

GBWS 2026_Day 3_Speaker Panel Transcript

[00:00:01:08 - 00:01:42:13]

It's recording. We are good to go. I gave Rachel a prize for being the best coordinator for me in that. So congratulations, Rachel. We will get that to you. Okay, so a few things for housekeeping. It is a speaker panel session. I don't know about you guys, but the speaker panels have been some of my favorite parts of the conference. And I know attendees every year say it's their favorite part. This is why we're doing them every day instead of just two days. The past years, we've only done them for two days at a time. And so this year we have five full days of them. So a couple of things. If you have any questions for the speakers specifically, pop them into the chat. But maybe wait one second, because if you want to win a prize, I need you to put your full name into the chat. And then also your favorite session so far. So pop that into the chat so that we know who it is, who wants to win prizes. We'll keep the list rolling from if you were here at the first session as well. But pop into the chat your name, your favorite session. And we're going to be talking about in day three, we're really talking about how to nurture and build relationships with potential clients or customers, also with connections. So thinking about how do you build relationships off social media? That's one of the biggest questions that we hear. Like, well, what do you do? You need to be there. You need to be engaging. You need community. And that's where social media is. But guess what? What if we told you we engage way more and we nurture way better in different places? Because I know I have gotten way more engagement. I have. It's way more rewarding when I'm talking to people not on social media. So we're going to talk a little bit about that today. If you have any specific questions about it, pop that into the chat.

[00:01:43:17 - 00:01:51:23]

And yeah, I'd love to hear one of your favorite moments. Let me just pray to get us started and then we will talk about some rises and we will get into the panel.

[00:01:53:01 - 00:02:37:18]

Dear Heavenly Father, I just thank you for this time that we get with these sweet speakers. I'm just so thankful for you guiding the way to bring in and really curate this list of speakers and topics and talks. You know what you're doing. And I just pray that you'll fill this room. You'll fill us with your presence. You will just give us wisdom as we share from our heart what's working for us in marketing, in business, in nurturing relationships and really making meaningful connections. That is what business is all about. It's about being the biggest server. And I just pray that you will help us guide us, help us to see what is that next marketing strategy? What is that next step that you want us to take in everything we do? We love you and we thank you in Jesus' name. Amen.

[00:02:39:07 - 00:02:44:16]

All right. So let me get I'm just gonna make sure everyone else is muted. Okay, perfect.

[00:02:45:23 - 00:03:14:21]

So the okay, let's do the VIP winner. And what you're going to win as the VIP winner is a choice between one of my programs. So my programs that you get to choose from are finish line goals, simplified business strategy, craft compelling case studies and testimonials or your antisocial advantage. They're fun. They're they got lots of great templates and things. And our VIP winner is Luann Collins. So congratulations. If you are here.

[00:03:16:00 - 00:04:25:14]

Congratulations. If you are not here, that's okay. Because if you are in the if you have the all access pass, you do not have to be present to win. So we will get an email out to you for you to pick which program you want and then we will get you inside. Alright, so our next and Dr. Ebony is here with us and she has given away a couple prizes for this next part. And her prize is a signed copy of unbecoming her book, and a clarity burst and the clarity burst is a private voice note coaching with Dr. Ebony. So two winners are going to receive a signed copy of her book unbecoming plus that private clarity burst coaching response. It's a 12 to 15 minute voice note and a one page next steps map delivered within 48 hours. This is designed to help you to bring your current business and marketing confusion to God discern what you're being led to do next and walk away with a clear pressure free path forward. This is a \$97 value that you're getting. And I just want to thank you, Dr. Ebony for submitting this as a prize. Um, alright, so we have two who are going to win and it looks like we have them ready to go. Rich, do you want to announce the winners.

[00:04:27:01 - 00:04:30:04]

Sure. So we have Tatiana and Victoria Hill.

[00:04:32:06 - 00:05:01:24]

Congratulations. Tatiana and Victoria Hill. I'm so excited for you. If you don't mind, just so that we stay on top of things. If you can email me at info at redhotmindset.com. Let me know you won and we will get to you how to redeem the prize. I probably can find your email too. So I'm going to look forward after this. But just in case if you want to shoot me an email, that would be amazing. All right. Um, I also wanted to give a special thank you to our legacy sponsor who is in the house. Dr. Leslie Davis.

[00:05:03:00 - 00:05:53:20]

And she 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. And she has a free gift for everyone. If you haven't gotten it yet for three step guide to building to developing a voice that builds trust and establishes authority will pop it in the chat for you. Go grab it. But also a shout out to the brand collaborative Linda Hanley LLC virtually structured Chelsea joe.co a unique perspective and loves seven grace. All of them are sponsors for 2026 and we could not do this without them. Thank you so much for partnering with us. And they have given a ton of goodies. So each of them have a complimentary gift for you in the sponsors swag bags will pop that into the chat to if you haven't

gotten a chance to take a look at it.

[00:05:55:00 - 00:06:26:11]

All right. I think that is the notes I had for now. Now we get into the juicy speaker panel. And what we're going to do initially is I'm just going to popcorn to each of you and have you share who you are, how you help. And then what's your favorite nurturing strategy? Like how do you like to nurture your potential customers or your customers? Or if you want to think about the connections like if your collaborators, how do you nurture with them? Either way, however you want to answer that. And Christy, let's start with you.

[00:06:29:07 - 00:07:18:19]

Thanks, Gabe. Hi, everybody. I'm Christy founder and virtually structured, and I help establish service providers save 10 to 15 hours a week by replacing manual work and mental load with clear custom operating systems. I found that most operational support creates dependency. So what I do is designed to give you your revenue generating time back. Sorry, my cats over here and try not to. But I build with you. So you're not dependent on anyone else. So there's no learning curve. There's no new platform, no new software to learn. You own it, meaning you understand how your business runs. So you're ready to delegate and scale on your time. Gosh, my favorite way to nurture, I think.

[00:07:21:08 - 00:07:51:14]

I would say probably give quick win tips so they can implement right away something that they could just keep their momentum going. So quick tips will probably be my favorite way to nurture. I love it. Are you giving I'm just asked this. Are you giving quick tips in social media, in email, on podcast? Like, where are you nurturing? Podcast and email and blog. I don't do social media. It's not even close to my middle name. So don't go there. I love it. Dr. Ebony.

[00:07:54:00 - 00:07:57:08]

I wasn't expecting to be next. Okay, cool. So you're next on my screen.

[00:08:00:00 - 00:08:09:13]

I am Dr. Ebony L. Trust. I am founder of the Unbecoming Movement, where I make it easy for business owners to do business with God instead of for him.

[00:08:11:00 - 00:08:18:14]

And my favorite way to nurture, I like email. I like email and I tend to put like the PS.

[00:08:20:00 - 00:10:28:23]

I reply back for some reason or other. And it is a refreshing surprise to people when I reply like via video or like with a voice note. They absolutely love it. And I love it too, because I feel like if you can see my face or hear my voice, it makes that connection that much more. And it really is me, like not AI. It really is me. So that's my favorite way. Okay, I love it. I think I'm going to go to Alyssa next. And the reason is because I want to ping off of you, Dr. Ebony. This might not be

Alyssa's favorite, but I just want to say when Alyssa and I connected for the first time, she actually sent me a loom. Maybe it wasn't the first time, but anyway, maybe it was. She sent me a loom and like very personalized. Here's what I want. Like I want you to be a part of this event. You know, like here's how I found you. And it was just the neatest. And it was a connection call or a connection email for collaborating. And I just thought that was the one of the most special ways to do it and just really personalized. So Alyssa, you want to tell us a little bit about you, what you do and then your favorite ways. Yeah, I love that. That is actually it was in the back of my head. So I'm Alyssa Figgins. And I'm the girl who helps you when you come off a summit like this. And you're like, I'm going to do all these things. And then you end up doing nothing because you don't have enough time for it all. So I really come alongside Christian women business owners and help you get really strategic around your time. It is a gift that we're given. It's not the obstacle, but we have to be intentional about where we're investing it and where we're not. Right. And we all know this thing is taking up a lot of it or wants to even if you're not on social. So how do we make wise decisions around our time that's really going to move the needle on the business. Scott has called us to. So yeah, I was gonna say, you know, my favorite way to connect with people. I love doing videos or voice notes. I just think if you can be human and just ask a question, you know, even, you know, sometimes I'll do it via email. That's the only way I have to connect with somebody. So, you know, just being personal, getting in their world, ask, being curious and yeah, then letting the relationship grow from there. I know Lindsay talks a lot about relationship capital. And I think that that's a great use of time is taking the time to actually reach out to people individually.

[00:10:30:00 - 00:12:39:18]

I love that. Thanks for sharing. Abby, you want to share? Tell us a little about you. Sure. My name is Abby Ashley and I'm the founder of the virtual savvy and I help aspiring virtual assistants start and grow their online businesses. I've been doing this for 10 years now, which is crazy. And, you know, I, I am not naturally like I am I am an extrovert. And so I love people. I love events. But I am actually not naturally very good at like fostering relationships. I envy people who are my husband. I'll look at his phone and he's texted 17 people already by the time I've like woken up in the morning. I just I don't get it. He's so good at it. And it's just come so natural. And so for me, I have to, you know, I think we have to all look at our own God given strengths and talents. And so for me, I'm a very in the moment person. And so I basically have to create the moment. And so that for me usually looks like especially if there's a strategic relationship that I'm trying to build is having a time and a place. So, you know, coffee chats and that could be zoom coffee chats. Of course, I love in person, but that's not always possible, especially in our online world. And so if I have a meeting on my calendar and I could just sit down and really talk to a person, I find that that's where some of the deepest connection happens and the most opportunity for both of us. And we can usually find something that's a win-win as far as a collaboration or, you know, just a deeper connection. So that's that's definitely I love everything here, though, because I do the loom videos. I do email marketing. So you're getting all really good tips here. But that's probably the one that works best for my personality. Yeah, I love that. Thanks for sharing. Dan, thanks for being here. Tell us a little bit about you and your favorite nurturing strategy. Hello. Hello. I'm Dan Morris and my wife and I

have been online since 2013 full time. And I would say that I help mostly podcasters turn into professional podcasters, full time podcasters.

[00:12:42:01 - 00:13:23:01]

My favorite way. So every time that we travel, we do two meetups wherever we go. We do a meetup for Rachel's audience and then a meetup for my audience. So we try really hard to meet people in person. We try to keep a database of physical addresses because we send a lot of mail through the United States Postal Service. We like to send thank you cards and stuff like that. But otherwise, you know, we're huge email users. But I really like I like the real world stuff. I love that. I love the idea of a meetup wherever you are. And I think it's really cool because since you do online business, you have friends. Oh, even internationally. So that's super cool.

[00:13:24:10 - 00:13:55:23]

Yeah, we did two tours of New Zealand. We've done. I would say we've done 150 workshops around the world. So we usually we go where we know people and then we have a place to stay. And, you know, it's pretty nice. That's awesome. I love that so much. I might have to steal that strategy. I really like it. I love being in person. Like Abby, like you said, I'd rather be in person talking with you. I just know I can't always do that being physically in the same area as everyone. So I love those ideas. I'm Lindsay. You're next.

[00:13:57:19 - 00:14:33:20]

Hi, everyone. I'm Lindsay Fletcher. I am the girl that once you start using all of these marketing strategies that you're using, I will teach you how to close the sale. My favorite way to nurture is, like Abby said, kind of using my strengths and I'm kind of a natural connector. And so I like to invest in people by connecting them with other people that I know or, you know, helping them win really quickly. Or I'm really also really good at follow up. And so I just continue the conversation.

[00:14:35:09 - 00:14:43:03]

I love that so much. And I like it how you said I'm really good at follow up. I just continue the conversation. That sounds so much less salesy.

[00:14:45:06 - 00:15:50:09]

Because I know how to I know how to say it. You're just continuing a conversation until they either say no or ghost us. Right. Like, yeah, that's what we're doing. Yep. I love it. Nina, thank you so much for being here. Just so you know, Nina, we gave away some of your power sessions for LinkedIn this morning. So you're going to see some some excited people for their LinkedIn profile. And we did kind of we had this kind of debate of is LinkedIn social media or not. So I love it. But we I just think it's a great strategy for networking and things. So maybe you can you can shed some light on that. But I also want to know who you are and what's your favorite nurturing strategy is. Okay, great. Thank you. Well, LinkedIn, of course. No, I actually everybody's giving me some great ideas here. I'm taking notes. So I'm Nina Farib. And I love to cultivate good LinkedIn citizens. I run a LinkedIn engagement group, which is much more than

engagement group. And I'll leave it at that because once I get started on my favorite topic, you know, it's hard to stop me. Nurturing. There's so many different ways of nurturing. And you know, I've been in business for over 30 years. So they certainly have changed.

[00:15:51:15 - 00:16:19:14]

On LinkedIn, what I love to do is just ask questions in the comments and make sure that I don't put a cap on the conversation, but allow for it to continue. And sometimes it's much easier to do that actually in the comments and it is in the DMS, because in the DMS people are a little more jealous of their time and a little more nervous about what it's going to lead to. Whereas in comments, people are often much more open to having an actual conversation with you because it's there's less stress involved.

[00:16:20:24 - 00:16:25:00]

I am also somebody who loves sending physical thank you notes.

[00:16:26:00 - 00:16:32:17]

I created my own cards because I'm also on the side of an artist. So that was that was, you know, I get to send out my art.

[00:16:34:02 - 00:18:04:13]

And then I love making connections. So I'm always like my, you know, my, my, such a deep rolodex that whenever somebody, you know, I'm on a call with someone, I'm like, oh, I need to connect them with this. And this person would be great. So that really that is for me, joyful is to connect people with other people that I think they'll they'll jive with for whatever reason. Yeah, I love that. Well, that's how you and I met Nina because Tiffany connected you and I. And so I just think that's so cool being a connector of people, you know, I always say, I, who was I talking to yesterday about this? Now I can't remember. It was probably one of my coaching clients, but I said, if I could get paid just to be a connector of people, that would be my dream job. Like, come on. How fun is that? I will connect all day long for free. It's fine. Nina, Lindsay asked it. Where are you posting or where are you commenting in the comments of your own posts or others posts? Both, both. It can be equally as beneficial. Some it's my own. It's those in my group that are sort of, you know, my regulars. But then also, and that's probably the one that we are the least prolific at in general is I go into third party people's comments and comment respectfully. So no poaching, no trying to get other people's audiences to pay attention to me, but from a place of serving. I love that. We talked a lot about serving yesterday. It's right in. Last but not least, Dr. Leslie Davis, tell us a little bit about you and your favorite nurturing strategy.

[00:18:06:14 - 00:19:16:24]

Hello. So I help you to radiate authority without being a jerk. My favorite, favorite nurturing strategy is to just jump on a call with you and just get to know you a little bit. And I like to talk back and forth through email. I'm very social. So kind of like Abby, you know, I would love to meet up in person and I love Dan's idea of having meetups. So in person is great. Retreats are great. And partnerships in particular, I just feel like I'm not doing business alone when we jump

on a call rather than making just going back and forth on an email to create partnerships. If I can just see your face, know you and get to know you a little bit, then that connection runs deep and we can just collaborate forever. And same way with my clients, I want to meet them on a call before we ever work together because we both need to know if we connect. So yeah. Yeah. Love it. I love it. So many great ideas. And before I move to our next question, Dan, there was a question in the chat from Nancy asking, where do you meet up with people? Coffee shops, rented venue. What are you doing when you're doing the meetups around the world?

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So this is going to sound crazy, but I think we've only paid for a venue once because of this strategy. And that is in every city. Well, like we did, we toured New Zealand twice to two, two, two times seven cities each.

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And then we did another one of Canada. And but anyway, we find the city that we want to go to. And then we find a mover and shaker in that city. A real estate agent, somebody who's who's like Gabe, who's trying to connect people, who's trying to become the person.

[00:19:54:00 - 00:20:39:24]

And then we, we pitched the idea that it's their conference. Like this is your day. You're going to bring us to your town. We're going to teach digital marketing, but it's going to be your name. You're going to talk at the break. And then they find the space. So, I mean, you know, most people in the town, they know where all the places are, you can meet. So they figure out the space. We sell the tickets on our site. And then we get there Friday. Our workshops are on Saturday, Friday night. And we do a meet up for Rachel's audience. And we ask the mover and shaker, like, where would be a cool chill place where people could come meet and chat with Rachel.

[00:20:41:00 - 00:21:53:22]

And then we do the workshop on Saturday. And then we do a meet up Saturday night for my audience for the people who didn't come to the workshop. And we ask the same thing. And sometimes, like I said in the comments, sometimes it's a coffee shop. Sometimes it's a company like Aweber, who's our email marketing company. They have a nice facility. They got slides. They got ping pong tables. And they'll just say, hey, come to our place. Introduce your people to our thing. So, so we do that. And then when she did her book tour, she did a 35 city book tour. The book signing was her meet up. So that was always at a bookshop. And then we asked, we usually ask the bookstore owner, like, where's a good place to go that's near afterward for a little meet up. Because we, you know, we don't want to do all kinds of logistical travel. Just, you know, where could we walk to? But that's usually how it worked. Very good. Thanks for sharing. I love that. So if you guys have any questions, pop them into the chat. No, you probably do. I have a couple curated questions I can ask as well. So what we're going to do is, since everyone's shared now, we're just going to popcorn. So if you have an answer to the question, just unmute and share or do you raise your hand emoji.

[00:21:55:00 - 00:22:07:10]

And we can kind of ping off of each other. So one question that I have to get us started is, how do you intentionally cultivate community around your brand in a way that aligns with your values.

[00:22:08:12 - 00:22:14:10]

So values might mean like your pride, like how you want to show up to right like how are you cultivating that community.

[00:22:16:09 - 00:22:25:10]

Say that question again. Nina is going to answer, I think. So the question before you answer is, how do you intentionally cultivate community around your brand in a way that aligns with your values.

[00:22:28:00 - 00:22:33:18]

So, I love that question and I run the community so it is my basically my bread and butter.

[00:22:35:00 - 00:23:42:10]

What I learned is that, you know, to Abby's point of earlier what works for the way I'm built and I feel that if I can serve a bigger group with giving them the tools and information and frameworks they need as a group and then sort of like it's like a self-regulation thing that happens. And that just works best for the way I am. I'm not the deepest thinker in the world. So one on one can be very stressful for me if I have too many of those. But if I can show up in the community and allow it to flourish without, you know, being a helicopter mom, I find that the magic that's when the magic happens. And that's where it kind of just fits well with how I operate. And that's why I love community. It's a pain in the rear end to manage it sometimes and on and off boarding and all that stuff. But it's well worth the benefit, at least for me. So, you know, getting people in and getting them into the experience that to me is my biggest joy. I love that.

[00:23:44:00 - 00:24:14:08]

I might ping to Abby if you're willing to share because Abby Ashley has a really great community of virtual assistants. And so and you've cultivated a really cool culture with it. So maybe talk with us a little bit about how maybe how it started and how you've like turned it into something that you really enjoy that fits the values that you have the capacity that you have. Yes, for sure. Happy to. So I was actually thinking it was like, should I raise my hand? So one of our core values at our company is value first.

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And I, you know, I give that to my employees. I give that to, you know, the people who are in my audience, the VAs, and I really encourage them to do that too. So in marketing or in connecting, it's less about like what we can get and more about what we can give. Right. And I just believe that that really comes back to us. And so I try to lead with that too. So, yeah, I mean, years ago I

started an online community. Now that is on Facebook. So it is social, but it feels less like social to me because what I'm not is one of these. Like I'm just not one of these like phone, influence, whatever. Like, let me talk about my day while I'm walking down the street. Like just that alone is like, well, I just hate it. So that's not the way I show up. Right. So what I do is I do have a really large Facebook group, but then that feeds into my email and then I'm just constantly like, how can I give them value? And so I love going live. I love doing webinars. I love like we talked about the in-person or I love the coffee chat idea. I literally just did a meetup a week ago. I said, anybody in the area, I can segment my email list of who's in a certain zip code and, you know, say who's going to be there. And there's no agenda to that. It's just show up and end up. We end up usually making some sales on those, but that's not really the goal. It's really just connection and again, value first. And so I think that, you know, finding a way, it's like, how can I add value either to an individual or, you know, a community at large? And that's what I've been trying to do. So we've we have like 150,000 VAs right now, which is crazy. And for me, it's just like, okay, what are the ways that are like, it comes natural to me to just go live. Like I don't, I stress my team out sometimes because they're like, Abby, the live streams in like two minutes. I'm like, I know. I'm, you know, get down the shower. It's fine. And I just pop on and go live because that's what I enjoy doing. Right. And so that might not be everybody here, but I think that it's like, okay, what is natural for you? What's easy? Because I think if we're just trying to like rub up against what's difficult, then we're always going to be frustrated. But again, if we can lean into like our strengths and just what just comes easy, what just comes natural and let that be the connecting point.

[00:26:33:00 - 00:27:42:24]

So for me, it's live streams, it's teaching its value first. It's like, let me just see how much I can give and give and give. And normally that will will come back. I mean, there's also a thing called boundaries, which is the other side of that. But yeah, I mean, generally speaking, that's kind of my approach to how I build my community. And then it replicates too. So like, we're in their giving and then they end up giving to one another to write giving feedback, giving advice, giving encouragement, that kind of thing. So yeah, great question. I love that. Yeah, you're you're cultivating their conversation to they get to just start having and eventually it becomes like they're leading the group in a way like having those conversations and connections. So I love that. I love that you talked to you about you love doing live video. Some people here are probably like, don't ever let me do live ever. I don't want to. That's not my need. They'd be like freaking out, right? I started with YouTube and I got off YouTube because I was like, I hate curated videos. I can't do this. I can do interviews all day long. I love interviewing people. I love being up interviewed. I love live. Like I could go live. I like I can talk, do this just fine. But when I have to curate a video, it's like the death of me. No, please don't make me do this.

[00:27:44:00 - 00:28:05:13]

And so I think what you just said is like, where do you show up authentically? Where do you where do you feel that energy? Where do you feel like passion? Don't do the things that you're going to show up fake. Like don't do the things that are going to stress you out like that because you're not going to come across authentic. We want to come across authentic right now. So that

would that just I just loved that. That was so good.

[00:28:07:07 - 00:28:14:22]

I, does anyone else have any other thoughts? I have a couple more questions. I have lots of questions. So, but more thoughts on like how you cultivate community in your business.

[00:28:17:05 - 00:29:57:22]

I do. Yeah, I do. I think one thing is having a shared like language like I call them isms, you know, so like I call my people CEOs, Christ empowered operators. We talk about redeeming our time, you know, so there's certain lingo. I think kind of connects your people and then you're speaking the same language. And it's so amazing how when you just have a few of those things, then it really starts coming out of their mouth, you know, quite often. And so that's really fun. The other thing too is, you know, like getting people into a room where they can actually have conversations, you know, I think my most my best community things are either my paid clients, right? Because we have a weekly call where not only are we talking about where our time is going that week and what happened last week, but we're praying over the next week together. And that's really powerful, you know, or once a month we do a community planning call, we preview the next month, right? And so we're like in that process together, getting to share about what we're looking forward to in the next month and what's happening and what we're concerned about that we're trying to find time for or whatever that is. So I think those shared, you can bring people into some kind of a live event, you know, mine are always virtual just because of location, but I think that can be helpful thing too. Yeah, absolutely. I love that. I think that having some events that are not curated, you know, where it's like they just come and they you you let the Holy Spirit flow, right? Like you just see what's going on in the action driven collective that we do. One of our events every month is connections and conversation. And that's what it is. It's like an office hours, but it's like, let's just share together. Let's just see where the conversation brings us. And I think those are so fruitful. It's so much fun. I see, John, you are here. Where are you? I can spotlight you. I'm here. I'm here. Better late than ever, I hope. Sorry, I'm sorry.

[00:29:59:00 - 00:30:24:09]

So, but I thought you were the guy. But that's the right email, which seems very, very on topic. This is the right email. The opportunity. The future of, oh, cool. The circle community thing. I love it. Yeah, this is the box. Ironically, the box is mostly just this stuff. I don't know. But yeah, maybe there's something else that's supposed to be in the box. That's how they're shipped now, right? You get like this huge box and it's for this really tiny light thing. And you're going, what?

[00:30:25:17 - 00:30:52:22]

Yeah, I got a little pamphlet in here that says, here's the trends of, here's the community trends report. We're thankful for being one of our top community leaders. And then I kept digging and there was nothing else but that. But yes, I'm glad I could pop in. Sorry, I'm a little late. My Q&A. We had a sold out coach Q&A that just went a little long, but I'm here now. That is all good. We will take you when we can. So thanks for being here. We were talking about community, how we

show up, how we cultivate community in our brands.

[00:30:53:23 - 00:31:52:00]

And then we have a lot more questions too, but I want to sit here for a second in case anyone else has any final thoughts on this part. Could I chime in on that? I know I'm jumping in real quick, but I think, you know, so I know that you've been pretty faithful with this event and not everybody is, you know, Christian or has to be to participate in this. But I know that that's been a common theme that's been very upfront in a lot of the communication around this. So I thought I'd share whether or not you're a Christian. Oh, hello Lucas. Whether or not you're a Christian, I think there's something fascinating to say like, hey, there's this religion that like dramatically changed the world over the last couple of thousand years, right? And so if you want to run a community that changes the world or that has a big impact, maybe we should look at that even from the outside and go like, okay, what did they do, right? And so it was started by a guy, you know, a carpenter's son who said, you know, what I'm going to do is I'm going to pick 12 people and I'm going to spend three years with those 12 people and occasionally I'm going to give him a sermon on the Mount.

[00:31:53:15 - 00:32:51:12]

And I feel like there's something really important to that, right? Like his, it was, it's community that like radically changed the world was started by saying like, I'm going to spend a lot of time with a small group of people and occasionally I'm going to give a sermon on the Mount. I think a lot of people today try to build community by giving a sermon on the Mount every day on Instagram live or their stories or Facebook live, whatever that is, and don't create enough space for what is that? Who are those 12 that you're going deep with, right? Or the 70, what does that look like? And so I think that, you know, obviously my whole business model is built off of helping people build sold out group coaching programs of like 12 people at a time. So maybe you can start to see where some of this comes from. It's not original. I didn't invent any of this. But I think I just wanted to say that I think that's something people miss with community. It's a lot of times they try to build a huge community by giving a sermon on the Mount every day and they don't create the space for small groups to go deep and that's really critical. So that's my, my chance. Yeah, that's a great point. And actually we go quite deep into that topic with John in his day one talk, get off your soapbox and what's the title again? Get off your soapbox and come home.

[00:32:52:24 - 00:33:12:21]

I got it. Yeah, I get it. Okay, good. So go listen to that if you haven't yet. And John, before we got when we were getting started, we said, tell us what you do. And then also, what's your favorite way to nurture your potential clients customers connections. So I'll have you answer that before we move to Dr. Ebony.

[00:33:14:00 - 00:34:57:03]

Sure, I help emerging authorities sell your smarts without losing your soul or your Saturdays. That's what I do. And in terms of how I nurture people, my favorite way is actually I create a

forever newsletter. So what I do is I, the only thing I write ultimately our books but everything starts as a book. What I do is every week when I write my newsletter I'm writing a piece of a future book or something I hope will end up in a future book, and then I put into, I put it into my forever newsletter, which is an automation that I have in kit. And so every time I'm writing a new newsletter, it's going in there. When a new subscriber signs up so anybody that subscribes to buy, you know, goes to sell your smarts.co and subscribes. You're going to get an email from me every day for a week, and then every week for a year before you get my latest newsletter but if I didn't tell you that you wouldn't know it. It feels fresh every time you get it because I write timeless content. What it means is that you know I'm the father of four kids my wife's pregnant, we have a rough week. I did write my newsletter this week, right we had a rough weekend we spent some time at the hospital everybody's okay. But Monday morning came around I missed my deadline. It's like, man, well, it's a good thing that for 90% of my audience, they just got the next newsletter in the queue, it was only like 10% who are all the way get out supposed to get like this week's newsletter. And so it built this assistant velocity to nurture people but also it works even when I have a bad day, and I don't get to hit my newsletter deadline so that's, that's my answer. Yeah, I love it. I think maybe our topic next year if you come back is the ever newsletter forever newsletter we maybe need a topic on that because I think a lot of us are like how do we because I have kind of an evergreen newsletter as well. And I love it because when I'm not here like if I have an emergency or if I'm on vacation. I know my community is getting nurtured day in day out like they always have a weekly email whether I show up or not, if I can't be there, so I love it. Dr. Ebony.

[00:34:58:10 - 00:35:14:18]

Yeah, that was fantastic. I'm being late more often. That was awesome. That was awesome. So to actually piggyback on what John said because he mentioned about a dude who was carpenter right.

[00:35:16:07 - 00:35:52:15]

And it triggered something for me so one thing that I talked about often is that Jesus was an entrepreneur, and we don't think about that the whole lot right. And so Jesus, of all the households that God could have placed Jesus in, he put him in a house with Joseph, who was an entrepreneur he was the owner of a carpentry business, right. And because Joseph died early. It was the standard that the first born took over the business. So Jesus spent a majority of his years before he started in ministry.

[00:35:54:00 - 00:36:08:14]

He was a carpenter people knew him as a carpenter as a carpenter son. And so, not directly to what John was saying but pretty much adjacent to it. Listen, entrepreneurs are called to change the world.

[00:36:10:00 - 00:36:31:06]

We are called to change the world like it's in our DNA God loves entrepreneurs and entrepreneurship. And so whatever it is, you set your hand to just know that you are being just

like your father just like Jesus because again, of all the, and, and the most of the 12 were also entrepreneurs.

[00:36:33:00 - 00:36:42:22]

Listen, get you some. Come on, you are so loved by your father so please don't think that what you're doing is all for not.

[00:36:44:04 - 00:36:55:02]

You are called to change the world. The end. I love that. I love that. Yes. And you know what, not everyone's called to be an entrepreneur. You are a special crew, you're, you're called to this.

[00:37:16:01 - 00:38:26:16]

Imagine yourself as your founder, and you're like eventually we're going to be a part of our common computer, but just like we hired the members, you're building up the complete computers, so you're entitled to who you want to be thanks to. I just want to know. And guess what? This is what you do. This is how you do it. You just share your message. You're just sharing. And you're just continuing the conversation. And you're building community. And you are connecting and doing that. That's what entrepreneurs do. That's what we're doing. I just love it. So we're building this community right now, right? OK, so here's a question Rachel had that I want to kind of dive into. She said her niche is very specific. But her teaching can work across any business. So I know we've all been there. I know when I was writing my first book, I was like, but this is for everybody. Can't I niche-- not niche and do it for everybody, right? But it's very specific. But her teaching works across all small businesses. But now when you're thinking about collaborating, thinking about live guest speaking, guest writing, podcast guest speaking, should she look at other niches? Or should she stick only exclusively in hers? I think this is a really great question. Because it kind of is, how do I know I'm aligned to-- how do I know who to pitch or whatnot? Because if you stay just in your niche, it might not be enough people to look at. So we want to branch out a little. So who wants to tackle that one first? What ideas do you have? How do you-- Christy, I see your hands up.

[00:38:27:20 - 00:38:35:12]

So I would say I am in the perfect position for what I do. Every business needs a system.

[00:38:36:16 - 00:38:56:03]

You have to have a system or you don't have a business. You do. It would just be really hard. But with that, I would say pick your main niche, what you really really, really, really lose time doing. That should be what you focus on. And then you can give them other branches of what you do.

[00:38:57:10 - 00:39:08:03]

So I do systems. But gosh, I'm such an introvert. You guys are awesome that can extroverts and can talk to everybody. Totally out of my comfort zone.

[00:39:09:06 - 00:39:17:20]

But I think so. With systems you have, I have the ability to help people with their marketing because they need systems for that.

[00:39:18:24 - 00:39:20:17]

They need operational systems.

[00:39:21:19 - 00:39:31:22]

They need client facing systems. But my overarching niche is operational systems. But that's not to say I can't go into all these other branches.

[00:39:33:02 - 00:39:54:07]

Yeah, I love that. Lindsey, and by the way, Christy, I love that you are here. And I love that you share. And you think that you're not like whatever, but you are amazing. And whatever you share is so wise. So just know that. We've done some podcast interviews together. And I just always love those conversations.

[00:39:55:15 - 00:40:15:17]

Lindsey, you want to share? Yeah, so I have a client that I'm working with right now who was a former professional athlete. And she's also a licensed counselor, licensed therapist. And she is developing-- she's developed this program for athletes who perform well in practice

[00:40:16:21 - 00:41:31:20]

and can't translate that onto the field or onto the court or whatever. And so in developing her marketing strategy, we decided she's going to talk to one type of athlete. She's going to talk to tennis players who are at a certain level. Maybe it's high school. Maybe it's college. Maybe it's nearing professional level. But she's going to talk to one person in her marketing because what's going to happen is the tennis parents are going to go, oh my gosh, this was amazing. And then the football moms are going to be like, oh, can you help football players with this? Of course she can. Right? Of course she can help. It's the same principle as it's the same thing. Her business model will work for several types of athletes or all types of athletes. But when you get really, really specific, you attract those people because they know exactly that you're talking to them. And then other people will be like, but I'm a football player. Can you help me with that? Of course. So it's the same thing. Your strategy or your thing may help lots and lots of people. But when you talk to a specific group, they listen. They listen in because they know it's them. And then other people will start jumping on that train as well.

[00:41:32:24 - 00:41:35:01]

Yeah, I love that. That's so great.

[00:41:36:09 - 00:42:49:23]

And I think also when we're talking about collaboration in itself, too, yes, you can go with your niche. But actually, sometimes it's great to broaden out. So you want to stick with your niche. So

for example, Rachel, maybe you can tell us what your niche is. But I serve mostly parent entrepreneurs, right? But I could go-- because I serve parent entrepreneurs mostly raising older kids, then I could go on a parenting podcast and talk about entrepreneurship, right? So I'm still kind of in my niche, the same kind of audience, but it's a complementary business. So those complementary businesses are great to get on because they're not competitive at all. You're serving their audience with a new topic or a different type of topic. And some of their audience are probably entrepreneurs. So then they will want to come find you in what you do. Oh, I should have known that because you have the bridal beauty rebel on your thing. But you mentor bridal beauty pros to build the business under the craft, old school style, offline. Oh, that's so cool. So yeah, I would think about bridal beauty pros. Who are those people? And then what would be complementary spaces that they may be hanging out as well? Any other thoughts on this one?

[00:42:53:16 - 00:44:19:00]

OK, I have another really good question from Evelyn. And Evelyn, I just want to say, Tara's talk today-- so I think she's speaker number one in today's sessions. It's all about why non-social media marketing is great for entrepreneurs or for introverts. And so you had asked, do you have any suggestions or strategies for introverts who want to do relationship marketing community building? So that would be a great place to go. I would definitely encourage you to listen to her talk. It was really, really good. But I think this is a perfect conversation starter. And maybe even, Kristie, you could talk a little bit about that, put you on the spot. Oh, sure, Gabe. Thanks. Yeah, you're welcome. Just so you know, I will put people on the spot. Oh, I so totally know you do that. And I do it, too, in my own group. So I can't complain. I think as an introvert, what I do-- I do OK with video in small groups. I do love the 10 to 15 in the group coaching. But I think what I end up doing to help with my community and to nurture and to grow and to actually have a community, I do that through my podcast. But also with my program, we use Slack. And I'm able to give really good one-on-one support and instruction and guidance and whatever

[00:44:20:02 - 00:44:55:20]

without being face-to-face. Of course, I jump on a lot of calls real quick because I personally like to do that. I want to help people as much as I can. And I do much better in the one-to-one versus the whole auditorium full of people. But that's what I would do. And that's what I do is as an introvert, I use my skills in the audible version and in the typing version instead of the big groups, big, big groups. I love that. Thanks for sharing. Dan?

[00:44:57:17 - 00:45:02:06]

So my wife is an introvert, even though she speaks on stage,

[00:45:03:07 - 00:45:04:24]

she seems like an extrovert.

[00:45:06:05 - 00:45:11:23]

So in order to meet her where she is the most creative,

[00:45:13:01 - 00:45:19:20]

as an introvert, I have to make sure that we build in time for her to rebuild alone.

[00:45:21:09 - 00:45:41:07]

So sometimes if our workshops will go long and then we have that meetup, I know there's not enough time for her to go back to wherever we're staying and just get her energy time where she can just chill, whatever that is for her. I don't understand it because I could go from meeting to meeting to meeting all day.

[00:45:42:14 - 00:45:51:19]

I guess I'm the opposite. But I think there are different kinds of introverts. So you sort of have to figure out what is it about you that makes you an introvert? How do you refuel?

[00:45:53:09 - 00:46:00:13]

And we always build in that time. That's kind of critical. And I know that our whole operation shuts down if I don't give her that time.

[00:46:01:20 - 00:46:08:11]

And that's worse. Oh, man, we're going to miss an hour. But I know if we don't miss the hour, we're going to miss two hours.

[00:46:09:12 - 00:47:48:16]

So I think that it really takes an understanding of how you operate and what you actually need. Because I don't think introvert necessarily means you can't be on stage and you can't be out meeting people. Sometimes it just means you need time to yourself. That's a really good point. And it kind of aligns with what we were talking about in the session beforehand. We did a midweek mindset. And we were talking about your capacity, values, and season in how you're going to create your marketing strategy. So that's a piece of it is, where is your energy? When is your energy the highest? Are you more introverted or extroverted? What kind of downtime do you need? That all needs to be incorporated into your marketing plan and base your marketing strategies off of that. So I loved that point. Rachel can speak on stages, but she knows she needs some downtime afterward to refuel. Dan, I love that you can keep going. I used to be like that too. I think-- is Amnivirt, John? Is that where you're kind of like an extrovert, but then you need the downtime? Or yeah, that's neat. It's-- the reality is like everything else in our life. It's a spectrum. And the reality is none of us are like-- like reality-- the reality is there are a few people who are at the absolute extremes of the spectrum. But yes, those of us in the middle are ambiverts. So I always show up like an extrovert on these kind of things because eight hours in the day, it's like me alone on a keyboard typing words into silence. So it's like when I show up here, this is like my moment. And then I go back to the next thing. And so that ambivert is like that-- this like you need a little bit of energy of like alone without stimulus to unwind. And you have to have that extrovert. It's like you could energize people around you. I have to have that every single week. I have to have both. Like I have to be around other people, and I have to be

alone.

[00:47:50:01 - 00:48:28:12]

So ambivert-- I love it. That's me too, all the way. Christy, did you have your hand raised? And then Abby, I think, too. Yeah, that's what I was going to say. I'm still recouping from Monday and then yesterday. And I know how I am. So I have totally blocked off all next week. And that's one of the reasons that I do biweekly calls for my group coaching is I know that every week it would be too much a cumulative for me. So I would say, yes, I am more of an ambivert. I love being around people, but love y'all. I can only take so much. And then I need to--

[00:48:29:13 - 00:48:30:23]

I need that quiet time.

[00:48:32:22 - 00:50:07:06]

Oh, I love it. Abby, did you have a thought, too? Yeah, I was just going to say, I love how the conversation is kind of geared around like figuring out what is right for you. Because I don't think that we could just come up and say, this is the right method for every person as far as connecting and building relationships and all of that. It is such an individualized-- because God did create us each so uniquely. And we each share and shine a different facet of his personality, which is just so beautiful, by the way. And so I think that one of the things that's so cool about this and something that I feel like over the past few years have really dug into more is just figuring out, OK, how am I uniquely created? And so much of that-- I mean, I'm a dork for personality test. So I love strength finders. Oh my goodness, strength finders so good. I'm a big Enneagram nerd or Myers-Briggs. And all the tests, right? Six types of working genius, so good. So all of those kind of come together. And you start to like, OK, this is-- and when you do that, it almost gives us permission and allows us not to beat ourselves up for not being something that we're not also, which I think is really beautiful. And so it's like, if we can just come and find out, OK, if you take the strength finders and you find out that you're a developer, well, then you're probably-- even if you're an introvert, right? You learn math or whatever personality test maybe, and you're a developer, then you're probably going to go narrow and really deep, right? But if you're an extrovert and you're--

[00:50:08:07 - 00:50:29:11]

have the woo personality, you're going to probably be popping around, and you're probably going to go less deep, but go wide, and that's OK, right? And so I think that it's just finding out what is it, how am I uniquely created, and then coming up with a strategy based off of that is my two cents about it. I love that.

[00:50:30:12 - 00:51:23:13]

It's-- I see it was so funny when we were like-- everyone was nodding in the chat. I'm both. I'm both. Like, you can tell. And I think that's a confidence booster for all those listening too, because if you were listening and you're like, but I'm an introvert, I don't think marketing-- I'm going to be able to do well in marketing. Well, maybe not certain marketing, because I don't do

well in certain marketing, but there is a type of marketing that you can do that fits your energy and fits your capacity and your joy. And if we just lean into that, the power of one, right? You can lean into one thing and build a full business on that one thing. One product, one marketing strategy. Obviously, you might have to tweak the strategy at some point, but you know what I mean? You don't have to rely on all the things. You can fit it into your life and work it into it in a way that works for you and your family and your lifestyle and all the things. Dan, do you have your hand up for another thought or--

[00:51:26:24 - 00:51:29:20]

Yeah. I didn't know how to take it down.

[00:51:31:01 - 00:51:35:04]

Me neither. I don't know how to use the emojis. You guys have everyone up on me. Oh, I thought about-- OK.

[00:51:36:14 - 00:51:38:01]

I love it.

[00:51:39:07 - 00:51:42:21]

Any other thoughts on being an introvert and marketing?

[00:51:43:23 - 00:51:59:02]

I will say that if you sort of have introvert tendencies and you don't see yourself on a stage, then maybe your business goals should not involve that.

[00:52:01:11 - 00:52:28:14]

To some degree, you should figure out-- because if you don't build a business that fits every part of what brings you joy, then you made a mistake somewhere because we're sort of in charge of our own futures. And if somehow you've built a business that gets you on stage and that's the thing you hate doing, then you decided to follow the money at some point instead of following the career.

[00:52:29:14 - 00:52:45:10]

And at some point, you have to figure out, look, following the money is only going to get me consulting gigs for the rest of my life. I need to figure out a way to build an actual business that has recurring income that doesn't involve anything that I hate.

[00:52:46:15 - 00:53:11:19]

And then when you do that, you end up with something that you really, really enjoy. I haven't had a job since 2008, but I've been working since 2008. But the moments where I get-- every once in a while, we spend a bunch of money on something that doesn't work. And then I got to do consulting or something to make up some money. Oh, that just means I have-- now I have appointments on my calendar,

[00:53:12:20 - 00:53:17:21]

all the things that I don't like. I don't want anything on my calendar, period.

[00:53:20:17 - 00:53:32:04]

But if I could just do the podcast, just that forever, that would be unbelievable. But every once in a while, the kids want something giant. And then I'm like, oh, man, now I got to do some extra work.

[00:53:33:19 - 00:54:35:00]

So anyway. I love it. Yeah, building for the career. That's so important. I see Monique in the chat. And let's not forget to lean on the grace of God when we feel like we can't show up. Yes and amen. I mean, that is what partnering with God in business is. It's really letting him be the CEO of our business and letting him show up. He is going to equip you for what he has called you to. So yes, as an entrepreneur, we're stepping out of our comfort zone in a lot of ways. But he's going to meet us there as well. But that doesn't mean that we should do all the things we hate. It means we might be scared, but we're going to do it anyway. We're going to do something that scares us. And once we do it, it gets a little bit easier. We build a little bit more confidence. You build confidence by being in motion. You build confidence by doing. You do not build confidence by worrying about having confidence. We get out there. We step out of our comfort zone. And we build that confidence step by step. I know that everyone else is feeling this same exact way. You know what I mean?

[00:54:36:07 - 00:54:37:21]

All right, John, your thoughts.

[00:54:39:10 - 00:55:25:02]

Yeah, I think that a lot of this comes down to the fact that in most professions, historically, there's a uniform, something you put on. And I think that the reality is in today's world, we're creating from our home probably. Maybe we have a home office. The lines between work and home blur. And I think when we're talking about energy and how to show up, whether it's introvert, extrovert, or ambivert, I think this is really important of actually training your body to have a trigger of when you go into work mode. That can help because there's a lot of research that shows, when you put on a persona of how you're supposed to show up, it allows you to channel that energy much easier. And so I think a lot of times when people are talking about they're struggling with their energy, with their online business, a lot of that is because they're on the couch. And they've got-- I mean, first of all, you might be on the couch with a kid poking you in the air asking you a question. You're trying to write an Instagram story and it go viral, whatever.

[00:55:26:02 - 00:56:18:01]

So that's the first problem. But secondly, it can be really simple. These glasses, when I put these on, I'm at work. These are blue light glasses, zero prescription. I don't need them. I put

them on. And then for me, it's a physical trigger that I'm at work. I'm in work mode. And when I take them off, I'm in dad mode. And so even if I'm working from home, it allows me to just put on my uniform and just go into the mode of the coach, the authority, and then take them off. It's a clue for me, but it's also a physical trigger. So you need an entire uniform. You can have just one piece. It could be a watch you wear. It could be glasses. It could be a hat. It could be a jacket. It used to be-- I used to always put my members only jacket on, and that was my uniform. But other than Puerto Rico now, it's kind of impractical to put on a members only jacket any time of year. So that would be my advice there. So I just want to encourage you to do something similar to channeling your energy. It's like, figure out what is it? What's the clue that you're at work, that you're going to use to channel that energy? What's that totem?

[00:56:19:01 - 00:56:30:14]

Oh, I like that. It gets you in work mode and gets you-- it keeps the distractions out sometimes, too, because it just gets you in that mode. You're feeling like, OK, I got the energy. I'm going to do the thing. Lindsay said she puts on her lipstick. I love it.

[00:56:32:01 - 00:56:36:23]

So I'm trying to think if I do something specific. I don't know. I get my caffeine. Does that work?

[00:56:38:22 - 00:57:21:09]

That's what I do. All right, so we are kind of getting toward the hours. I'm going to have us all-- I'm going to popcorn you all to one last question for today. And I want to just say, thank you. You all showed up, and you gave, and you served. And this conversation has just been so fruitful, so amazing. And I'm like, I don't know how five speaker panels are going to go. Are we going to have enough to talk about? But man, we could just talk all day long. So I'm super excited for tomorrow's and Friday's panels as well. But my last question for you is, if you could pick only-- if you could pick one non-social channel to grow your audience-- so one non-social thing and only one-- which one would it be and why?

[00:57:22:19 - 00:57:24:24]

So I'll let you popcorn. Lindsay looks like she's ready.

[00:57:27:14 - 00:57:55:01]

Mine is networking, whether that's in person or online. So reaching out to new people, creating new connections, building new relationships, but also keeping up with the ones that I already have. So building out that system, like Kristy said, building out that system that I know who I have in my queue and I have that follow up ready to go, right? And then also continuing to meet new people.

[00:57:56:02 - 00:57:56:20]

Love it.

[00:57:58:09 - 00:57:58:15]

Nina?

[00:57:59:22 - 00:58:10:02]

I think mine would have to be podcast guessing, like you, I adore interview situations. I'm a former documentarian, so that just comes very natural to me, and I love talking.

[00:58:11:23 - 00:58:14:21]

I love it. I loved our interview too, so I can see how that works.

[00:58:17:14 - 00:58:18:01]

Dr. Ebony?

[00:58:20:04 - 00:58:23:08]

My hair still blended in. I had it off my screen. It was like over here.

[00:58:26:09 - 00:58:58:18]

Oh my goodness. So for me, it would be like in-person meetups. Now I am an ambivert, and nobody ever believes that. However, I really am. But I love to give and receive the energy that in-person-- I love hugging folks. Next, I like dancing, like all the things. So for me, it would be meetups. Anywhere that I would go, I would love to get some folks together and just eat really good food and dance and talk and just to the fact all the things.

[00:58:59:20 - 00:59:07:10]

Dan had me just going, going, going around that. So yeah, I think that would be totally what I would do. Have bag, wheel travel, for real.

[00:59:09:02 - 00:59:25:10]

I love it. Yeah. I wouldn't have known that you're an ambivert. I would have definitely said extrovert through and through. But I think people would say that about me too. And I'm definitely not-- the older I get, the more introverted I am. And that's just the way it is. I need my alone time, and I love my alone time.

[00:59:27:13 - 00:59:29:20]

All right, who wants to go next?

[00:59:30:21 - 00:59:31:01]

John?

[00:59:32:19 - 01:00:27:01]

I got to jump in. First of all, just to say I see you, Dr. Ebony, the ambivert that other people don't see. Because also, people will just-- they'll be like, well, if you're an extrovert like John-- they always pick me out of the crowd. But yes, ambivert here. For me, I think the one thing I would keep doing-- it's literally why I was late today is I just love-- I think it's something everyone

should do is just make it a habit to celebrate clients. And so the Q&A I got off of just before this was celebrating a client who reached a milestone. As soon as they reached a milestone, I was like, hey, let's schedule a Q&A. Let's do that. And so I think that's just a great opportunity to just-- it's a great way to illustrate not only whatever you teach, but also to make them the hero. And it's fun because you get to try and love on them. But then half of the Q&A was him saying, you should join John's program. And I didn't even ask him to say that. Just because you're celebrating a client, it creates more clients. So I just want to encourage-- say that would be the one thing that I'll keep doing. We really just keep celebrating clients wherever we get that chance. I love that. I love that. And that speaks for itself, too.

[01:00:28:09 - 01:01:03:12]

Let's see. Kristy, did you go yet? You haven't gone yet. Yeah, I would say probably podcasting. I really enjoy conversations, especially the one-on-one conversations. But I will say, I want to say something real quick on what we were talking about before as far as knowing how your personality is and creating your job around that. So I've been doing what I've been doing for 30 years almost. And the good thing about being online-- I've moved online about three years ago. And the good thing about it is I got to actually pick what I wanted to focus on.

[01:01:04:14 - 01:01:06:24]

And I think that's something that people don't think about.

[01:01:08:03 - 01:01:18:03]

So I encourage people to do that. Think about everything that you can do. But what do you lose time doing? Focus on that.

[01:01:19:03 - 01:01:20:08]

Yeah, I love that.

[01:01:21:15 - 01:01:21:20]

Dan?

[01:01:23:21 - 01:01:47:17]

I would love to master either WhatsApp or YouTube. OK. OK, interesting. I don't really use either. But if I had to pick something, it'd be something I don't understand. I don't understand WhatsApp, but I know the rest of the world uses it. So I'd like to figure it out. And I think I could be really good at YouTube if I took some time. But yeah, if I pick one, I'd pick one of these ones I don't know anything about.

[01:01:48:20 - 01:01:57:03]

Yeah, I love that. Just kind of stepping out and trying something new. I think, I mean, if I had to pick one non-social channel--

[01:01:58:04 - 01:02:07:02]

Oh, wait, you said non-social? Crap. Well, no, but YouTube is-- well, I guess WhatsApp is, I guess, a text thread. I don't know. I don't know what it is. It's not social.

[01:02:08:04 - 01:02:38:09]

YouTube, I would not consider social, because it's evergreen. What? Yeah, it's evergreen content that lives forever and ever. So I wouldn't consider it like social media where it's fleeting content gone in 24 hours. Like, you can build a brand on YouTube. Like, you can build content out. People can find your content for years. Now, it can be social. So it's a debate. But-- You connect synchronous media with the word social media. That is interesting. Yeah, so I don't know. Because I wouldn't consider Pinterest social media either.

[01:02:39:19 - 01:03:05:03]

Because it's ever-- Now, I don't say do all of those things. But because Pinterest is an evergreen search engine, and so is YouTube. So that content lives on forever. Pins that I pinned five, 10 years ago, people are still finding and linking to my website and things like that. So I think about it as something that's not here today, gone tomorrow. It's stuff that lasts. So yeah, no, I think that's it. I think you're fine with saying YouTube.

[01:03:06:20 - 01:03:11:07]

Yeah, I've never heard anybody connect asynchronous media to social media as a definition.

[01:03:12:08 - 01:03:14:08]

Yeah, yeah. That's interesting.

[01:03:15:23 - 01:03:54:21]

Yeah, Grammy said Pinterest is a visual search engine. Yeah, I don't know. I think if I would-- I'm just going to-- I would say I would create my own event. Like, honestly, that's what I would do. Because it's just a great connector, like, for me to connect with potential clients, with other business owners, for collaborators. Like, it does everything that I want and more. And it's just super fun. But again, I think after this week, I will probably go in a hole for a week and try and breathe before implementation week, because we have another fun week coming up after this. But I think that's what I would say, because it's just-- it's been my thing.

[01:03:56:06 - 01:04:33:17]

So with that, I appreciate you all being here. Thank you for being such engaged participants as well. I think that this has been fruitful. I hope you got some takeaways. I hope you took some good notes. The replays-- I put the replay link in the chat. But if you're on the conference home page, it's with the buttons for the days. So day one, day two, and then there's a replay button. That has all the replays from all the live events throughout the week. So if you weren't able to join us for any, you can go back and review them throughout the week. Or if you want to come back and watch a session again, I am leaving the transcript in there as well and the chat. So you'll be able to see what everyone was saying.

[01:04:34:21 - 01:05:28:03]

And so come join us again tomorrow. Go watch all the sessions from today. They're amazing. They're all about relationship marketing, nurturing your potential clients, and nurturing your connections. Lindsay's talk on relational marketing is so, so good. So make sure to go take some time in there. And we will-- Dan also talks about using a vested audience to build your business as well. And so I think that's on day three. That's today. So anyway, and we'll be back tomorrow. Same time, same place. So 12 PM Eastern Standard Time for more networking sessions-- actually, Eastern Daylight Time. Another networking session to connect. And then we will do another speaker panel at 1 PM Eastern Daylight Time. So with that, we will see you later. Be blessed. And I hope you have a wonderful day. If you need anything, reach out to info at redhotmindset.com. See you soon. Thanks, speakers.