

Hello everyone. This is Tom Fox and I'm here to introduce our next speaker and you're in for a real treat because we have Stephanie Feer. Stephanie is going to talk to us about, or rather, her presentation is entitled, nurturing Your Clients and Community With Podcast. Stephanie is the founder and chief strategist of the Empower PR Group.

She blends personal experience with innovative marketing solutions to ensure those who need to hear a message or who need to hear of a message. She is a book writer and author and brand. And successful books require strategic marketing. Boy, I could use that. Stephanie knows this because she's lived it.

She's the host of the Empower Author podcast, and you can learn more about Stephanie and the Empower PR group.

Alrighty. Okay. It says recordings good to go. So I am under the impression we are good to go. I'm just gonna double check one more thing. I just wanna make sure you are good to go with recording. So sorry about that. Got bumped off the internet. We are back now. All should be well. We're back. Fantastic. All right, I'll start at the top again,

So I am excited to be here to talk. How a podcast has been really game changing for my own business and for the individuals that I get to serve. I work with nonfiction authors and specifically thought leaders in the nonfiction author space who are looking to leverage a book to build and grow their business accordingly.

And so I founded the Empower PR group as Thomas Shared, which is specifically a boutique marketing agency for nonfiction authors. But I. Excited because we use podcasts as a solution for many people. I have wanted to create a podcast for years. In fact, I actually started and stopped one. I'll have to share that story here shortly with you guys.

Before starting The Empowered Author podcast, which I'm excited to note, hit a milestone just yesterday of 3000 downloads, which I'm super pumped about. A lot of hard work for that. And if also the author of several books Make Your. Impact is one of those. I have a background in marketing and public relations and just so happened to be an author where I've gotten the chance to merge it all together.

So I love figuring out how do you reach the people who desperately need you in a way that you are comfortable and excited to share information and to share your thought leadership. And there's lots of ways you can do that. You can do that at through a book. You can also do that through blogs or through social content.

One of my favorite ways to do it though is through podcast. So I have a couple pieces of advice that somebody once gave me. I thought I'd share it with you all, especially if you're considering how a podcast can be a part of your business efforts. The first is, if you say it more than once, don't say it more than once.

If you find yourself saying something several times, maybe it's time that you write it down or you find a way to say it only once so you don't have to say it again. I actually see a book and a podcast having a lot of similarities there because writing a book allows you. Say something once, but reach many people.

Same thing with a podcast that allows you the opportunity to share your message once and allows you then to focus on other efforts while other people can still learn from what you have to. The other piece of advice I wanted to share with you is that last time I checked there were, oh, I don't know, over 7 billion people in the world.

And if 1% of 1% of the 7 billion people in the world thought you were amazing, you would not have capacity to truly nurture and build relationships with them. You would like to, you don't have time to be on the phone with all those people. I love how podcasting can be a solution for this. Now, a couple of years ago, I decided podcasting would be a part of my business strategy.

Problem was, is I didn't have it as a business strategy. I saw it as a random tactic. It didn't fit into the marketing plan. It was just something I wanted to. I published my, I published and produced and pushed out my first podcast episode and I immediately, about a couple days later, took it down and said, no, not for me.

I know I wanna do something on this platform, but I don't know what it is quite yet, and it can't be this, it didn't feel right. So I waited a little bit longer. I think it was over a year or so. Until it hit me. I realized that to make a podcast work beautifully into your processes, it needs to be a part of your marketing plan.

It needs to be a part of the overarching strategy. Now see, the podcast really falls in the middle of these three different elements of a working, a strong working market. Plan, right? You want something that is going to increase your visibility, allow you to reach new people make a difference to to make more money, to get more clients.

You need a visibility platform, but you also need a way that you are engaging with people back and forth. The conversation matters. People want to feel like the one, even if they are the many. And you also need a way, a solution to create a relationship because people have a loyalty. People that they have a relationship with.

And a podcast when used strategically as a part of your marketing plan can be a convergence of all three of those beautiful moving pieces of your business efforts. Now, I want you to think as you sit on that for a minute, that. My first podcast that I did was not a part of a business strategy.

I just thought it would be fun to interview authors, and so I did, and very quickly I realized that was not a business strategy, that was a solution for someone else's business strategy that was a visibility platform. Only, it was only a visibility tool for somebody else, not for me. So I had to sit back and evaluate if I'm going to put, if I'm going to put investment towards this medium, this platform, I need to ensure that it gives me visibility, and it also allows me to engage, nurture, and build relationships in the process.

Now speaking about investment I have to sit with this for a minute because I always say that there's several different ways when you're an author that you're asking a reader to invest with you. And I feel the same thing with in a podcast world, right? We don't want people to just buy a book that's a \$20 give or take, financial investment, but we're actually asking people, Also make a time investment, like most nonfiction books are about an eight hour read, depending upon how fast you are.

Same thing on a podcast, right? You want to make sure from the consumer standpoint that you are putting something out that they will find and that they will invest their time in. There was a day that I went and looked at my. Podcast stats, which side note, as a marketer by trade over 20 plus years in the industry, I have found that they are the only marketing stats and numbers that I look at outside of my business, financial numbers and such as a progress, as a tool for progress.

But I looked at it and I had like almost a hundred downloads in a day or something like that. And my podcast is very niche. So that was a, that's a little unique and I. Sitting there reflecting on the fact that there was somebody I could tell that went down a rabbit hole and listened to literally every episode I had, that isn't just a, oh, I'm gonna peruse this.

It's about a 20 to 30 minute investment of their time every episode that they're listening to. Which is pretty remarkable to ask. So we want to make sure that both what they're consuming, we are aware of their investment. But from your perspective, hosting a podcast is not the easy route out. I tell people all the time, writing a book is not the easy way to share a message.

I don't think podcasting truly is either. It requires an investment of your time and your resources. You want to make sure you're. A plus quality content that people want to consume, that people fall in love with, that they don't mind having you in their ears while they're going for a walk. But it also is a time investment and a financial investment for you.

So specifically, sometimes that means you're outsourcing to get support, but other times that might mean that you are yourself doing the editing. And that means that maybe you wouldn't have the ability to do to take on a client. So that could be another form of in. How much time and money are you willing to invest in this?

And what in the world is your podcast going to be about? That is important, right? My, using my example as as truth Here, I did a podcast just because I wanted to, and that fell flat. I don't want you to do that. I want you to use the podcast to really nurture and build your community. So I want you to think about it in these three steps.

When you're thinking about the purpose of your podcast, I want you to think about it in the terms of content. If you've not read the book, they ask you answer. It's one of my favorites, and it is written by a. Pool, an inground pool sales man who is talking about what he did when his business almost imploded and he leveraged content as a tool for inbound marketing.

It was a tool to pull people in and to engage with them well. What I love about podcasts is it is also a tool for inbound marketing. When you are sharing value, when you are giving value, people will find you. They will. They will take the permission, give themselves permission to say, yes, this is someone I'm interested in, and they will come to you and become loyal to you.

Now also, in regards to the purpose, I want you to think of what the podcast flow will look like and how does that fit for you? How do people get their inform? Are they getting information in bite sized chunks? Are they willing to go deep and vast? The podcast flow that we use in our business is six episodes deep in what we call a capsule podcast, and we pick a specific topic and I give everything I can get out of the squeezed lemons to make super sweet lemonade on a topic that.

Book marketing, which makes a lot of people wanna run for the hills. So how are they getting their content? How do they consume information? What I love about leveraging a podcast as a part of your business strategy is it is a, is a part of your overarching ecosystem of content sharing. Some people like me, Don't have time to read blogs or even books much less anymore outside of client books that I'm reading, right?

So I can listen however, while I'm in the car going down the road, right? So that is a form of me, a form of communication and form of information and inbound marketing content that I can get. But then I also, when you're thinking about purpose, I want you to think about how are you going to use this podcast?

If you only created a podcast and left it there, you'd be missing a big mark. So I want you to navigate around that. How can that one podcast be used for many things? I'm a believer in working smarter, not harder. Here in my own business, we use our podcast every episode, we will pull chunks of it out and have ace.

Static YouTube like snippet, we will use it for blogs with integration on the blog site. We will use it and we'll talk about it in a little bit on a part of how people come in and they're a part of like our our process, our workflow of being able to work with us and how our clients engage with us.

So if you see the podcast is integrated into what you're doing, it will be a part of your strategy. It won't be separate. Now the relationship is big, and this is where we start to get into nurturing the clients in your community. This is what I really think a podcast offers you most because people buy from people.

People invest in people. People learn from people. You might just have a product you're pushing, but really you are behind the product. You might have a book you're selling, but really you are the person that wrote it. So behind whatever the business is about is people, and I love that podcasts allow this person to person connection in a one to mini approach.

So I want you to think about the relationship building a be and ask yourself, how can my podcast build rapport? Hey, it's nice to meet you, right? It could be a great opportunity for you to be introduced to new people. I have a great mentor in the podcasting space who shared with me this really interesting tip, and she said, if you are a guest on podcasts, it's much easier to get people to come to your podcast to subscribe than it is for them to leave the podcast guesting that you were on.

Go to a website and get a be a part of your opt-in. On the platform, they like to stay on the platform. So having a podcast allows you to say, Hey I here's who I am, here's what I have to talk about. It can also let you test the waters. One of the favorite things that I love to do with my podcast is to toss out some topics that I don't know how people will react to and see the numbers around it.

How many downloads did I give? And that might tell me, it might be indicative of something I could go deeper in, or maybe it's a solution to a problem my clients. I've also found that people love using the

podcasts and listening to podcasts is a way to get to know you. Excuse me. I had somebody recently in one of my interest chats say, Hey Stephanie where's your cats?

And I'm like, my cats? How do you know about my cats? I'm like, oh, you talked about it. And she named all of my cats cause I talked about them on my podcast. I had another person recently say that, When they got on the phone with me, they're like, oh my gosh, you sound the same. I'm like, yeah, it's my voice.

It's the same. But they had been listening to me for months. But we had never had a conversation. So it really allows people to get to know the real you, and it allows them to qualify and quantify whether they're a good fit to and whether you're a good fit. Allows them to decide if you are the right solution for.

Or if you aren't and that is okay. That is okay. So it's a lovely way to build rapport. It's also a great solution to help people introduce you. Being referable is pivotal, so the recommendation is big. I love that having a podcast allows people to very passively and non-confrontational lead.

That's not a word, but we're gonna make that up today. Be. To learn more about what I have to offer without someone feeling like you have to get on the phone with me and that there would be a sale included, right? And so I know so many people who go, oh my gosh, just listen to Stephanie.

You'll learn from her. As they're listening, they're building relationship with me, they're hearing from me, they're getting loyal. And it allows people to easily connect you with other people. If you want to build and grow a business, you need to be referable, and the recommendation can be one of the best forms of relationship building, both with your current client base and with potentially new ones.

It also will deepen loyalty and really help people become somebody that's got a an advocate in your back pocket. I'm a big believer in empowering people and empowering your connections to empower people. Usually we're a couple steps away from the people. Really need us. And I love that a podcast allows you to to find those people, to pull them to you and to build a relationship before you ever get on the phone.

I actually find that by the time people get on the phone with me for an interest chat, they have already determined if we're a good fit and that they have already made the decision it's time to invest and what I can bring to the conversation, all because they've been following and trusting along the way.

I've built a lifelong friend. That sounds pretty sweet. I get excited about. Now what I love about podcasts too is that they allow you to engage without you having to do all the work. Remember that 1% of the 1% of the 7 billion people in the world, if all those people thought you were cool, wanted to be your friend tomorrow, the internet would implode them trying to get on your email list cuz you don't have enough space for that.

It would. It would be insane. You don't have to do, you don't have to do that. Instead, leveraging a podcast, I have found, have been a wonderful way to help cultivate leads to ensure that your business is working for you and not the other way around. And to actually convert people in the process when it comes To cultivating leads, I always say and realize that the people that are currently connected to you are warm leads.

They already know you believe you, trust, you want you to succeed, wanna be a part of it. Sometimes they don't know how to do that, but you are already connected. You don't have to talk them into something. If they're a good solution, you're a good solution to a need that they have. They'll come to you, right?

But what about those people who don't know you quite yet? They wanna make sure that they're investing in something. Your product, your service, your knowledge, your thought leadership or what have you, and they wanna do it in a way that feels good to them. I love that a podcast allows you to cultivate these people and pivot them from a cold lead.

They were once people you never knew to a warm lead, somebody who now knows you, knows what you have to offer, knows your solutions, and are willing to take the next. In regards to working while you work it can also be working while you sleep, right? I don't believe in a world of passive income. I don't I've yet to find that out there.

And in a world where I beg on the daily for more hours in the day, and there isn't, you only have so many hours to execute. I have found that a podcast is a great solution that can actually be a sales tool for you while you are doing work for other. So I want you to think about knowing that, how can you highlight on a podcast the type of work that you do, and do it in a way that is really pivotal?

So a highlight of how I run my own podcast is when anytime somebody reaches out to me and asks if they can be a guest on the podcast, I always giggle inside and I'm like, oh, you haven't listened to the podcast. I don't actually select, or I don't actually take guest pitches on my podcast because the way that I leverage my podcast is I either highlight collaborators where I'm doing collaborative business work together.

Solo episodes are my current clients, and I do that very strategically, right? Because I'm doing it to highlight ways we can serve, ways we can help, and I see it as a value add to those who've already invested in me, and so this way the podcast can continue working for me while I'm over here working for my clients, and I think that's a win-win in my.

And can actually also convert listeners to clients. I see this on the regular because when people are listening over time, they start to go, I need that. Yes, I'm interested. Yes. I had somebody once ask me, Stephanie, are you concerned if you share too much information that you're giving away all the goods, that you're not holding anything back.

And I don't believe in that actually. What I have found is the more that I share, the more people want to invest in me because they know that and our services that our business offers, because they know that for them to do it right requires more work than they are probably putting in. And so they sit back and they look at that investment model that we looked at earlier, right?

And they, over time start to realize, hey, at the end of the day, the amount of time they could have been investing in these specific kind of elements of their own book marketing for me, for example, they could have just invested in our team helping them, and they could have focused on things that they would rather.

So it becomes an engine that, and this is not this part is not a fast engine, the conversion to clients. It takes time, but it is worth it because the types of clients that we get from those who've been avid podcast listeners are very loyal clients. All right. This is my favorite part to talk about.

And it's the last piece that I'm wanting to dig into until and then I'm happy to answer any questions. But how do you leverage the podcast, your own podcast as an integrated part in everything that you do? Many times I've seen clients of mine see it as a standalone piece. And listen, I'm not a believer in silos.

There are no silos here. We integrate everything and we use everything for purpose because if not, then you are just being duplicative of your efforts. And there's only, again, only so many hours in the day. So I wanted to share a few of the ways that we use podcasting and the empowered other podcasts in our business.

And there might be some ways that, and you're welcome to put it in the chat for those who are here live of how you are using and integrating a podcast into your business. The first part is we are leveraging our



podcasting as a tool for onboarding. So when clients, potential clients are interested in learning about us, what we do is we actually have integrated into our automated workflows, different podcasts, seasons, and that's how our podcast is outlined, that help them learn more about our offerings.

For instance we have a whole season on author websites for example, so any author who comes to the table and is interested in learning more. Author websites and our services, I always sends them an email and says, say, great, here's some information about how we help authors. And by the way, if you will listen, I think it's season four for example.

And the Empowered Author podcast, we go in really deep on all things author websites, and I think it would be so beneficial and helpful for you. And what I have found is when the authors do that, my clients do that, they come back prepared because that season we talk about things you need, like your photos, your brand your messaging, your calendar system in your workflows.

And all of those things are integrated into it. We do that with every single offering we have. So if you were to look at the business offerings that I have and our podcast seasons, they are created in alignment because it is integrated, it is a part of our onboarding and introducing clients to how we work, how our processes are underway, what our systems look like.

This is also a beautiful passive. Option for clients who may show interest but may say, not right now. No worries here. Go gather all that information. And so I still share that. So part of our automated workflow process on the back end is, Hey, once we get to learning more about what you need, here are some things go enjoy.

And then what's great is I don't have to sell the podcast will do that for. It also can be, like I just mentioned, included as a requirement for some of our support processes. So if you want an author brand for example, guess what? I need you to listen to that season of the podcast so that you come prepared because we have thoughts in there.

I have a lead magnet that's incorporated with it, all of that stuff, and it becomes a requirement for the next step of our. And it's also built in to how our business offerings work. For instance, we have a whole kind of automated program for authors who are writing a marketable book. A part of that includes listening to different podcast episodes, and we've extrapolated that.

Sometimes when I'm recording my podcast episodes, I also record in the video as well, and then I can leverage that for. Unlisted YouTube link. That's a part of the kind of business offering. So we see podcasting as a beautiful onboarding tool. It can also be used, I know I just mentioned a lead magnet.

It can be utilized as a meet lead magnet. It's your carrot to pull people in. I've seen people use it as a beautiful tool to increase email lists, and you can also do it on a hidden podcasting platform that allows for maybe not everybody to see unless they're a part of your email. I see it as a beautiful leave behind on speaking engagements or like I mentioned earlier, if you're on a podcast, people are more likely to subscribe to another podcast than to leave the podcasting platform.

So it is lovely as a leave behind when you are being a guest on another podcast and incorporating it as a tool to deepen your client work always increases loyalty, engagement, and satisfaction. Finally you can integrate it into your entire business ecosystem. No joke, it is how we use it's a tool we use to engage and cultivate new leads or even potential clients, those who show interest but haven't taken the next.

Step our current clients. It keeps them in conversation with us on the regular. They don't forget about us as a solution. Complimentary service providers, these are people who are helping your business your potential clients or your target clients, one or two steps before they need you. That's great.

The podcast is a solution for me to be able to share with complimentary service providers so that they can tell their clients when they're done with them helping write a book, for instance, they can go listen to the podcast to get some relevant, timely book marketing. It's a solution to share to Uber connectors, even referral partners as a door opener to also connect you and get you more business.

So when you see how all of this works, what you notice is that. You can create something once and leverage it to really nurture your clients and your community base in a way that is, is truly beneficial and is game changing. Here we use the Empowered Author podcast. I would love for you to listen to it.

You might get some ideas, whether you're an author or not. There's some pretty very pointed, beautiful podcast advice in there. And if you are interested in podcasting specifically, Check out season one. It's all about what we call a capsule podcast and it's how authors can use a capsule podcast creatively, but any business would find it helpful.

If you love just marketing in general, I have a book Make Your Author Impact even though it's for authors, great marketing insights for anybody who's interested. And we do offer free 15 minute chat. For anybody who wants to learn more about book marketing as a whole, or if you have any questions or thoughts regarding podcasting and how podcasting can be used to deepen your relationships with your clients in your community.

Megan and Thomas, that wraps up my portion, but I'm happy to answer any questions people have. That was fantastic, Sophie. I have this problem every time we chat, is that I get almost stunned with these ideas and how elegantly you wrap different things or the way you integrate the podcast, the multimedia, everything into the different areas of your business.

I just, it's so inspiring. I absolutely love it. Oh, thank you. Yeah. And I do have a couple of questions here. And one is especially what you mentioned right at the top, how important it was to, if you're saying it more than once, make sure you're only saying it once. Do you have any kind of systems or workflows to one notice when that's happening or to collect it?

What's the process by which take something you say all the time and turn it into a permanent resource? Yeah. Love that. Actually. The book I mentioned earlier, they ask you answer talks about if people are asking you questions more than once, that's usually an indicator that you might need to do a podcast episode on it.

So I actually have a a Google Doc form in place. And when I have that, I'm like, Ooh, that idea. Ooh ooh. The other thing I start to notice is what are the programs in my business that are getting the most. And that I'm also enjoying, and are there parts of it that people continue to ask me questions about?

To which I'm like, aha, now I need to dig a little bit deeper into that, and how can I do it in a way that is going to be helpful. For instance, the next season of my podcast is all about planning. That's wonderful because I have been helping bus authors create businesses. And I want them to now have a six episode podcast season to help them build and grow their business and plan for it.

And so now what I've been doing is anytime that I see just an overarching need, usually because I'm doing a lot of listening, some of the best advice in marketing is to listen. What I step back and I realize is I need to create a podcast season around it, because then I can use that as a tool that's integrated in.

Fantastic. And another one here is, other than being yourself and sharing valuable information and having things well placed for people to be getting the right information at the right time within your podcast, do you have any kind of more hard or direct calls to action or request for engagement within your podcast episodes themselves?

What are you asking people to do as soon as they're done listening? That's a great question, and I'm a believer that people can only remember about one cta. So if you try to do too many you're sending them in too many directions. I always try to focus on one thing. Sometimes that is a downloadable.

And I'll be honest, that's not usually my biggest it doesn't usually provide me the biggest roi, so if I create a downloadable or some form of a lead magnet, it's usually because it's integrated in my business anyways, the biggest. Easiest call to action for me is these 15 minute chats that I offer.

, it's a no strings attached conversation. I love talking with people. I'm really quick on my feet and I love brainstorming, but I just love people. And I do think that when you're thinking about your podcast, you want, you realize, close your eyes when you're thinking about a. I'm planning it cuz people are just listening to you.

So how can you create a relationship, give energy, help them paint a picture of who you are as a human just by listening to you. And so if you can get them to get on the phone with you, I think that is the best call to action. Possible. And that's been the most successful on my end. I have tested Megan different ways of where do you integrate the calls to action.

I've done a popup in the middle. I've done it in the beginning and the end. And what I have found is I just beautifully place it at the end. And I see my podcast as a tool for value sharing. I have found if I don't try to sell, I get more sales. Weird how that happens. Yeah. Yeah, I can see that. And last question I've got here, if anyone else does have anything else they are wondering about, type it into the questions box.

The new one. I'm gonna start with a shameless plug for our episode that we did together on the business podcast, the print show, which was a lot of fun. It was great. We talked about some really interesting things. One of the things I'd like to bring back up again here, because I think you touched on it a little, and I'd love for you to share it again, is the planning process.

Getting something that is so well integrated into a business. Takes a little foresight. So if you could just maybe talk really quickly about how, and when you're doing the planning for this is what this capsule podcast, this is what this season is gonna be and here's how it's gonna be used.

Just a quick outline of how you do that. Absolutely. . Absolutely. So I am, this is like my favorite time of the year cuz I'm planning for next year and I like to sit down and go, okay, how do I wanna drive my business? I always start there, how do I wanna drive the business? And how do what? Do what are the, what is the.

Service, what does this value serve that I can do? So it's not just business growth, it's the value that I can give. How can I help people most? Okay. So I look at that and I look at my offerings, and then I go backwards and I'm like, okay, so my offerings are these three things, right? Or these five things.

How can I create podcasts? Seasons that will drive people to use that. So there's kind of two arms of my business. There's coaching, consulting in the weeds with you work. And then there's collaborative work that we do. We're at pull in industry experts who focus very in very targeted marketing ways to help others, whether it's branding or website or video or whatever.

So what you will find in my podcast, Any podcasts that we have guests on are usually collaborative projects and we have an offer. So for instance, I do think it's season two or three, season three on author websites. Myself and my web developer were on for the six episodes and we took a look at what are the six things we wanna make sure that authors know before they get on the phone with us and before we work with them.

When it comes to. We don't wanna have to talk to them about hosting and domains if we don't have to. Cuz it's complicated. Go listen to the episode. So we thought through that and then the two of us did it. So it not only built a relationship with me, but now I can say, go meet Sandy. Listen to the podcast.

So I have part of our podcast are these kind of collaborative efforts and then the up. More one on one or solo are with me going deep into the intricacies of the challenges authors have and the solutions that they can move forward through it. And just so happens that one of the handful of my offerings is a solution to it.

I like to look at our podcasts in six episodes. I know I've mentioned that a little bit in this capsule idea because six episodes are not overwhelming. I can, if tomorrow I don't wanna have a podcast anymore, no one's gonna care because this season will be done and then they don't worry about it. So I don't put this pressure on myself to do it weekly, even though I do.

But it doesn't have to be done that way because of the seasonality of how the podcast has run. And and I can do anything for six, six times, right? It doesn't feel, that doesn't feel overwhelming. So then I can batch if I want. I can learn as I go. I can adapt all that stuff in between. And it gives me that flexibility, but it also gives me a stringent direction.

This is what the season will always look like, and here's how I piece it together. Perfect. Stephanie, thank you so much. This has been absolutely marvelous. Can you remind everyone where they can listen to your podcast and find otherwise work with you? Yes. Let me see if my Prezi ha I'm loving this thing.

I Your too. I think this is the first one I've seen. It's very cool. Isn't it fun? Isn't it fun? So the Empowered Author podcast is on any podcast platform that you go to, to to enjoy a lovely podcast. I would love for you to listen to it. I really think authors and any business owner or individual, could find value in it.

And then if you go to empower pr group.com, I'll get out. Look now this is the thing, okay? Power pr group.com, which is an alignment of the logo on the bottom. That's where you'll be able to go to our website. And if you click on the connect form, the connect tab, you'll see a form that you can fill out and you get access to my what?

My calendar, and we can get on the phone for 15 minutes. If I can be of service, I would love to be. So just holler. Perfect. Thank you so much, Stephanie. Thank you Tom. And thank you everyone for being here, enjoying this presentation. We've got a brief break and then the last presentation of the first day is going to be at three o'clock.

It's with Ariel Nien Blott about why you need to have podcast newsletters, not just one reason. There are two reasons. So Stephanie, again, this was marvelous. I can't thank you enough for sharing all of this insight and inspiration and we'll see everyone around at the conference. Thank you.

Thanks, Stephanie.