26:02]

Yeah. Any other thoughts on this one? Anyone else want to tackle it? Um, I see Maggie asked, how do we get a guest appearance on the podcast? Okay. Stick out today for, for Dustin's interview. We talk all about it. It's really easy. I mean, it's about, well, we talked about it a little bit in the speaker panel yesterday too. It's about you not being the hero. Their audience is the hero. So it's about serving, like filling that gap. What is something that you are really good at talking about that you're passionate about that you can fill the gap for that podcaster. Maybe it's a different approach to something they talk about. Maybe it's just complimentary to where they are. If you pitch them that way and you're pitching based on their audience and like, here's what they need to hear. You're going to hear yes way more than no. Don't you think Dustin?

[00:53:28:04 - 00:54:09:11]

I was just about to tie what I said, Gabe. Yeah, absolutely. That's a great synopsis of that's the value exchange that we're talking about. So again, you can have zero followers, but if you have expertise, stories and education to share with an audience that's interested in that, that's actually what the host cares about. Right. It's not a reciprocal. Oh, they have 10,000 downloads. I don't have 10,000 email subscribers. They won't want to hear from me. You just need to fill a

gap in their content. And even if the thing you talked about is similar to what other people have talked about, they haven't talked about it like you do through your unique lens or your unique story and your unique life experience. So yes, well said, Gabe. I'll back you up for sure on that. Love it. All right, Leslie, you're blending in again.

[00:54:11:03 - 00:54:12:13]

Yeah, go, said you got to go Lego.

[00:54:14:05 - 00:54:14:20]

That's awesome.

[00:54:16:02 - 00:59:09:13]

So just a couple of words of encouragement on this because I still do not have a huge list. I think I just hit 500. And so you don't have to have a huge list to do this thing. And, um, you know, I'm running around my house going, woohoo, I may hit 500, but I care more about the person that I get to talk to instead. So I'm actually more excited about the calls that I get to book to do breakthrough calls and coaching calls, because that is me getting to speak with you and hearing your heart. And that's where I get to serve you one on one, which the email is a great place to nurture that. But when you get to put a face with a name, that's when the real nurturing begins. And so if you're willing to just have conversations with people and by the way, I started with Brian in October and I had 20 people on my email list. So this method really does work. And I started speaking at a conference with 20 people on my email list last October. And so you don't have to have the big audience. And so I just want to be an encouragement to you in that is you can just release what is in you that you know other people need everywhere you are. And I also wanted to plug in here. If you're a VIP, my VIP gift is a practicing courage through your voice. And it's a daily exercise of writing out that story so that you can make that connection of when you had courage. So if you're not a VIP person, you might want that. You might want to be VIP one so that you can hear the talks over and over again. But two, because these gifts that we give you are things that we usually charge for. So I just wanted to encourage you with that. I love it. Yeah, thank you for sharing that. That is super encouraging. And I think Rich put the VIP experience in the chat if you are interested in that. I still I love your tagline without being a jerk. I just love that. That's like the best thing of the day. So I know I could keep going forever. This has been such a special panel. I just want to say thank you so much to each of you. Christina, Dustin, Brian, Dr. Ebony, Dr. Leslie, John, Christy. I know we didn't get to see you, but all of you for taking the time out to share your heart, share your wisdom. And that's what it's all about. I mean, you guys are people helping people. And that is the best way to build a list is to be the biggest server. And so if you didn't get anything else out of that today, I think that's it. We're humans helping humans be the biggest server. Don't think of it as me being sales salesy, having to get something. Think about how much you can give. When you give, you will have a return and it's beautiful and it's fun. And you're going to meet great people like we have here on this stage. And maybe you'll get to connect with them and collaborate with them or build your own stage, too. So it's really, really fun. If you haven't upgraded to all day, all access pass, do it. If you want those extra bonuses, it's a great experience. I didn't increase the price for during the

event because I just want it to be as accessible as possible. Tomorrow, our session, we have a midweek mindset session. So the first session from 12 to 1 p.m. Eastern time is going to be a midweek mindset with me. We're going to talk about your season and capacity when it comes to actually building out your business. So come be prepared, get some notes. We're also going to do some more social media trivia who had fun doing trivia on Monday. I love it. Some of it was unexpected, like who uses social media the most, which country who knew it was Kenya and not the U.S. But so come enjoy that game time. And then we're going to be right back here at 1 p.m. Eastern time for another smoking speaker panel. Now, the speaker panels tomorrow's sessions will both be recorded. The speaker panel will be recorded. We'll send out the replay later today. It'll be available through the week for you to listen in again. And if you get all access passed, you'll have lifetime access to it as well. So again, thank you for being here. Speakers, we appreciate you so much. I appreciate every single one of you for taking the time out to listen. You know, be spirit led to kind of figure out what is that next right step? You're not trying to take all the steps. You're not trying to take all 35 things that speakers are. You know, the 35 speakers who sharing everything. You're not trying to do all of it. You're trying to pick and choose what are the one to three things that you're going to try that you're feeling led to do. You're feeling that nudge. And that's going to make it go a long way. So with that, we're going to close out. I hope you have a wonderful rest of your day. Go check out the day two speakers and also day one if you haven't gotten to them. And we will see you again live tomorrow at 12 Eastern Standard Time. Have a great rest. Gabe, do you have a link really quick for if we want to share this with somebody? Not not share the recording. I mean, share the conference. Yeah, absolutely. I'll pop that link into the chat really quickly.

[00:59:10:13 - 00:59:26:04]

Let's see how you lady. I'm wonderful. I'm sorry when you're like nervous, you know, so registration register. OK, there it is. All right, pop, grab that link real quick and then we will see you all tomorrow. Thanks for being here. Bye for now.