

Episode 62: How A Summit Will Grow Your BRAND!

Publish Date: September 23, 2019

Speaker: Tiffany Neuman

Dr. Mark T. Wade: Hey, summit hosts, Dr. Mark T. Wade here, founder of Virtual Summit Software and your host here on the Virtual Summit podcast. I am stoked for today's episode. We're going to be talking about some, uh, summit success points, how branding can really make an impact and some summit failures that you absolutely need to know so you can avoid them. And I am super excited to have legendary Tiffany Neuman with me, CEO of Tiffany Neuman Creative. She's a professor and design degree. I'm so excited. She's been also the host of Ignite Your Brand summit. She is a quick start and a rock star. Tiffany, thank you so much for being here with us.

Tiffany Neuman: Absolutely. Mark, thank you for having me.

Dr. Mark: Well, we're going to have a lot of fun on today's episode. Um, Tiffany's a good friend of mine. I've been able to watch her summit journey from essentially start to where she's at and have been so thoroughly impressed and am very excited to have her as a guest on this podcast. Now, before we jump into all of the virtual summit aspects of this, Tiffany, why don't you let the audience know just a little bit about yourself and kind of the background.

Tiffany: Sure, absolutely. I, so like you mentioned, I'm, I'm a branding and design professor. I actually was in the corporate world working with brands like Stolli Vodka, FedEx, Burt's Bees for about the last 15, almost 20 years kind of dating me. But, uh, I recently left about three years ago to found my own company because, um, I am an entrepreneur at heart. I built a design department within a really large corporation and found myself really, um, managing people and managing like P & Ls rather than doing the creative work that I love so much. And so, um, I've just realized that I love helping entrepreneurs with their branding journey. So that's really what I'm all about now. I, 100%, I'm devoted to working with amazing entrepreneurs, helping them brand, helping them rebrand their businesses and really get their message out to the world and a really consistent, coherent way and make it look really beautiful

Dr. Mark: and do an amazing job at it as well. Might I add? So super excited again in this, it relates very much with the summit you put on and the outcome or the goal of the summit, which aligned perfectly. So let's jump into that. Why don't you talk about the different summits you've run, give just a little overview of them, what, you know, how many days were they one day, multi-day, kind of your goal of, of one of them, and then a little bit about it.

Tiffany: Sure, absolutely. So the first one I ran was, um, again, like I'm a quick start. I ran into you and you've helped me so much along this journey. Um, it was the, uh, Visibility summit. I had to think about it. The Visibility summit. And I am one of Selena Soo's top affiliates. She's also like one of my dear friends and clients and I wanted a really great way to get brand awareness and to promote for her program impacting millions. So I jumped on the summit, created the Visibility summit, which I also of course tied into what I love, which is branding. So it was very strategic in both ways. Um, and I've been kind of

behind the scenes, you know, I'm fairly new business owner, but I've worked with a lot of amazing entrepreneurs. So it was really a way for me to leap out into the space and kind of get known for what I do, but also, um, put my, align myself with some of my amazing clients and thought leaders, influencers in the entrepreneurial space.

Tiffany: And so that was really, really beneficial. Um, my first one and it did help me become one of her top affiliates. Um, 100%. And then the second one I just did recently was the Ignites Your Brand summit. So that was obviously more dedicated to the work that I'm doing. Shining the light on people. You were actually on a summit. Um, John Lee Dumas is on the summit, Selena Soo, Ron Reich. So a lot of my um, friends, clients, um, other thought leaders that I really look up to talking about the importance of branding. And so for me again that was really about brand awareness, getting my name out there as an expert and a leader in the space and then shining the light on other entrepreneurs, um, that have amazing brands that either I've worked with or that have amazing brands and why branding is so important.

Dr. Mark: Yeah, and so you jumped right in there. You, you launched hosted these summits. You started with the first one right away. I mean I think you went from concept to launch within like two months or less or something like that. It was something that.

Tiffany: It was like was three weeks. I was insane.

Dr. Mark: I was, I wanted to say a month, but I didn't want to be like so far off. I sounded crazy. Yeah, I was way blown away by what you did. But you, you managed to pull it all together and for everybody listening, I would not recommend you try and throw together in three weeks a summit.

Tiffany: I second that. I just a, I'm a quick start. So when I say I'm going to do things, I do things but looking back, not the best idea.

Dr. Mark: Yeah. But you know, you made it, you made it happen, you made a pull off. So let's actually look at the, you know, you were saying some of the, the, the reason or the goal of the summit was for branding and kind of awareness of your, of you in the, in the niche or in the industry. So what kind of happened from that? Like how did it go? What have you felt or seen kind of the outcome has been?

Tiffany: Yeah, I think the outcome for the first one was really getting seen. You know, people would say, I'm seeing you everywhere. And of course, since I'm a branding expert, I made sure that the design looked really beautiful. So that's really important. And so people were paying attention and it really grew my email list a ton. Like I said, it helps me become a top affiliate. It really did everything that I had hoped for. Um, and again, because I'm a quick start and I did that, that's why I opted to use, um, the Virtual Summit Software because I was like, there's no way. I talked to a few VA's who are going to put something together for me and they're like, it's gonna take a few weeks just to set this thing up. So that was super helpful. So like the ease, like yes, it still took a lot of time, a lot of things follow up. But um, it really, it really came together nicely and got the results that I was hoping for.

Dr. Mark: Yeah, I was definitely impressed. And thanks for the shout out to Virtual Summit Software over there. Um, so with the, with that summit and I think there's two keys here I want to point out for the, for our summit hosts listening in because a lot of times where we focus a lot on legion, which you had that you had a great success with that, but I think there's an area that people are missing or at least they don't give it enough importance. Like there are some summit hosts out there that run their summit. They don't hit their list goal. But the thing is by getting your name, your face, your brand out there, it opens up a lot of opportunities. So I'm really glad you, you made an emphasis of that. So let's, let's look at some, some takeaways. What's like a big takeaway that you learned having ran two summits within what, like maybe four months, I believe. What are some big takeaways that you've learned now? Having run two summons?

Tiffany: Yeah, so the first one I would say is to be prepared, you know, jumping into it. It does, you can do it quickly, but I wouldn't recommend it as quickly as I did. So I definitely a was more strategic and planned out my second one a little bit with a longer timeframe. Um, and really, you know, educating the speakers, um, spending that time with the speakers. You know, most if you get high level speakers, they're going to be busy. So working with their team members to make sure they're prepared, um, letting them know your expectations but not forcing them with expectations. If you want some really amazing people, sometimes you need to be flexible. And, and that's a part of the planning ahead too, is that, um, I was very grateful that people jumped on and said yes, but you want to plan ahead because you know, people have their content calendars and their launch schedules programmed a long time ahead.

Tiffany: So they may be promoting their own thing. They're not going to necessarily want to blow up their email list with your staff at the same time. So they may be willing to, but you, I would suggest like reaching out to your first few people and seeing like when they have available and planning your, your summit around those times. Now looking back, so there's, I had a few speakers that I had hoped to get that couldn't like, would want to, but they just couldn't make it fit with our schedules. Um, so that was a really big takeaway and like you said, um, with my list goals, like I'm very ambitious, so I had like these massive list goals and I didn't meet them necessarily, but I always do the good, better, best method. And I met my, I think for the first one I met the good one.

Tiffany: And then second one I met for the better. So like the third one I'll probably exceed those expectations, you know, so it's all about growth and, and learning, um, throughout the process. And I think so much so often like our mindsets get in the way or we put ourselves down and it's like just do it and don't look back and keep going. You know? And, and you can always do better. And that's what's really great too is both of my summits were five days and I had 10 speakers. Um, and that was really valuable cause it was a short time period. But I'm really excited to try one day summit, which you talk about a lot in the future and test those out. Now that I've tried the other way and really see where the sweet spot is, um, for my audience.

Dr. Mark: Yeah, that's, it's actually kind of funny cause we, we normally say when you first get started, start with a one day summit and then go to a multi-day summit. You said, screw it, I'm going to jump right in and do the day summit and then I'll do the one day summit. But yeah, that's awesome. Well you made it work, you rocked it out, you crushed it. So

you said something that I, I kind of wanted to just jump into for a second. You talked about being prepared to work with some of the speakers or the influencers' teams. What's maybe a takeaway or tip or something that you learned having worked with those teams that you could pass on to our other summit hosts? Like what's the better way of doing it or what to even expect?

Tiffany: Yeah, that's a great question. So I think that's the main thing to think about is, you know, these people are busy ahead of time. So when you send out your questionnaire or you know, whenever you send for them to fill out an advance, make sure to ask them right away. Like, who do you want me to contact? What's your contact? Because if you're bugging them all the time, you may not get an answer or they make it an I. And so really working with people's teams is really helpful. Um, making sure that you like I hired a VA specifically honestly to help, um, which was really helpful. So she would handle, um, taking the photos, taking that and doing the communication back and forth and to treat my customers the way I like to my clients. It still took a lot on my end, but it was super helpful to have, you know, it didn't cost a lot in the end if you have a really great VA who can work quickly and you just give them the guidelines. But it was, it was really great to have somebody on my team and then somebody who could discuss with people on their team and answer any questions and um, and just help in the back end of everything.

Dr. Mark: Yeah. So I, I really liked that concept as well. A lot of times and it depends on, you know, you all listening out there, some of the hosts, maybe hiring an extra person is not in the cards right now, but if you can, then it lets you focus on what your zone of genius is as well as preparing for the interviews, making sure the interviews are great and really just delivering on that part, which really makes the summit or could break the summit. So not getting so worried about having to create the design unless you're a designer, you know, in, in worrying about all those little or little details. So that is a really great tip right there. Um, any other aspects on the being prepared? What's like one or two other things that you wish you would've known a little bit more about as far as being prepared before you start hosting your summit?

Tiffany: Yeah, I feel like I, you know, I did took some of your trainings that you have, um, which was really helpful. So I felt fairly prepared going in and I just work, you know, with what I have a work with. It makes things work. But yeah, for me specifically, I wish I would have practiced the interviews a little bit more perhaps because, um, you know, I, I feel like the more I do interviews, the more I interview other people, the better I get. You know, you know what's expected, you know what to do that. But I have been interviewed but I hadn't been on the interviewer end as often and I'm just going with the flow and coming up with questions and I like to have it be like we're talking now very organic, not really planned, but I'm just, just having those bullet points memorized. Um, having, having, being a little bit more paired in that. And so I came off as an amazing interviewer. I think by my second time I was better. But you know, you can always get better but not overthinking it too much to, you know, like you don't want to like not do it because you're worried about it. So it's like a balance.

Dr. Mark: It's so true right there. And you did make good reference. The fact that you can get prepared, get trained. I think that's another mistake a lot of, some of the hos make is

they're excited and they've got a lot of inspiration and aspiration. And so they jump in, which we have to, I mean a lot of the things I've done, if I would've known how difficult they were going to be, I never would've done them. Right. So get started. But if you can get training, like we have plenty of free resources for people on how to do a summit on interviews, things like that. Now let's, let's move a little bit forward cause you've, you've actually been wearing, you wear many hats. Um, you've worn the summit hat, but you've also been a summit speaker and I think that's given based on our pre-interview chat, uh, some insights into some lessons, some summit lessons on ways not to do stuff. Um, so let's kind of talk, let's talk through the first example. Let's, let's talk through that example where you were on a summit and then there was, wasn't any follow through. So all of these, some hose, here's something you've listened to not to do.

Tiffany: Yeah. Yeah. So this was really helpful. Before I hosted my summit to be on one and realize what not to do. Like you said, so I'm not naming names, there's a lot of summits out there, but I was actually interviewed, it went really well and this is where the speakers weren't educated very well. So I you know, we had a document, I knew what to expect and that one actually I didn't get a release date, I didn't know when it was going out. And as far as I know it's, it never happened and this person was kind of known for doing summits and didn't follow up and I actually reverse you should be leading your speakers and helping them and empowering them. And instead I was following up like when is it going live? How does this work? What do I need to do? Where's my swipe files?

Tiffany: Like really important to like provide them images and swipe files for messaging and all of these things. Like when are the dates happening? You want to be very clear about that. And so I did not get any of that. And it was really frustrated, frustrating. You know, I was excited to be on the summit and then for all I know it never happened to, which is like the kind of the craziest scenario ever. But I was glad to go through it in the end even though it did waste some of my time because I was like, okay, obviously I'm not going to do this. Um, you know, and then the second scenario was a little bit better. It definitely, um, it was a great summit, but I think again, it was like that speaker awareness, um, being really clear about things, following through, thanking people, um, promoting people, you know, everybody is doing a favor for you by being on this. So like promote them, like really shine the light on them. And I think sometimes the summit hosts so often make it all about themselves and it's really supposed to be like an organic team approach I guess. I don't know if that's the best way to say hit, but you know, it's like, let's rise together. Like it's not all about you necessarily even if you're talking about your work in the world.

Dr. Mark: Yeah, I like to call it a collaborative marketing strategy. It's not just about you and it's not just about them. It's about all of us working together to bring a bigger good and a bigger to everyone, including our audience. Win, win, win. So I'm glad you said that. I always love saying collaborative marketing strategy. So anytime I get the opportunity.

Tiffany: You said that much better than me. I could come up with it.

Dr. Mark: Well since we do have a branding expert with us on here who has run a couple of summits, why don't we jump into some branding tips maybe that you could share for

summit hosts who probably don't have that kind of background or knowledge. So what are some things maybe easily that you've seen on other summits that are like or on your summit or for future summits that you're like, here's some, here's some things you really should be considering when doing your summit.

Tiffany: Yeah, so I think a main thing, you know, people are visual creatures like it or not, they, you know, you get an impression within seven seconds, they say, am I, now it's down to like three. I mean scrolling, it just takes a second. So, um, you know, it has to look good and it doesn't mean you have to go crazy and, and you know, go all out. But you know, making sure you have high quality photos from your speakers. Um, you know, if there are low resolution and pixelated, it just makes it look, not like people don't want to watch it because it doesn't look high quality. Making it look high quality is really the biggest thing. And getting really clear on your messaging. So what's the story like what from a branding perspective, what's, what are you offering, what are people gonna get?

Tiffany: Like we said, what's that win-win out of it? So it's, it's a combination of the messaging. Even the title is so important. Like, um, and it was so funny, like with my Ignite Your Brand, I came up with that and then JLD when Joe being one of my top speakers after the fact, like totally on accident and I was like, this is perfect because of the lines. So it's just funny how things can happen like that. If you really, you know, put your intentions out there and um, and try to be really strategic about it. And then two just with the platforms, the graphics, just make sure that all of the touch points that people are going to see are consistent. That's one thing I do, you know, in launches with my clients, um, whether it's Facebook ads, Instagram, and I didn't run any ads for my summits.

Tiffany: I may start doing that in the future. But if you're going to run ads or even just the sharing mechanisms, you know, whether it's on Facebook, Instagram, making sure that your speakers are equipped with, um, you know, amazing photos, um, of like the entire group of themselves with you. Um, and it seems obvious, but a lot of times people don't take the time to hair for that. And it does take some times. So making sure everything's just really cohesive, consistent, and also when they get them a landing page, the follow-up emails, all that stuff, just make sure it's really cohesive and consistent and then he'll be good to go.

Dr. Mark: What's with that actually? What's something you did with your emails, your follow up emails to make them on point to keep the branding going?

Tiffany: Yeah. So I did, um, I did a logo for it, both of my summits that based off of my personal logo, um, my, so I have like my umbrella brand Tiffany Neuman Creative. I have sub logos for all my offerings. So then I just developed a logo that was similar for these offerings. So it would be recognizable for brand awareness and people would see that and it would trigger in their head, oh, it's the same but it's different, you know, it has a different message to it. Um, and then just using my same branded photos so people, there's a recognition there. And then in the email itself I would have a header every time, you know, and then, you know, the, the welcome videos, whoever was speaking, I would do a daily email and put their head shots in there and their bio's in there just to really, um, shine the light on them again.

Tiffany: But also, you know, get people excited about it, get brand awareness for all of the other people. Um, and just make sure it's really consistent. And then on top of that, which I didn't mention earlier, is making sure that all the speakers aligned with your message. Um, which seems really obvious if you're going to be talking about an expert tactic. You want those people in there. But sometimes people, I feel like somebody who's a big name or they just want to fill seats, they'll kind of take speakers that don't necessarily align mine. So that's where it is important to take your time and get speakers that really it makes sense to have on your summit.

Dr. Mark: And that's so true. I know, I know that happens quite a bit. Summit hosts are out there, they're thinking the bigger the name, the better it is for my summit and that's not always the case. It's better to have less speakers that are more aligned and that are also willing to help support you and promote you. A great comment with that. Um, when it comes to the speaker recruitment strategy, because you were able to get some pretty big names on your summit, what's like one or two things that you would recommend hosts do that, that helped you get, you know, this kind of mega, mega summit? Like as far as the names are concerned?

Tiffany: Yeah, so I guess I'm really blessed because I have amazing clients and so I asked them to be, um, um, with me. And then also I'm just peer groups. I'm in different masterminds that I was able to reach out to. So really just think about your, um, kind of lowest hanging fruit in your community and maybe they have connections so you can ask to kind of like, if you don't know some of those big names, maybe you know, somebody that does know them, you know? And, um, and I wouldn't, you know, you can really do cold contacts, but for bigger names it's typically they get requests every day, all day. So I would really suggest to, you know, go up your, your ladder of contacts and, and then too, if you don't have as many, you know, on my first summit I didn't have as many big names, but um, then on my second summit I was able to say, okay, on this first time I had this, this, and this person that this was my results. Now I'd love to invite you on to it. And, and they know you've had experience, they know that you've done it before. So that's where your strategy of doing the One Day summit is actually really smart. That I didn't do. Um, because then it's, you know, it gives you like a ladder to move up to you and you can, you know, get bigger names over time. Um, I don't think a summit is necessarily a one and done thing necessarily. Um, so that's my main suggestion.

Dr. Mark: Yeah. And I, I'm really glad you said that because a lot of summit hosts look at the summit as the end and the summit is not the end. The summit is, is really just the beginning. That's the relationship building. And if you can look at it as more than one summit, especially if you're, you know, like doing one day summit or if you want to run multiple multi-day summits, the more you can run, and I'm not saying run one every month unnecessarily, but if you can kind of put these, build these into your marketing campaigns, especially now since you have things like the Virtual Summit Software to make it easier, they really can play over time. Like kind of like a, uh, momentum build, if you will.

Tiffany: Yeah. And talking about evergreen, you know, everybody's all about evergreen stuff. It's really nice to have that know that it's sitting there and I can just repurpose it at any time.

Dr. Mark: Oh yeah. The, the content, the re the resell of it. And I want to come back to kind of what you've done post summit, but before you do that, I want to, I would like to actually have you break down your summit. Like how many days was it? How did you run it? Just because everybody does the summit a little different. Let's see how you actually ran that.

Tiffany: Yeah, sure. So I had 10 experts in five days, so I did two experts a day and they were released. Um, the summit, just the software just program that for me, which was so nice. I just decided who I wanted on each day. I was very strategic about who I paired up. So like for instance, I had an Instagram and a Facebook specialist together, you know, cause we're talking about social media on this day. So I kind of based on the speakers I had to my, the group people together so it made the most sense. Um, and then also I started, I typically start with bigger names just because it gives more momentum and gets people excited. Um, and I chose to have my interviews 20 to 30 minutes because I created a new term that I call consciously consumable content, which, um, I should trademarked by the way.

Tiffany: But I really, you know, in this day and age, like when people, if there's like, there's nothing wrong with summits with like, you see summits with like 50 speakers, that's great. But like when there's 50 speakers in they're all an hour long, it can, in my mind it gets overwhelming for people. So you know, the One Day Summit is super targeted, so I felt like this was a good middle ground where it's very targeted. It's got one purpose, one topic, really great expert speakers, like the best of the best that I can possibly get and then um, didn't take like I asked them to give their best value in the shortest amount of time basically. And yeah, I think, I think it works really well. Like I'm really, like I said, I'm excited to try the One Day Summit but um, I think that strategy worked well for me.

Dr. Mark: Yeah, I mean you, you hit it on the head there. I mean, yeah, if you do a summit with 50 speakers, there's nothing wrong with that. It's important to either take into considered the timeframe, like Tiffany was just saying or track out your sessions, let your audience know that they don't need to consume all 50. They need to pick the ones that are most important to them are fall or follow certain tracks. So it's always just about thinking about what's in the best interest of your audience, what do they want, what do they need. So as we start to round this, this episode up, Tiffany, let's kind of shift a little bit to the post summit. So what have you, what have you experienced now that the summit's over? Like what have you been doing? What have you realized you weren't, you weren't maybe prepared for or something you were glad you did prepare for an advance kind of pass the summit.

Tiffany: Yeah, so the summit was really helpful. Like I said, for brand awareness, really aligning myself with some really amazing thought leaders and influencers. Um, and getting, getting kind of like on their, you know, radar too. Um, so as far as what's been happening afterwards, it really helps me. The main thing I guess would be it helps me grow my list. So then people who are following along, you know, there's going to be a small subset, you know, it's all about numbers. So in marketing, so you know, if you get, you know, 600 people signing up, maybe a, you know, 50% of them are engaging and then that out of that funnel is like 10% are actually going to need branding. So knowing

that, going into that in advance and knowing that not everybody's going to sign up for your thing, you know, but you're also shining the light on other experts.

Tiffany: So, you know, some people might resonate with them and start falling down. So it's really a win win for everybody involved. Um, and then yeah, coming right off the summit, I gave it a little bit of space and then I went right into, I'm promoting my signature program, which was really helpful cause there was still a momentum going from this summit. You know, I was, people were like, God, I'm seeing you everywhere because people were emailing in social media and things. And then so it was the perfect setup or my signature program that I offer a couple of times a year. So I made sure, you know, I didn't want to do it right away, but I left I think a week, a week and a half buffer, and then came back out with that and started promoting and doing, doing more work. And that's, um, I'm actually still launching now, but it's, it's really been working well to, um, to get people in my worlds that I wouldn't have normally.

Dr. Mark: And that's, um, you actually had it perfectly the time. We usually say seven to 10 days is kind of that sweet you want to give. And that's after, for example, if you do like an encore weekend or a bonus day, so that's perfect because you want to let them have time to digest what they were just consuming and maybe finish up anything and, and just to have a little time to breathe. But then we want to get in and start offering them the, they're ready for the customer journey. We, we move forward with them. Excuse me. So as we wrap this up, why don't you kind of let our audience know where's the best place to get in touch with you. I'd also let everybody know, you can find all the links and everything that Tiffany says over the show notes podcast.virtualsummits.com/062 but let them know where you're hanging out at, what's the best way to get in touch with you. Maybe they want some help with the branding and then maybe any kind of final parting piece of wisdom.

Tiffany: All right. Absolutely. Thank you. So I hang out mostly on Facebook. Um, I do have an Instagram but I'm not as active there yet. That's kind of my next goal. I do one thing at a time. Um, so on Facebook, my Facebook group is called Ignite brands. So I give a lot of free content and tips and tricks and things there. And then I'm happy to connect with people personally too. So you can just look me up. Tiffany Neuman on Facebook. Um, I'm very personable, so that would be the best place to get ahold of me. TiffanyNeuman.com is my website. Um, I have a really amazing masterclass there. Yeah. So, and I guess the last word of wisdom. Yeah. I would say, um, just try to strike a balance. I think if you, you know, so often our mindset's getting away and it's easy to procrastinate and say, Oh, I'm going to do a summit and then you do it.

Tiffany: It can feel overwhelming and you just don't do it right. So, um, maybe you don't want to go as crazy as me and just do it, but I know myself and if I, if I don't do it quickly, it won't happen. So, you know, really take the time, plan it out, but take action. You know, I think summits are, are such an amazing way to get your word out there, your message out there, brand awareness and not enough people are taking advantage of it. So I also say do it now before people start, you see summits everywhere you want to get known before, before you know, the wave comes is what I like to think of.

Dr. Mark: Oh man, that is such a good piece of advice right there. Yeah. Um, thank you so much Tiffany. It's been an absolute pleasure. I got an entire page of notes written down over here. Uh, this has been extremely educational and inspiring, so thank you so much for your time.

Tiffany: Absolutely. Thank you so much for having me. It was fun.

Dr. Mark: It was a rock star episode. Thanks again Tiffany and thank you to everybody listening in. All use summit hosts out there. We appreciate you spending time with me and Tiffany. Again, I'm Dr. Mark T. Wade, founder of Virtual Summit software, host of the Virtual Summit podcast. And just remember your message matters. So go out and make an impact in the world. Be sure to check out the notes over at podcast.virtualsummits.com/062 and we'll see you on the next episode.

Dr. Mark: Now I want to end this episode by saying to all the summit hosts listening right now, I believe in you and you can do this. Summits are by far one of the most powerful ways to quickly grow your list, launch your platform, make more money, and most importantly, make an impact in the world, even if you're just getting started. So don't get caught up in analysis paralysis because the world needs to hear your message, and there are people who are waiting for you to help them just get started because imperfect action is always better than no action. Thank you and see you on the next episode.