

GBWS 2026_Day 4_Speaker Panel Transcript

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

All right, so welcome to the speaker panel. It is Thursday. I am so excited. We already just had an amazing networking session, lots of connections, lots of friendships, relationships, referrals, all the things happening right now. So if you are here with me, pop into the chat your favorite session so far, the takeaway you've had, let us know. We'd love to hear. And I just wanna give a special thank you and shout out to our legacy sponsor, Dr. Leslie Bayless Davis. 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. Now she has a free gift for everyone. I know a lot of you have already picked it up, but if you haven't, you are going to want it. It's her three-step guide to developing a voice that builds trust and establishes authority. And we will pop that link into the chat here for you as well. I wanna give a shout out and a recognition to our other 2026 sponsors. We could not do this event without them. It takes a lot of time, energy, money, all the things. And so we very much appreciate them. The brand collaborative, Linda Handley, LLC, virtually structured, chelseajo.co, a unique perspective, loves 7Grace and the action-driven collective.

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Now they all have put together a ton of goodies for you. In the attendees swag bag. So make sure to go check it out, give them some love. And again, a huge thank you to them. So with that, without further ado, we're gonna pop into the speaker panel. We have the Brady Bunch here, all nine that you can see. And it kind of looks like that when we're all moving. So again, you probably can't see me, totally fine. Don't worry about it. They're who you wanna see. So what I'm gonna do is I'm just gonna go in order by the pictures that I see. Justin, you are the first one I see. So if you can again, just share your name, who you help so that those who maybe haven't gotten to your session yet or don't know who you are will find out. And then also what is your favorite long form strategy,

[00:02:08:14 - 00:02:21:02]

long form content, things like that. Also after you go, if you wanna pop into the chat, your website or your free gift that you're giving away today, so everyone can just grab it if they want it, that would be great too. So without further ado, Justin.

[00:02:22:05 - 00:02:23:20]

Hey, well, I'm stoked to be here.

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We particularly like helping folks who are currently on calls, Zoom coaching calls, or having to sell via sales calls to remove those from their calendar so that they're more free and available for life. So that is what we do.

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And as far as our company is called Wake Up to Freedom, which is I think appropriately named.

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And as far as our favorite long form content, for years and years and years, it's been paid workshops. So it's 60 minutes to 90 minutes of dedicated attention. It's an ultimate forcing function because it's on someone's calendar and they actually show up and consume. So it's kind of like a bingeable event.

[00:03:00:09 - 00:03:17:11]

And lately I've been playing around with YouTube because it just seems like fun, but those are my two. I love it, awesome. And if you are interested in the workshops, that was what Justin's message is all about is the magic of mini workshops. And that was on day three yesterday, which is still available. So go check it out. Lindsay.

[00:03:21:02 - 00:03:32:10]

Hey everyone, I'm Lindsay Fletcher. I am the girl you come to when you implement all of these marketing strategies and people start calling your business or emailing or DMing your business. And I help you sell your offer.

[00:03:33:10 - 00:03:53:15]

My favorite long form content is podcasting. And I love doing podcast swaps. That's how I met Gabe and that's how I'm here today. I love it. I love podcast swaps too. I would say that's mine as well. I started with YouTube and the only reason I didn't like YouTube is I hated getting ready and being on camera.

[00:03:54:18 - 00:04:18:01]

(Laughs) And so I moved to podcasting and love it, but both such great strategies. All right, Jacques, you are next on my screen. Welcome, thanks for coming. All right, thanks Gabe. Thanks so much. So I'm Jacques Hopkins and I run an online piano course. I have for the past 13 years, it's called Piano in 21 Days. And then I also help digital product creators scale using AI agents.

[00:04:19:08 - 00:05:35:07]

I would say the answer to the question from my perspective is simply YouTube. I've been on YouTube for 13 years and it's the backbone behind my piano education business. I've got one video alone that I made eight years ago that still makes me five figures every month from that one video. What's great about YouTube is that it was relevant 13 years ago and it's still very relevant today. So the exact strategies have certainly changed, but it's a platform like so many things are coming and going so many things are hot, new things come, old things go, but YouTube remains a constant I would say. And so that's one of the reasons it's my favorite. I love it. Well, and YouTube is the entertainment these days. It's taken over regular TV. So my son,

he's here from college. Well, he went home this morning and he was, I was like, I can't get the "Timberwolves" first game on because it's on ESPN. He goes, we don't have regular TV, do we? I'm like, yes, we have three channels, Wheel of Fortune and Fox and yeah, Wheel of Fortune channel, it's my favorite show. But yeah, it's funny. They just, they're on YouTube, they're streaming and that's kind of the way of the world is the streaming platform. So if you do have any interest in YouTube, it's a great place to be. Dr. Ebony.

[00:05:36:23 - 00:05:53:23]

Hello everyone. So 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 partner and move from being expert led to spirit led. As far as long form content,

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I'm trying to be like Jacque when I grow up actually. That's, I mean, like, that's the, that's the for real, for real right there. I want to be like him when I grow up. I have played Patty Cake with YouTube a lot over the years. I love video. I love everything about video and still it's just being consistent there. So my goal is to get back because every time I've been on YouTube, it has been kind to me. So that's my answer. Oh, I love it. Awesome, awesome. So a few for YouTube already, couple for podcasts. Tiffany, what do you say?

[00:06:30:15 - 00:06:48:22]

Thanks Gabe. So my name is Tiffany and I help thought leaders, authors, coaches, speakers and consultants make their message a movement without relying on social media. And I have to join you Gabe and Lindsay with podcasting. It is really what I'm all about, what I go into

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and every, all of my content is repurposed from there. It's really been working well for me over the years. And yeah, I wouldn't change it. I'm the same way. Like I know YouTube has its place and I like podcasting it after the kids are in bed with my pajamas on just to be fully transparent.

[00:07:08:18 - 00:07:36:07]

Yeah, I think sometimes it's just the season we're in. I'm in the season where it's just not easy to get all, plus I mean, I guess part of it too, just so you all know is people are not looking for like fake and curated and all the things anymore anyway. So if that is a struggle of yours, people are looking for authentic. They're looking for a little messy. They're looking for mistakes, right? So don't let it hold you back. I think that would be the main encouragement for you. Cody.

[00:07:40:04 - 00:07:41:00]

There's the unmute button.

[00:07:42:00 - 00:08:31:21]

So I'm here both as Director of Partnerships at Growth Tools where I run all partnerships. There's a lot of familiar faces here, lots of friends. We do partnerships with as well as the

founder of rostmyleadmanga.com. So kind of both Growth Tools and Roast My Lead Manga. And I would say I'm consistent generally speaking with I personally and business wise, I'm just not interested in social media as a mechanism to get clients or to get subscribers. Not that it doesn't work, it's just it's not the way that I want to market myself. It was a pretty big epiphany a handful of years ago and to realize that like you can actually do everything you need to with marketing just by borrowing other people's audience. So consumption wise, I like to binge YouTube. Like I love long form YouTube content.

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So I'm totally on the consuming side of like Jacques party over there. But business wise, what we've found, it's actually just really fun. It's like what we're doing right now. We do free workshops through Growth Tools every single week both to other people's audiences, to our own audience. And we intentionally don't use the Zoom webinar feature we used to. And then we're like, you know, it's actually more fun to just see everyone's face. And so we use normal Zoom with webinars with like a hundred people on there, which gets kind of wild sometimes. But we found it's just, it's a really cool way to,

[00:09:07:13 - 00:11:09:03]

if Brian were here, he would say, which he actually was here yesterday. Some of you probably saw him, hung out with him. The basis of all relationships, which business is about building relationships with your clients, with your prospects. The basis of all relationships is time together and talking. And in an internet business, there is no closer resemblance to spending time together and talking than what we're doing right now. So we just do that. We do a lot, you know, other resource swaps and things like that. And so there's, you know, long form video content type thing. This is like the epitome of hanging out together, spending time together and talking that builds deep personal connection and helps people to know, like, and trust you. So that's what I would say. Yeah, I love it. The connection is huge. Having that personalization, getting to know each other in that kind of more intimate way is a great way to build a business. So Cody and I actually met through growth tools. I've done some partnerships with them and Cody is like the mastermind of the lead magnet headlines in growth tools and his own business. So he is like amazing at coming up with these awesome titles for lead magnets. So if you haven't checked out his talk, it is from yesterday, day three, and it's really, really good. So thank you so much for being here. Heather has been with me for all three of the conferences that we've done. This is an annual, I can now call it annual. You can't call it the first time, but now it's annual. And Heather is the Pinterest master. I learned Pinterest from her. She's been in the space for quite a while. And we've kind of said Pinterest is a search engine. It is like YouTube. So we don't consider it quote unquote actual social media, even though you could be social on it. Pinterest is one of those that has kind of remained the more non-social version. You really don't engage as much. But Heather, I'd love to hear, tell us a little bit about you, your business, and then I'm guessing what your favorite long form content is, but who knows?

[00:11:10:05 - 00:11:20:22]

Hi, everybody, I'm Heather. I have been here all three years. I was gonna say that too, Gabe.

This is, I'm the resident Pinterest marketing person for Gabe's amazing conference here.

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I help content creators and e-commerce companies, shops do Pinterest marketing in a way that's sustainable for their businesses. I've trained teams, I've trained VAs, I've trained individuals doing their own marketing, and then I've done it for businesses for nine years.

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My 10th year in business this year, which is kind of insane, and I love YouTube.

[00:11:51:05 - 00:12:05:06]

So I basically restarted my entire business in 2020. And the long and the short of it is in 2019, my husband and I sold everything in Botten RV and we traveled in an RV for a year with our children.

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And in that year, Pinterest changed dramatically, like, dramatically. It changed so much that I lost all my clients in one week. And I went from like five, six, \$7,000 in revenue to like \$1,000 in revenue by January, and I had to start all over again, and I chose YouTube and I went all in, and it changed my life. So here I am. That is crazy. Wow, what a story too. And it's a testament to, you know, if something doesn't work out, we can shift. We can come up with a different strategy. When the strategy is no longer working for you, it's time to shift the strategy. And I think that's what social media is for a lot of people these days.

[00:12:53:10 - 00:12:53:15]

Yeah.

[00:12:54:20 - 00:13:14:22]

Michelle, welcome back. We're so excited to have you here. Tell us a little bit about you and your favorite strategy. Also, for those who are watching session for, all the talks for session four today, Michelle's is on not having to create more content for a year. So maybe tell us a little bit about what you mean by that too.

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Yeah, absolutely. So I started my business to help people and make an impact and not constantly create content. And it took me probably five years before I realized, oh, I can just go back to the topics that I've already done and the blog posts and content I've already created and just reuse that in a different way. So taking a blog post and making it a podcast script, for example, and just updating the content that's outdated to something that's new and fresh and actually aligns with where my business is and where my ideal client is. Cause you've been in business for a while. Sometimes those things shift and change and the content that you already created and is on your website can be reused and refreshed to meet your current audience that you have.

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Yeah, I love it. So good ideas because yeah, I think sometimes we just get on content hamster wheel as well where it's like, oh, I gotta push content. I gotta be hosting every week. I gotta do this. And it's like, well, maybe is it driving traffic? Like that's what's the intention behind it? What's our purpose behind it? Is it to create more content or is it to find the right clients or customers, right? Oh yeah, and absolutely. And now as everything's changing with search with the AI overviews and things like that, you need to adjust your content to make sure that you're landing in the places that you need to. Yeah, exactly. Love it, love it. All right, speakers, if you haven't, I saw some of you put your stuff in the chat. If you haven't put your website and your lead magnet in the chat, pop it in there for everyone as well. Kristy, last but not least.

[00:14:56:19 - 00:15:09:19]

Thanks, Gabe. Hi, everybody. I'm Kristy, founder of Virtually Structured, and I help established service providers give revenue generating time back by helping them build custom operating systems so they can actually go live their life.

[00:15:11:20 - 00:15:18:16]

And favorite content podcast, hands down, as a ambivert, ambivert, avert of whatever sort.

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If I don't have to be on camera, I'm fine. Yeah, so I like audio.

[00:15:26:06 - 00:15:33:03]

I love it. We were having this long discussion yesterday about extrovert, introvert, omniverts, all the things.

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There was a lot of different names out there. I'm just like, I like people and I like my own time, whatever that is called.

[00:15:41:18 - 00:17:03:24]

Yes, omnivore, exactly. Yes, it could be that too. Anyway, okay, we have already a couple good questions for you all here, talking about when we should shift strategies, all the things. So the first question comes from Eden, and she asks, "How do we keep our long-form content "free from AI stealing it?" If anyone, so for those of you who haven't been with me yet in the speaker panels, where usually you can unmute and just share, or if you wanna do the raise your hand emoji and we just popcorn, we're just popcorning, and once we've answered the question, we'll move to the next one. But does anyone wanna start with that? I know, Jock, you're very into, you teach AI. So let's start with Jock and then let's go to Heather. Well, I'm curious about the spirit behind the question, because this was something we had to deal with even before AI. The video I mentioned that I made eight years ago, a very close colleague that I had in my piano space actually completely ripped off that video from me a few years ago. He titled it the same,

he had almost the exact same script. It's called Learn Piano in Four Minutes, and he saw it was performing well, and he totally ripped it off. Guess what, his didn't perform near as well as mine. So I think we've been dealing with this for a long time, and it's kind of what are they gonna do with it, and does it kill the spirit of what you were doing originally? So I think it's probably the wrong question because it's kind of unavoidable, but it always has been.

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That's a good point. I think it's kind of the mindset around it a little bit as well. Heather, did you have a thought? I think it's a little bit too late, to be honest. I think most of everything that's already on the internet has been consumed, but I have been watching a lot of videos lately about a certain brand of cameras that are just all over the United States, and the creator that posted this was talking about, or maybe it was someone in relation to him was talking about hiding prompts in stuff that's gonna get uploaded. Anyways, I thought that was interesting. I have no clue if this works. Jacques, you tell me if that is something that you think could work, but basically it's like white text and you hide prompts behind it.

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So yeah, I don't know.

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Interesting.

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Tiffany, did you have a thought too? Yeah, I have a thought. So I 100% agree with what Jacques said. And then I would also add, so I help a lot of my clients create their intellectual property and their methodologies and frameworks. And so one thing obviously we can do is protect our IP by getting trademarks and things like that.

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And that's not always gonna hold up. So what I do recommend is if you're using Clod or chat GPT or any LLMs is to make sure your settings are turned off. So when you're creating that content before it's out in the world, at least it's protected because otherwise it's training the models and it can take that information.

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So just one thing, like he said, people are gonna do what they're gonna do and it's happened to me too. And when you're like in that creation phase, there are ways that you can protect yourself while you're using AI at least.

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Yeah, that's interesting. It's one of those things I think we just need to be more cautious of how we're creating, I didn't even think about that, like turn off all that stuff while you're creating. I wouldn't have even thought that made a difference. So that's really a good point.

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Any other thoughts on that? I think that, as Diego said, I have a friend who might know about this. So tell us if you ask your friend and your friend tells us, I would love to know. All right, so let's get into Emily's question.

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Emily asks, how long should we wait before deciding to change strategies? I think this is a really good question because we all, we do a strategy, we maybe start it for a month, it's not working, we change, right? We're all visionaries out there, all entrepreneurs are, we have tons of ideas and when something isn't working, we just move. But is it not working because the strategy doesn't work? Is it not working because we're not giving it enough time or due diligence?

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Lindsey, I'm gonna let you start with this one.

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So I probably have a little bit different of a take on changing strategy. There's this thing called the emotional cycle of change. And so you start at the top of the hill and things are fun and exciting and you've got the new strategy and you're ready to go. And then it starts to become hard, right? Like you start going down the hill and you're like, this isn't really that fun anymore and I'm not seeing any results. And then you kind of hit this valley. And when you hit the valley, that's when your brain's going, go back to the beginning, go back to the beginning, go change your strategy, do a different thing, start a different offer, all the things. But if you stick with it long enough, you'll eventually start climbing up the next hill. And that's when you start seeing those, maybe just little results, but you start seeing some fruit or the buds, the little flowers before the fruit, you start seeing that and eventually the strategy does work. But you're gonna hit that valley. So just knowing that your brain, you're gonna hit that valley and you're going to want to go back to the beginning. But if you just keep going, it's usually not the strategy, it's usually the action you're taking.

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Hmm, interesting. Yeah, that's such a good point. I love that. Like I saw Cody in the chat, you said, any strategy can work. So talk to us about that. Yeah, so basically, I mean, I could go on a rant for like an hour on this topic.

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If you look around online, you will find evidence of any possible marketing channel working. Anyone, like literally pick out a hat, you can find enough evidence of any marketing, whether it's TikTok, whether it's YouTube, whether it's Fiverr, whether like, I don't pick any random, super weird, bizarre marketing channel. There are a solid number of people out there that are making a lot of money doing it. So you see that claim and they're like, oh, well, I just made \$10,000,

\$100,000, a million dollars doing this thing, flipping stuff on eBay. I mean, like, there's all kinds of stuff you can do to make money.

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Now that's like a whole different business model, but whether it's the business model you're looking at or the marketing channel, all of that can be really attractive and interesting because it's easy to then go like, oh, well then the reason I'm not succeeding right now, it's not because me, it's because I'm doing the wrong business. Oh, if I just did this other type of business, then everything will work. Because apparently that business is what works and not what I'm doing. And it allows you to shift the responsibility for the results to the business model or the marketing channel and say it's their fault. It's the marketing channels fault, this isn't working.

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Like Newsflash, all the marketing channels work, all the business models can work, low ticket, high ticket, all of it works. You get to choose what you want to do and stick with it long enough for it to work, to echo a little bit of what Lindsay said.

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Is it possible that I can share a screen? I just wanna show one slide that's actually from one of our trainings.

[00:23:04:07 - 00:23:11:01]

Brian share and then it might ask me for permission. It says send request. Yes, perfect. Now you wanna share this one slide.

[00:23:12:19 - 00:24:11:10]

This is from our coaching program in Growth Tools. It's called Growth University. I teach the class on the marketing channel, which is partnerships. And in week four, we tell everyone who hires us, we show them the slide when they hire us. And then we remind them at week four of teaching partnerships, all new client acquisition channels, which just is any marketing channel, take nine to 12 months of daily tracking and iteration to become reliable and stable. Not daily random acts, not daily just rent, doing stuff, daily tracking and iteration to become reliable and stable. So at three months, it doesn't matter what marketing channel you choose, at three months, it'll feel like a waste of time. At six months, it'll feel erratic and like it's barely working and you should have picked another channel. At nine months, it'll feel like you've cracked the nut and that there was probably an easier way.

[00:24:12:12 - 00:24:18:05]

Do not start unless you agree to this reality, no matter what it is. Do not start if that's not what you're agreeing to.

[00:24:19:19 - 00:24:25:14]

I'll leave that up for a second in case anyone wants to take a screenshot or something.

YouTube, for example, Jacques mentioned YouTube.

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Other people mentioned the idea of like, oh, I'd love to be on YouTube.

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Any friends of mine who ever talk about like, oh man, I think I wanna start a YouTube channel or I think I wanna start a daily newsletter and monetize that. It's like, hey, if you're gonna do anything creator-based, you need to assume you're going to make \$0 for at least two years doing a whole lot of work. Like basically at least 20 to 40 hours a week working on this thing for two years, don't assume you're gonna make a single dollar. Do you still wanna do it at that point?

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Yeah. Like if that disincentivizes you, then it's like, oh, actually that's the wrong business model for you. If you enjoy the process and you're like, this is something I would do. Like if money was no option, this is what I would want to do every day, then that's the thing you want to do. If you're only in it because this seems like a really exciting way to make some quick money and like that that's just better than the other thing,

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then you're optimizing for the wrong thing. So again, I could go on a rant for like an hour about this, but hopefully some of that is helpful. Anything can work. You have to just choose what you're doing, marry it, and then know that it's going to take months of tracking, actually looking at the data every day, seeing what worked this last time, whether it's, for me it's partnerships. So I gotta look at my last partnership and see what were the numbers, how many landing page visits were there, how many opt-ins, how many, down my funnel, what are all those numbers, see what's wrong, go fix that thing, go do another partnership, look at the numbers again and keep optimizing. This is what MrBeast did on YouTube, to go from like, if you ever look at his old videos from 10 years ago, he was the nerdiest, like geekiest kid on YouTube that made super cringy content. And now he's doing \$100 million deals with Amazon for these series because he got to that level of like he was married to YouTube, he was not playing whack-a-mole with a bunch of different business models or marketing channels. It's like, I'm doing YouTube, I'm gonna figure this out. And he got a handful of friends, they got together every day, they looked at the numbers and they optimized and they loved it, they enjoyed it, he enjoys it. So find the thing you enjoy, marry it, and then daily track those numbers and iterate. And most businesses that exist today successfully are just because they kept doing the same thing for 10 years.

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Yeah, yeah, it's such, I mean, this is all mindset today, really, it is. And one of the things that I think was cool that you pointed out, Cody, is that it's not, you're not gonna see traction in a month for the most part. Like overnight success is people doing things consistently for 10 years, right? Like you're not gonna see it in a month, you might not see it in three months, you might

not see, especially with long form content, it just takes time to build. And I think that's one of the reasons I like to partner that long form, so I love my podcast, but with collaborations. Collaborations, you get in front of others audiences quicker, you get in front of those right audiences, and you can build a little bit quicker. So when you mesh those together, you have your evergreen working and starting to grow while you're already gaining traction. And so that's one of the reasons we have both topics. So day two was collaboration, day four is the long form.

[00:27:46:03 - 00:28:04:24]

Now I wanna shift this question a little bit, because Emily had a secondary question about how to differentiate between a slump that can pick up again and a failure that needs to change. So I'm curious if any of you have pivoted your business and what made you make that decision?

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Does that make sense? Anyone wants to start?

[00:28:10:11 - 00:28:10:15]

Heather?

[00:28:11:22 - 00:28:23:11]

I had to make a little bit of a pivot. I mentioned earlier, I'd lost all my clients and I went from a substantial amount of income to like a thousand dollars. Like I was making enough money to buy groceries at that point, it was January of 2020.

[00:28:24:16 - 00:28:53:16]

At that point in time, I wasn't doing any long form content really at all. And I was also relying solely on Facebook groups to find clients. And that was a big timeframe in 2019 when a lot of the big creators online were shutting all their Facebook groups down. It was like the thing to do in that timeframe. And that's where all my leads were coming from. So I didn't have that anymore. And it was within a span of about six months time that all the Facebook groups I was going to closed.

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So then I had to pivot quickly to referrals, but with the platform and the position that it was, I had to like basically start messaging around why you should still use this platform. So that's where I started doing long form content of my own knowing. And I mentioned this in the chat, like it took me 12 months before I got my first paid client. I didn't monetize on YouTube for close to 18 months like before I got enough views and the subscribers. And then about two years then is when I started getting consistent referrals from it.

[00:29:28:06 - 00:30:07:01]

So yeah. Interesting. So you saw it work before that you had a business. So you knew it could work again. Yeah, yeah. I knew the platform was worthy. It just was poor messaging and poor PR basically around the platform. And it happens like every platform, every business model

seems to get poor PR and like, oh, content creation is dead. Podcasting is dead. Like we all know that's not the case. Like Cody said, you can find all of these different business models have worked and have been proven to work, marketing platforms, et cetera. So yeah, I became my own PR.

[00:30:08:06 - 00:30:25:02]

I love it. I became my own PR, write that down. Yeah. Thanks for sharing. I appreciate it. Does anyone else have another experience? Either you had to completely burn it down, start over, or you just made a pivot or a pivot from a strategy that wasn't working. What did that look like?

[00:30:27:02 - 00:30:27:13]

I'll share.

[00:30:29:08 - 00:31:11:20]

I think it's a little bit different in a couple of ways. So like Cody was saying earlier, anything that we do for, well, anything that's out there has somebody who has a success story behind it, right? And so most things that we do for a long time will eventually work sometimes by mistake, sometimes on purpose, however, they will eventually work, right? And so the majority of the strategies that I got from being out in the digital marketing world, they work for me, right? And very much like Heather, I had a moment in January too of 2018

[00:31:12:22 - 00:31:19:03]

where my business revenue just dried up completely. I was making like five figures a month.

[00:31:20:10 - 00:31:37:04]

And it just stopped. I didn't change anything operationally, like all the things. And my husband was like, what? Like, what are you doing? Like what's wrong? I had no idea what was going on. And so fast forward at the time,

[00:31:38:09 - 00:31:46:01]

and I think I mentioned this during the panel, maybe on Tuesday, I didn't realize that God knew about business.

[00:31:47:06 - 00:32:24:11]

I thought he just was interested in all the stuff that happens on Sunday. The choir wrote, you know, all the things. I had no idea that he cared anything about business at all. And so I was pushed to the edge where I was like, okay, I've done everything but pray. So let me see, you know, what I need to do, like God, what is happening here? And it was in that conversation that my opportunity to pivot came because God invited me to partner with him in business. Now at the time, I was a believer, a business owner who just happened to be a believer.

[00:32:25:13 - 00:33:21:02]

God was not involved in my day-to-day operations. That was not on purpose. I just didn't think

he was interested. At the point that I recognized that he was interested, I was able to pivot and say, okay, what does partnership with you look like? What does marketing with you look like? What does serving clients with you look like? What does building offers with you look like? What does that look like? And how do I do it? How do we do it together? And so I just deemed the Trinity my heavily board of directors or the HBOD. And that was the pivot that I had to make because that was the invitation that was given to me when everything dried up. So it wasn't that strategies weren't working for me. It was that God has strategies for me that he wanted me to, that he was inviting me into using alongside him.

[00:33:23:17 - 00:34:18:01]

So good. Yeah, when we lean into that and actually allow him to lead, it makes a huge difference. Like I don't wanna be partnered with myself. Like I don't wanna do it by myself. That's a lot of pressure. That's a lot of decisions. That's a lot of things. And if we allow God to lead, it can really make a big difference. I mean, that's why I got off social media. He told me not to do it anymore just to take a break. And I was like, yeah, you must be crazy. Like, I don't know what I'm supposed to do. It was still very much in the time when everyone was using it. It wasn't a big, I feel like it's now a fad, like get off social media, right? Like a lot of people are talking about it now, but people weren't really talking about it back then. And are we willing to partner in that way? Are we willing to say yes to something that might not seem as viable, right? But if we do lean in and partner, he's got the results, he's got you.

[00:34:20:12 - 00:34:58:14]

Awesome. Any other stories that you all have? I love this. I love hearing it too. I don't know about you all who are listening, but I'm like, it's so encouraging. It's so life-giving to hear that because some of you might have been, you might be frustrated. You may be in that standstill. You're in the desert place. You're like, I don't think I can keep going. I'm not sure if this is gonna work. But what I'm hearing is you can make any of it work. One, allow God to lead if you are faith-based, right? Allow him to lead your steps. But also just keep doing a little bit longer and don't do it blindly. Like look at the data, look at what it's telling you so you can make the shifts as you need to, right?

[00:35:01:22 - 00:35:05:01]

Gabe, if I can just kind of piggyback on that and what Cody said.

[00:35:06:01 - 00:35:23:02]

At month three, just keep going. At month six, you wanna really look at the data and be patient with yourself. Don't change everything at once or you're not gonna know what's working and what's not working. So be patient and just change one thing.

[00:35:24:08 - 00:35:42:21]

Brian had talked about they changed seven words in the title and it made such a difference. They made one change at a time. And then looked at the data. It's so hard to do. I'm a revampor, I'm a refiner. If it's not working, I'm changing something.

[00:35:43:22 - 00:35:59:03]

I have learned the hard way, changed one thing at a time. And then you can look at the data and say, "Okay, that's really where I should have made that shift." But if I change three things at once, I have really, I have no idea what actually made the difference.

[00:36:00:05 - 00:36:19:13]

Yeah, that's a good point. Change one thing at a time and see how that performs. And then change another thing. But don't do it all at once because then you won't know what worked or didn't work. Yeah, you literally have to wait or should wait at least three to six months between each change. That's where the patience comes in, which I like that.

[00:36:20:13 - 00:36:30:14]

But yeah, you have to be patient with yourself and wait between each change or at least wait long enough that you can see what data is coming in so you know what's working and what's not.

[00:36:31:24 - 00:36:32:08]

So good.

[00:36:35:04 - 00:36:36:02]

Any other thoughts?

[00:36:38:03 - 00:36:38:10]

Good.

[00:36:40:15 - 00:36:41:00]

All right.

[00:36:42:00 - 00:37:56:08]

I have some more questions. So this was so good, so good. I love this encouragement. I just, I love this week. I love the speaker panels. Okay. Sarah asks, many of you mentioned guesting on podcasts. How do you go about finding podcasts to guest on and how do you reach out? Okay, so one thing I wanna point out is today we have two sessions that are gonna be really helpful for you. If you're interested in your own podcast, Stephanie Gass, she was my podcast mentor. I learned so much from her and still learn from her. And she talks about what's working in podcasting in 2026. So if you're interested in podcasts as a strategy, go listen to that talk. But then also Dustin Reakman talks about podcast guesting as a strategy. So you don't have to have your own podcast to have evergreen content out there. You can go guest on podcasts and it's a great strategy, especially as you're getting going and you're getting your name out there and you don't know which kind of content you want to create yet. Perfect way to do it. So he talks all about how to be a podcast guest. So he's going to answer a lot of those questions for you, Sarah, but I did see Heather, you had a really good tip in the chat. So I think I'm gonna start

with you. And then if anyone else wants to ping off of that. Yeah, so my PR assistant, Lana, does all of our pitching now, but I taught her,

[00:37:57:08 - 00:38:34:08]

she took her cold pitching strategy that she was using for clients and she married it with my guest appearance kind of strategy that I've been using for years. So I like to use Apple Podcasts personally because I feel like the functionality within the tool is a little bit better than Spotify. Don't hate me. I find a show that I want to be on. So it could be a dream show that you feel like you may never be on, scroll to the bottom and there's like some shows down there and then start writing those shows down. Those are the ones that we will vet. We listen to them and by we, it used to be me and her, but now she's primarily doing this.

[00:38:35:08 - 00:38:48:06]

We listen to those shows, make sure it's going to be a good fit, make sure the values are good. They offer that the other person has aligns with what we want, the audience is right. And then we will find the content information for them.

[00:38:49:10 - 00:38:54:03]

A lot of times the podcast shows will have an email address that you can email somewhere.

[00:38:55:11 - 00:39:15:09]

You can try that one first. Lana also has other ways of finding contact information. Sometimes she'll use LinkedIn or social media channels and we send email pitches and she sends 30 to 45 for me a month. And it has worked really, really well over the last couple of years. It's been a consistent expense item in my business

[00:39:16:15 - 00:39:17:16]

and I love doing it.

[00:39:18:20 - 00:39:41:15]

Yeah, thanks for sharing. It can be such a powerful strategy. So- It's not just podcasting either. Almost all of the shows have ended up being, oh, hey, come talk to my membership. Or I did a session last night for a group that listened to me on a podcast and they invited me into their private membership group to talk to their people. So it has just been such a blessing.

[00:39:42:18 - 00:39:54:13]

Yeah, so true. If you guys have anything about podcasting specifically, but here's another question I have kind of related to that. When you're looking at pitches, because I know you guys all get pitch lots and lots of times,

[00:39:56:00 - 00:39:57:21]

what is it that makes you say yes?

[00:40:03:20 - 00:40:51:00]

Jacques, do you have something? Well, I mean, I have a very modest podcast and the amount, the quantity of pitches I get to come on my podcast and the quantity of them that are absolute garbage is just wild. I could only imagine people that have like massive podcasts. So like what came to my mind is like, did they address me by my name and spell it right? Or did they say like, dear the online course show or like dear, you know, whatever. Like it's, you can tell the canned generic stuff or the AI generated stuff. So like the bar is really low. So like first, was it a human that wrote it to you? And then like, do they clearly understand who I am and who my audience is? Because ultimately I'm gonna say yes, only if they can bring value to my audience, period, right? I don't need to hear your life story. I don't need to hear about how amazing you are. I need to hear about how much value you're gonna bring to my audience, period.

[00:40:52:18 - 00:41:03:20]

Yeah, so true. And that's true. I mean, like the pitches, I get pitched all the time and I'm like, I don't even know if you know what my show is because you named the full entire thing that has keywords in there or you named my old name.

[00:41:05:02 - 00:41:15:13]

Yeah, or they say things like, you know, I'm a huge fan of your podcast, especially XYZ episode where you talked about ABC, right? It's like clearly a formula they're putting it together.

[00:41:17:09 - 00:41:18:02]

Yeah, so true.

[00:41:19:21 - 00:41:32:15]

What else? What would make you feel? I was just gonna say, I can tell you the reasons that would make me say no. And it's everything you guys just said. It's so obvious if it's a genuine request

[00:41:34:00 - 00:41:47:08]

and I haven't been on any yet because I'm still working up to that. But I do get people that emailed me from my podcast and I've said no to every one of them for all of the reasons you guys have said.

[00:41:50:02 - 00:41:56:23]

I think I mostly take like collaborations or whatever. They come through referrals.

[00:41:58:01 - 00:42:02:08]

I've been like trying to sit here and like sift through all of the ones that I've done.

[00:42:03:12 - 00:44:09:07]

And like all of the successful ones that I've done have been either as a result of conferences like these or, you know, other events that I've been part of or their referrals. So someone else,

like my friend, Jana had Sarah in, and Sarah would be a good fit for me. So now we're connecting and that has just been really powerful. So I don't say yes to a lot of people that come to me out of love fields. And if they do, like what Jacques said, I can always feel that it's off. Now I will say Jacques, we do listen to people's shows when we pitch for me. And it's not something that we listen to like one episode and we're like, oh, we liked episode 389 and you said this one thing. Like we can all pull AI show notes and see like it has to feel real. So yeah. I feel like as the host, you can tell whether they're being genuine or not. And the other thing I wanna say is like on the other side of it too, like I wouldn't be a part of the speaker panel right now if it weren't for reaching out to people. About a year ago, I reached out to Gillian Perkins because I hadn't heard of her. My system has found her, but then I took the time. I listened to several episodes of hers. Like, wow, she has almost a million YouTube subscribers. And I put together hopefully a well-crafted pitch. And she said yes. And I was on her podcast and that started that relationship and that's how I met Gabe. And I've done other collaborations with Gillian since then it's opened other opportunities. I remember I was on a podcast in 2017. It's called the Side Hustle Show, which is still on now. And from that episode, a Nerd Wallet journalist reached out to me to do an article. And then I talked about how Tim Ferriss for our work week was a big part of my story. And Tim Ferriss got a hold of it and included in one of his Friday newsletters. So I would look at it as more of the one-off opportunity to be on a podcast, but what other doors it could open as well. Yeah, I love that. And I would say every single person who is here, I did not know before I connected with them through somebody. Or I did cold pitch. I cold pitched Justin.

[00:44:10:10 - 00:44:33:12]

He did not know me. But I found him through somebody who I watched one of Justin's workshop and was like, I need him on this panel. I need him in this conference. So those connections are really, really powerful. And it's OK to ask for a connection too. Like there are some who I'm like, hey, you know this person. I want them in my conference. Would you mind connecting me? Because that gives a little bit more of a warm open door as well.

[00:44:34:16 - 00:45:16:01]

Yeah, one thing this is just a quick tip that I love to do is when I finish a podcast episode, it's as simple as like you're saying asking Gabe. And I'll just say, is there any other podcast hosts that you think I would be a great fit for? And then I'm also thinking for the person on the other side. Like if I can make those introductions. And when you can start to be a connector for other people, then they automatically think back of you too. And yeah, it just creates a whole ecosystem. Yeah, it does. And this can work for any-- it doesn't have to be podcast. It can be YouTube collaboration. It can be lead magnet swaps. Everything that we're talking about in day two, this is how we do it. It's all about connecting warm, cold, however it is. Justin, did you have something?

[00:45:17:15 - 00:45:20:01]

I saw the comment about calm. Yes.

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

The calm and the storm.

[00:45:23:05 - 00:45:31:22]

I just want to say as someone who does get pitched quite regularly and has to say no to even people who have done the research, who do have--

[00:45:33:07 - 00:45:34:11]

like they've put in the effort.

[00:45:35:19 - 00:45:44:07]

Don't take that personally. For me, when I say no, it's because of capacity. It's nothing personal. It's not because I don't appreciate the effort or anything like that.

[00:45:45:07 - 00:46:12:03]

And so many times where schedules haven't lined up, they've lined up in the future when someone just followed up. So if you're going to go through the effort of everything folks have shared here, as far as like I'm not going to use AI to come up with garbage. I'm going to put some effort, research them, send a personal invite, make sure that we connect. And if even then they say no, it's still worth putting a little calendar reminder in 30 days, 60 days, 90 days, whatever it is, just to shoot a quick message and say, how's it going?

[00:46:13:04 - 00:46:21:20]

Because those have often led to the right time where I do have capacity. I've got energy. My kids aren't doing crazy things or whatever it is. And I can make it work at that point.

[00:46:23:03 - 00:46:51:07]

That's a really good point. No doesn't always mean never. It means not now a lot of the time. So really good. As long as you're aligned, if it works, you are teaching the same similar audience, that type of thing. Because some people come out of left field and they don't really know who I'm serving, that kind of thing. I know you guys probably get the same thing. If it's not aligned, then it wouldn't be a win-win for either you, the other person, or your audience. So that's why it's a no sometimes as well. Lindsey?

[00:46:52:18 - 00:47:30:13]

Yeah, Gabe, I'm with you on I Like the Warm Introductions. Another thing that I also do is I find podcasts that I genuinely like to listen to. I'm not pitching them yet. And I just shoot an email or a DM or wherever I can get in contact with them and say, hey, I've been listening to your show. I really love it. This last episode really hit home for me. And I kind of leave it there. That way they've seen my name before. And they see that I'm invested in what they're doing prior to me saying, hey, can I come on your show? And I don't ever ask to come on someone else's show.

[00:47:31:13 - 00:47:52:08]

I would like to be on my show first. And if they're interested, by the way, I also do pod swaps.

So if you'd like to do that, we can certainly do a pod swap. But I like to make a warm contact first before saying, hey, have me on your show because I'd be really great for your people.

[00:47:54:01 - 00:48:15:01]

Yeah, that goes a long way. Cody? Yeah, so I've sent nearly 1,300 pitches over the last two years to all kinds of different swaps and partnerships and podcasts and everything. So one thing that is consistent across any kind of pitch that you do is making it clear what the win is for them.

[00:48:16:05 - 00:48:22:21]

If it sounds like you're only in it for a win for you, you can feel that and see that and read that in the text.

[00:48:24:01 - 00:48:39:23]

Unless you overtly are clear about and this is why it would be a win for you and your audience, then they may not see that or understand that. You might see it. But unless you tell them, they don't know. And they don't see why should I interview you on my podcast? I don't know.

[00:48:40:24 - 00:49:47:10]

There's nothing in this email that I can see that would be a win for me or my audience, which as a podcaster, you're a form of content creator. And so the win is I want good content for my podcast that makes me look good and helps my audience solve a problem. So one of the best frameworks for delivering that win is not just like, yeah, and this will be good content for you, but be specific of, hey, you cover this particular topic. But one thing, because I've been following you for a while, I've noticed that one thing that you haven't done an episode on yet is this thing. And I actually happen to have whatever experience in that thing. And I would love to share it with your audience. That just connects all the dots to the person. They go, oh, totally. I've never talked about that. And yeah, that'd be super helpful to them. So all of this is kind of in the underlying vein of making it easy for them to say yes. If they have to figure out why it would make sense,

[00:49:48:14 - 00:49:57:10]

you just increase the likelihood they're just going to either ghost you or say no. But if they can see what your pitch is based on--

[00:49:58:20 - 00:50:05:16]

I love what somebody said in the chat of, actually, we need to prove we are a weirdo and not a robot or AI or something.

[00:50:06:18 - 00:52:06:09]

So whichever way you want to phrase it, prove you're not a weirdo, prove you are a weirdo, but prove that you're a human who actually cares, really, is what it is. Prove that you're a human who actually cares. Show them the win for them. And ask them in a way that's really easy to say yes. Everything you can do that makes it easy for them increases the likelihood they're going to

say yes. If you leave thinking to them to have to figure out, your chances went down. Because they want to be able to see it, read it, quickly respond. Any of us managing an inbox, if you have to think for more than a few minutes to respond on email, it's probably going to be left unread. Or sometimes with the best intentions, oh, I'll come back to that. And then they don't, because they had to think too hard about it. Yeah, that's a good point. If you don't make us think, it's easier, yes. It really is. It really is. Because our inboxes are full, and we got a lot going on, right? And all of us have a lot going on. You included, if you're pitching, you have a lot going on. So I'm going to have Lindsay share. I just want to say we are coming up on the hour. So I have one more question to popcorn to each of you as we wrap up. But if any of you speakers have to go on the hour, just feel free to say bye in the chat and head out. I just want to say I very much appreciate you taking time out of your schedule and your day to hang out with us to really share wisdom with us. I just-- every single one of them has been special in its different way. And I think this one is very, very special. So Lindsay, I'm going to let you take it away. And then I'll share my last question for those of you who can stick around. Sure, I just wanted to piggyback on what Cody said and what Jacques has said about terrible pitches. My podcast has historically been for women, and I get men pitching me constantly. I'm not opposed to having a man on my show. I just need to know how that man is going to contribute to the women in my audience. So if you don't exactly-- if you're not the exact audience or you're not the exact person, explain to me how you're going to contribute to that, right? Yeah, that's a good point. And also, don't start your pitch to Mr. Gabe.

[00:52:08:01 - 00:52:12:01]

I get that a lot. Yes. And I'm like, wow, you really didn't do your homework, right?

[00:52:13:04 - 00:52:46:16]

So anyway, I love this. I mean, those are some really great tips. I hope you took notes. We're going to have the replay so you can come back and take even more notes if you want to. But my last question for you comes from DeAnn, and she was asking, why are people getting off social media in your experience? So let's just wrap up with that. Maybe even, why are you not leaning as much into it? Why are you seeing people come off of it? What, from your perspective, what do you think that trend is? And I'll just let you guys popcorn whoever. Does anyone have to leave on the hour? I'll let you start.

[00:52:48:03 - 00:52:52:00]

So we'll just have each of you take a turn. Who wants to tackle it first?

[00:52:53:07 - 00:52:59:02]

You're talking about as a user or as a creator? I think as a creator. Yeah, yeah.

[00:53:00:10 - 00:53:04:11]

So why are they getting off social media and not using it as much?

[00:53:05:14 - 00:53:07:19]

As a business, yeah. So Eden said, as a business.

[00:53:09:04 - 00:53:45:17]

I think I'll chime in, even though I don't use social media. So that's my disclaimer. I think a lot of people are figuring out that the time that they're putting into it isn't giving them a return. And they probably feel like they're wasting their time. And people are moving off of it. It isn't what it used to be. And that's my two cents for somebody that doesn't use social media. But I think they're figuring out that it is not necessary, that there are old school methods that work much better. And we own those--

[00:53:46:22 - 00:53:52:11]

we own our emails. And we're not dependent on a platform. So I think that's my two cents for that.

[00:53:54:12 - 00:54:35:01]

Yeah, I would also add-- I 100% agree with everything Kristi said. And then also adding the fact that it's not good for productivity as a business owner. So not only your content creating, but there's a chance that you're going to start scrolling. And then you get caught up in that. And it's just easier. Once I cut it out for my life, I'm like, oh, just the freedom you feel from not having that constant urge to be a user and a creator has been huge for me. And I also think that it's one-sided. Most social media platforms are very one-sided. And we're missing out on that human connection. And so when there's--

[00:54:36:03 - 00:54:50:01]

even a podcast is quite one-sided. But you actually hear the human voice. And you feel that connection where just those posts flying by, it's just dopamine hits. And yeah, I just feel like it's not working as well as it used to.

[00:54:52:22 - 00:54:59:23]

I want to add to everything they just said. Basically, what Kathy said in the chat is time.

[00:55:00:24 - 00:55:59:18]

All of the time, it's going to take you to have to understand what your Instagram, your TikTok, your Facebook, your Pinterest, your YouTube, your email, all of these different strategies, and having to cultivate all of those different audiences in different places just takes up too much time and too much brain space. So for me, what I have started doing is I have a social media scheduling tool, which was gifted to me, by the way, because I did a collaboration. I'm not paying for it. So I decided if I'm not going to pay for this tool, I'm going to use my chat bot that I built. And I'm going to create some repurposed content. Thank you, Michelle, from my long form. And I just take about 20 minutes once a week, drop some things in there. And the last couple of days, I tried some carousels, a couple of days, a couple of weeks on Instagram. And I'm still not seeing engagement on those. So it's very low effort for me.

[00:56:00:18 - 00:56:09:19]

I spend the majority of my effort where I know I'm going to make money. And that's YouTube, email, Pinterest, and making sure that my Google presence stays fit.

[00:56:12:10 - 00:56:16:17]

So that's it for me. It's a good observation, too, just in using it.

[00:56:19:10 - 00:56:20:15]

All right, who wants to go next?

[00:56:21:18 - 00:57:09:07]

My answer has to do with the long-term or short-term effectiveness of what you're doing. Short-form can be great and give you a lot of results. And I guess I'm using short-form social media kind of synonymously. But I know a lot of digital product creators that have done really, really well by having their main marketing channel be like Instagram Reels or something like that. But if they stop feeding the machine, then their results immediately plummet. Whereas if you focus more on long-form, the results can be much longer lasting. And that's why, for me, my marketing platforms are YouTube and a podcast. And the short-form, we do a little bit of it. My team kind of handles it. It's just kind of there. And we rely on the long-form content for that exact reason. I want long-term results, not just short-term.

[00:57:10:09 - 00:57:14:10]

Yeah, that's very true. It's kind of, again, the intention, the purpose behind it.

[00:57:17:16 - 00:57:46:02]

All right. I started when I did my intro that we haven't really used social. And now I'm exploring YouTube. So I'm going the opposite way of what you just shared. I'm going on social. I don't consider YouTube as-- it's a search engine. So I think-- Yeah. But the reason for me in that decision is lived experience and depth in a world where there's surface content and armchair experts and people who have learned something but not actually lived through it.

[00:57:47:07 - 00:57:55:14]

I'm interested in actually looking at what can we do to make sure that people know that we're actual experts or actually know what we're talking about.

[00:57:56:19 - 00:58:40:16]

And so I'm not adopting social, but I am aware of that. How do you separate yourself from the 50 other people who sound like you on the surface but completely lack substance behind the scenes? And how do you make sure that that is being communicated and articulated well so that when people are looking at the options, you're in the conversation, and then you're quickly the one that they hire or choose to work with? So it's just an interesting thing because Jacques here commented about YouTube and stuff. It's definitely been on my mind, not just as a content play, but as a depth expertise play. And the cool thing about that is then it doesn't have to look

good. It doesn't have to feel fancy. It can literally just be low-key, low-tech.

[00:58:41:19 - 00:58:44:10]

And it's your expertise and experience that's shining through.

[00:58:45:21 - 00:58:47:13]

Yeah, good points. Love that.

[00:58:48:19 - 00:58:53:17]

I think Michelle and Dr. Ebony Cody, the three that are left.

[00:58:55:05 - 00:59:50:03]

OK, I'll go. So adjacent to what Justin was saying, much of what I get to do with people is around identity. And of course, on social media, people are really mostly-- I'll say it this way-- there is pressure to be another version of you when you're on social right. There's pressure to present a certain way that may not even and usually isn't authentic to you. For the people who I get to work with and who have said, I'm done with social, they're tired of trying to keep up with that persona, the atmosphere that there is and the heaviness and the weight that it causes them. It's like, you know what? No, I'm not. I don't want to engage with that anymore.

[00:59:51:21 - 01:00:36:17]

And like Justin said, for those of us who are thinking about our marketing efforts and that kind of thing, is that how you want to show up? Do you want to feel like you have to present a certain way in order for people to pick you? Or are you good with just being who you are and being honest about that and real and presenting what you know for real, your lived experience for real, the solution that you provide for real? Or do you want to play into social media's overarching request to be something other, to be the unicorn of everything, of all the things that I'm tired just thinking about it?

[01:00:37:20 - 01:00:57:16]

Tired just thinking about it. I love it. (Laughs) Cody, Michelle, last thoughts? Yeah, I'll go real quick. For me, there's a few things. For one, obviously, I'm primarily a marketer by trade. So I'm thinking from the marketing standpoint,

[01:00:59:19 - 01:01:10:22]

any marketing channel that you could choose has some number of variables involved. And then each of those variables has some degree of how much you can directly control it.

[01:01:11:23 - 01:01:26:07]

So one reason why I love borrowing other people's audience is because it's one of the least number of variables of any marketing channel that I've seen and the most level of control over those variables.

[01:01:27:09 - 01:01:47:10]

Social media has a lot of variables, and many of those are out of your control, like the algorithm. Not to say there's nothing in your control. You can control your frequency of posting, your quality of posting, whether you're posting pictures or videos. There are things you can control, your length of video and your script and your hooks.

[01:01:48:12 - 01:01:59:02]

So not to say that there's not things you can control. Again, there are people who have mastered it, and there are people that are clearly successful with that marketing channel. It's just not the game I want to play.

[01:02:00:03 - 01:02:32:18]

And I think a lot of people are seeing that same thing. Those variables are not the ones that I want to have to deal with. There are other variables that I would prefer to deal with that are either less or that I have more direct control over or just make more sense to me. I've done Facebook ads before, like run Facebook ads before and YouTube ads before. And you can see a lot of the variables clearly because a lot of the tracking involved. But man, I don't think I'm a dumb guy, but I log in and I'm like, oh my gosh, what do I even do with all these numbers? Holy crap.

[01:02:33:20 - 01:03:01:23]

Again, people master that. I don't want to do that. That was so many numbers and so confusing to me. Borrowing the people's audience, again, going back to I'm super biased. I see that. I'm like, I can wrap my head around this. I understand the variables that I'm dealing with. And a lot of it is just relationship and communication with people. And then, of course, there's landing pages and stuff. And then to finish, I would just say, I don't want to be an influencer or a celebrity.

[01:03:03:01 - 01:03:27:15]

I don't mind having a large email audience, but it feels icky to me to put myself out there and try and look like I'm the guru. I overtly tell people in my newsletters and things like that, I am not an expert. I am learning as I go. And I'll share with you what I learn as I'm learning. I'm not trying to be positioned as the genius in lead magnets or marketing or BOPA or whatever.

[01:03:29:02 - 01:03:32:09]

I don't want to be the guru. I don't want to be the influencer.

[01:03:33:11 - 01:03:36:12]

I just want to help people. So how can I do more of that?

[01:03:37:19 - 01:04:31:24]

Yeah, I just want to help people. I think that's where we all land. That's what we do. That's how we build our business. Michelle, close us out. OK, sounds good. For me, if I say yes to social

media, that means I'm saying no to something else. But what is getting that no that might be more important than being on social media for something that's going to get maybe a 3% reach and be gone in less than 24 hours? So I'm always looking for ways that I can make my long-form content have a longer life. So if I am going to post on social media, I'm taking that piece of information and breaking it up to go on there. Because my yes is important. My family, how I spend my time, are very important to me. And I want to make sure that if it gets a yes, that it's going to be worth my time to be away from my family.

[01:04:33:02 - 01:05:31:11]

Yeah, whatever you say yes to, you're saying no to something else. And vice versa. So good. Lindsay, in the chat, I realized I don't know if I had you actually answer this question. Did I? You haven't, but it's OK. I was like, meh. Yes to everything everyone else has said. I have a community on Facebook. And I am dabbling in the social media world again. But it is really geared towards my community. I go in there and I go live. They know that it's me. It's not AI. It's more interactive than just posting and just doing the reels and doing the carousels and all that. So I'm trying to be very intentional with that. But I am kind of dabbling in it a little bit, knowing that I may not see the results that I want and it may not be worth my time. I'm just kind of testing some things out. So take that for what it's worth.

[01:05:33:06 - 01:06:50:11]

That's good. Well, hey, that's what it's all about. I mean, like we're doing this conference to show you that there are other ways than just social media. But that doesn't mean that you don't have to-- that doesn't mean that you don't-- if you like social, you don't have to leave social. It's all about finding that marketing plan that's going to work for you that's going to be enjoyable and that's going to be enjoyable for the long run. We're making a-- Yes. I think yesterday we talked about we're making a career out of it, right? It's not like a speaking engagement. We're making a career out of it. So if we're making a career out of it, we're doing it for years to come. We've got to put it in a way that's going to work for our life. Yeah. And I will add to that that I use my community. I don't particularly love emailing, writing, and sitting down to-- that stresses me out to the ends of the earth. I do it, but I don't love it. And so I love getting on video. I love interacting with people. So it really is about finding what you're good at and what you love doing so that you will do it than it is, you need to do this or you need to do that or whatever. It's more about finding those things that make a difference in your business and you like doing that produce the results. Yeah. Yes and amen.

[01:06:51:13 - 01:07:08:12]

Who wants a business that you like doing? I mean, put in the chat, little emojis. I could keep talking to these speakers all day long. I know you could keep listening all day long, but we all have full lives. So I'm going to leave it at that. I hope you got some really great golden nuggets from today.

[01:07:09:15 - 01:07:39:22]

Once the replay is ready and processed, it'll be on the replay page. If you haven't bookmarked

the home page for the conference, that is your page for anything and everything. There are quick links right on there for everything that's going on in the conference, the swag bag, all the different days, all the speakers. So if you were hearing from a speaker here today that you were like, oh, I really connected with him or her and I really want to go deeper, then go to the speaker page, grab their free resource or their websites right there so you can connect further.

[01:07:41:07 - 01:10:21:17]

The replays will be available through the whole week. So anything that you haven't-- if you didn't get to listen to some of them from the days before, you can go back and listen. I don't have any timers on this. It is done. The replays will be taken down. The talks will be taken down at the end of the conference. Days four and five will be staying up through Tuesday, though. So you'll have days four and five talks through May 12. I want you to have the time to get through everything that you want to. If you want to keep access to everything, then go upgrade to either the replay pass or the all access pass. Replay will get you all the speaker talks, all the replays from the live events for a lifetime. The all access pass includes all the additional bonuses, usually paid offerings from speakers that are inside there. So go take advantage of that if you want to. But again, if you have any questions throughout the event, we're trying to make it as easy as possible for you to access things to come here live. But I know that sometimes tech isn't always friendly or something happens or you can't find something. Don't hesitate to reach out info at redhotmindset.com. We are here for you for this week. We are looking forward to hearing your takeaways. Tomorrow is the last day of the official conference. Oh, I'm so sad. But we have two more live events. We have a wrap up session. We're actually going to start working on crafting your marketing plan. So come, take some of the things that you learned, the couple strategies you want to try. Come craft your marketing plan with me. And then we will have another wrap up speaker panel. It will be fire just like all these other ones have been. And then we will also be talking in the wrap up session about implementation week. Again, I've heard in the chat a lot of you are saying this conference feels different. That was the whole point. I wanted it feeling different. I want you to have that connection. I want you to feel like you're getting this personalized experience, this coaching, this support. And we're not done here. We're going to take a breather. Next week, we're all going to sleep for hours and days. OK, no, I'm just kidding. We're going to take a breather. But then we're coming back May 18th to the 22nd for implementation week. There's going to be live events. You don't have to come live. We have an online community as well that's not on social. And we're going to give you-- I'm going to be there. Rich is going to be there. We're going to give you some extra drop-in coaching, support, all the things that we've been talking about, like getting live, getting some connection, so you can really start putting that marketing plan into action. We want you getting some momentum. We want you in action. We don't want you thinking this is a really fun conference and then forgetting about it. We want you to do something with it. That's what implementation week is all about. So mark your calendar for that. More details will come at the end of the conference. I did not want to confuse you during the conference. So you'll hear a little bit more about that at the end of the weekend. But come hang out with us tomorrow, 12 to 2 PM Eastern daylight time, I lie.

[01:10:22:21 - 01:10:36:08]

And I hope you have a wonderful rest of your day. Go check out the sessions from today and any past sessions. The day five will release tomorrow as well. With that, be blessed and we will see you soon. Bye for now. Thank you, speakers, so much for being here.