

Episode 181: Parkinson's Solutions Summit

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Speaker: Dr. Greg Eckel

Dr. Mark T. Wade:

And for today's episode, we have something pretty special lined up for you. We are going to give you a sneak peek at one of our Summit Talks sessions. That's right. We have our Summit Talks Summit going live, and I want to give you a sneak peek at it. So you're going to get the audio version of this episode, but what I want you to do is make sure you head over to <https://summittalks.online>, to get access to all of the amazing Summit Talks sessions and video sessions waiting for you over there. So in the meantime, enjoy this audio version of another amazing Summit Talks.

Dr. Mark:

One-Day summits don't really work, do they? Well, our next guest made over six figures from a simple One-Day summit. If you're ready to bring in the bling bling on your one day summit, then this session is for you. Hey, there's summit hosts. I'm Dr. Mark T. Wade, founder of Virtual Summits Software, CEO of Viral Summits, and your host here on Summit Talks, the largest, most impactful virtual summit for summit hosts. Now we are in for a treat with this session. Not only is this my good friend, this is also legendary Dr. Greg Eckel, who is the visionary behind Nature Cures Clinic. Dr. Greg has over 20 years in clinical practice. Has grown one of the largest integrated medical practices in the country and is also an esteemed author. Now Greg's past is the past board chair of the naturopathic medical board who was appointed by the governor of Oregon. So grab your pen, grab your paper. We're going to have some fun now, Dr. Greg, thanks so much for being here with us today.

Dr. Greg Eckel:

Thanks for having me on.

Dr. Mark:

Well, we're going to have some fun. We're going to try and keep it as serious as humanly possible when Dr. Greg and I get together, we have a lot of fun. Uh, Greg is one of my dearest and closest friends. And with that being said, I've had the pleasure of watching him absolutely crush it in the online space, going from, uh, in practice practitioner clinical doctor to absolutely crushing it. Now, having a massive audiences and making major, uh, waves impacts in the world internationally at this point. And before we jump into all of the amazing strategies behind how you were able to do that, I'd love for you to give our summit hosts just a little bit more information about yourself.

Dr. Greg:

Well, yeah, again, I'm Dr. Greg Eckel. I practice out of Portland, Oregon. I've come from brick and mortar, you know, for the last 20 years, seeing patients running these halls. And, um, really I've been looking at a strategic way of bringing my stuff online to the masses. So, you know, we specialize, we have a brain regeneration specialty here. I call Camp Nature Cures. People fly in from around the globe to be treated at my clinic with my providers. And, you know, we've written a book called Shake It Off and Integrative Approach to Parkinson's Solutions. And I'm the host of What the Health, it's a podcast out there. If you're wanting to bring information into your family's, your, and your community on really what it takes to have health and vitality, we're the, we're the place to be.

Dr. Mark:

I love that. Shake It Off and What the Health. That is amazing. All right. Well, Dr. Greg, you are an expert for sure, in your trade. Um, but let's go back before we even jump into your summit. Um, let's go back to like square one, ground zero. When you were first getting started to take all of this amazing knowledge and resources that you have that have helped so many people where you, like, I got this, I'm just going to jump online. Was it easy sailing? Was it just natural? Take us back to that moment and talk us through what happened.

Dr. Greg:

You know, I, no it has not been easy, right? I mean, there's a gazillion things that you can do, like, Oh, just easy to get online and you'll crush it like really, uh, you know, what do you need a book? You need a podcast, you need a platform, you need an audience, you need to have people subscribe. It's like, what in the world? Where do I start with all of this stuff? You know, I was basically three to five years of just grinding of like, Oh, how does this all fit together? And trying to find mentors? You know, I met you back in that period. And it was like, what in the world? Like, how do you do this? Like what, you know, they say it's easy, right? I mean, even, you know, back to the, even the beginning of the internet, like I'm that old, you know.

Dr. Greg:

Back to the dawn of time, we're going to go way back. Don't worry. All of you young ones that are watching now. It is much easier for you, but, um, it is difficult. Getting started knowing how to, how to start, what to start, especially when you are an expert, you have the knowledge in your head, like what's the easiest way to get it out there. And like you've just mentioned, Dr. Greg, there is a lot of options. There's books, there's podcasts, there's blogging, there's there's summits, there's everything in between. So you decided to get started first with your summit. So take us back to that moment. How did that come to fruition? And then what was it? Talk us through it.

Dr. Greg:

Do you want the truth behind this?

Dr. Mark:

I want the truth behind it.

Dr. Greg:

So I was sitting in a hot tub with this guy called Dr. Mark T. Wade. And uh, I believe it was in Utah, perhaps, a snowbird, and got to talk and I was like, well, now this fellow, he's got some information that maybe I should listen up with. Uh, so I started picking your brain of, okay, Mark, I've got, you know, this is what I'm doing. How the hell do I get this stuff out to people? You know, I'm, I'm sitting in my clinic. You know, at that point I was doing lectures like locally, going out, doing lunch and learns and dinners and really marketing heavy in, in the Portland Metro area. And you're like, Hey Greg, have you heard of this thing called the internet? Uh, we can actually get your message out to the masses. So, um, you know, we got to talking about, well, what is that?

Dr. Greg:

What's the patient's journey? Like how do I show up and actually serve them? Think outside of the box of not literally out of my clinic walls of like, okay, what are the things I'm saying every day and how can I best serve somebody in their living room of like, how do I reach them, where they're at? Can I give them tangible activities and actions and information that can actually transform their lives? And, and that's really the biggest thing for me was around not just selling pieces and parts or supplements or that it's like, how do I actually make an impact as if they were coming in now I'm still working on you challenge me to be able to deliver stem cells through the interwebs here. Uh, so I'm still working on that. Um, but the, the information of, you know, like what is their journey?

Dr. Greg:

What are the pieces that they're not getting in their day to day? And so that's what I kind of assembled for my one day summit. And it's been a smash hit, like, you know, folks around the globe are, they're giving us praises. They're they're really, their lives are transformed. You know, not as if I'm not entirely right, it's a one day summit so we can only give them so much info in there, but it really gets them started. And they're very appreciative for the info. And you know, it is, um, it's a way that I've actually built my following and list really niched out in that specific topic, uh, in that those are the people that that's, who I'm talking to every day. And, you know, I went from a very small list to having like 300 people opening my emails. Now I've got over over 15,000 people opening my emails. It's like, I love that. You know.

Dr. Mark:

That is incredible dude. Like I can't just, I do you not just smile, just listening to Greg talk over here. One, you're just so positive, and two your real wild being positive, I love this. Now there's all kinds of areas. I want to dig into this. So we're going to come back to like, what's been the end goal, like what, what you do with this audience in a minute, because it has been extremely financially rewarding, but I want to dig down into the niche of the topic.

Dr. Mark:

So there's a lot of our summit hosts that are listening right now. They're thinking multi-day summit. I'm going to do this big grandiose. Now you've done both. You've actually done a mega multi-day summit. You started off as I normally recommend with a one day summit, get that expertise and experience under your belt before moving into the multi-day summit. So let's just actually talk about that. The difference between a one day summit and multi-day summit, the amount of work, the effort kind of the differences between the two.

Dr. Greg:

Oh sure. You know, the one day summit. So that's where I did get my start. Right. And, um, I interviewed seven people for it. It's a, it's basically it's a half a day, three quarters of a day summit. I did 30 minute interviews. Um, really, you know, I use the Virtual Summits Software platform, uh, made it very easy for, uh, a doc provider, not tech dude, um, to make it work. And so it was thank you for that, by the way. Um, and you know, it sends out the info and brings in, uh, you know, the speakers fill out their forms and then we interview them. And that has been, I did that back in the fall. Um, so about, it's almost been a year of running the summit and it's running every month. It's like the third Saturday of the month, it's on autopilot.

Dr. Greg:

I get five to 700 people a month. It pays for the ad span and I make money on the summit, but really that's just like the lead loss. Like that's the information of, I want people into my ecosphere so I can educate them about what we're doing and take them on a journey to Wellville is what I call it. Um, so that one, you know, it was, you know, the learning curve was steep because it was the first time it was like, okay, get it done. What's the message. What's the journey. Where are we going afterwards? So that was the one day summit. The multi-day summit, the Brain Degeneration Summit is what I did was massive. Right. I interviewed 33 people. Um, that's a lot of coordination logistics that was a longer play. I think it took about seven, eight months to put that thing together.

Dr. Greg:

Um, whereas the one day summit, I believe I did it in three months. So I really cranked that thing out really focused. Um, so three months versus about eight months. Um, but I have on the one day summit, I have, you know, it's running every month and it's consistent. Um, it's really, it's got a good cadence and it just consistently brings in, you know, five to 700 leads per month. The one day summit, or are the multi-day summit that I did. It was over, um, over 40,000 people came through and that was right at the beginning of the pandemic. So, you know, there was a lot of distraction. I'm gonna rerelease that one, but it was a success. I was super psyched on it. I mean, to have my message, um, go out, uh, you know, the learning process and the interviewing the information that I gained as just an individual was outstanding. The connections made the, you know, synergy and other aspects of, uh, of running a summit were also kind of those intangibles, um, are also, those are some lifelong friendships and connections that I've made through doing both of these things. Um, so the difference is you asked for the one day versus the multi day. I think I hit on those if you've got some clarification.

Dr. Mark:

No, that, that, and that's perfect. Like again, both are extremely valuable, both have reasons for using them. We're going to get into some of the specific tactics you still use with the one day summit and how that's rewarding, but, you know, one day summits are never going to be multi-day summits, five experts, 10 experts. You know, it's going to be a smaller list build. And a multi-day summit, which has 30, 40, 50, 60 experts, but time-wise much quicker, much easier to put on much bigger process takes a lot of time. I always, always, always recommend starting with a one day summit because it's much more forgiving. If you make some of those mistakes with a 40 person multi-day summit, you can't get that back. You've just wasted 40, you know, maybe not wasted, but you you've lost some of that momentum you could have had if you knew, uh, some of the, what to expect in advance. Now, I also want to ask about this, Greg, not that you were quote unquote unknown before your summits, but maybe hidden gem. You're an expert in your local niche area, things like that, maybe specifically in your profession, how would you say you're seeing now in the terms of expertise across colleagues, et cetera, from doing summits,

Dr. Greg:

You know, it's it's night and day actually. I mean, you know, then you become this known figure. I mean, from patients like they know my story before they get on the phone with me, I mean, they're really already, they really want to work with me now. Like, Oh my gosh, like Dr. Eckel, I can't believe you're right in my town too. Oh, I'm flying from New Zealand to come and see you. So it really does that kind of super credibility component of look, I just was associated with all of these heavy hitters in the industry that I interviewed them on my summit. That was the multi-day summit. That the one day summit is, you know, I'm educating people see me for the day and they get used to my conversation style, maybe my face, my voice, they have a relationship with me already. So all, all across the board, it's just made it where instead of going out to, um, to go get people, now I have, it's like, no, actually I have people

coming to me and, um, and we get to be choosy with who we work with now. And so it was, it's really, really switched the gauge of rather than the energy out now, it's energy in, um, coming at me. So it's, uh, it's brought a lot more ease. Uh, I will tell you that.

Dr. Mark:

Yeah. I mean, that is incredible. I love hearing this. And what would you say as far as in the, um, in the experts community with your other colleagues, meaning, you know, before you were interviewing, uh, or, you know, asking people on your summit that maybe you kind of looked up to as either mentors or influencers, like, how does it feel now to have some of those people on like speed dial, essentially.

Dr. Greg:

No, it's really, it's awesome. And that truly happened. You know, it's like folks that I really looked up to, you know, I've been following for 15 years. It's like all of a sudden I'm interviewing them. It's like, Oh, this is so great. Um, you know, it is, it's a different ball game now, right? Like if I need somebody on my podcast and I can put it out through the network, so it really grew my network, uh, tremendously. And so having that global reach now, um, is phenomenal. It's like, wow, we actually can reach we're going right into people's living rooms and, and a lot of them. So I'm just really excited for that kind of being able to influence and transform and get the information out, um, that people really literally dying for.

Dr. Mark:

And it's it's, you are literally the example of the opportunity that exists someone with expertise, someone with knowledge that wants to make an impact that has a message that wants to help serve and change the world to actually take an action on that. And how many now it didn't happen overnight. You mentioned one day summit took three months. You spent eight months on your multi-day summit. Um, so it took time, but now you're reaping the rewards. And it's one of the reasons I love this Summit Talks is to have a lot of you summit hosts actually go, Oh, that's right. That's where it was when we started now look at where we're at now. Well, yours was not only a great lead gen opportunity and still does five to 700 new clients, prospects every month, but it was also very financially rewarding. So talk us through the strategy you ended up using for your one day summits and how has that paying you dividends now?

Dr. Greg:

Sure. And actually I wanted to bring that up, that the difference between the quality of individual on the list from the one day summit to the multi-day summit. So, um, the multi-day summit because I had so many different variety of speakers on there. Um, you know, you're not necessarily niched down into your, what your audience is or should be of who you want to be speaking to. So, you know, I got a ton of emails of individuals and then, you know, through time, you know, they, they disappear. They go away, they're not the right people for your message, right. Which is totally appropriate and fine, but you kind of go, Oh, you don't like seeing them leave the list, but you realize they weren't really meant to be there anyways versus the one day summit. It is so targeted.

Dr. Greg:

My one day summit is called Parkinson's Solutions summit. And guess what it's about? It's about Parkinson's. Yes. So it is specific like that individual on there is really the person that I want to be talking to. So what came out of the, the interviews and I knew this going in, but I didn't know that it was going to come out. And every single interview was the assessment for these individuals is lacking in all of these

experts in different components of, you know, um, nutrition and environmental aspects and hyperbarics and stem cells. They all basically said, and I did not prompt them to say this Mark, but they were basically saying, yes, the assessment is horrific. Well, I knew that going into the summit. And so from that one day summit, I invite people to a webinar on, on assessment, like questions that you should ask your neurologist to really frame it in a, in a sense to say, you know what?

Dr. Greg:

I know you're going to the best medical system on the planet, whatever it is, Stanford, Mayo, Cleveland Clinic. I mean, I'm seeing people from all of the systems and they're seeing the experts, the top notch, doctor neurologist and Parkinson's and movement disorders. And then I have these questions that I say, well, you know, ask them these. And I know that they're not asking the patient. They're not asking this individual these questions around their exercise, nutrition, like other facets of care. Well, there is no known cure for this condition right now. It's like, we need to be doing this. So this webinar goes, it's an hour long. We educate them about these options of these questions that you need to be asking. They realize, Oh, maybe my neurologist doesn't know everything. And then two, here's what I'm finding. And this is what I wrote in my book on these are the assessment areas.

Dr. Greg:

And so then if you're not getting this and you want to talk about it here, book a call so they can get on a 30 minute discovery call with me after that hour webinar. So I'm pre educating them, which is so different than the way I used to do this. Uh, and it's so much more enjoyable when they get on and they've got specific questions and they're like, okay, when can we get started? So from there, if they don't book a call, they can just buy the bundle of test kits too. So some people choose to do that. Um, and so that in itself is, you know, that's like, you know, put a dollar in and get \$5 back. Um, but on top of that, then, you know, I invite those that qualify to come out to Camp Nature Cures. So I've got people flying in now a little bit slower, um, with travel things happening right now, but they're still coming and because you know why? They need this and it's the right thing for them to do.

Dr. Greg:

Uh, so I've got people coming out. My program is about 20K out here and they've, they're flying in to get treated here at Camp Nature Cures. So it is been, it's really broadened my reach. It's made the game way more fun. Um, you know, it's not this like me convincing them now they've got to convince me, like, are we a good fit? Like, do you, do you get to work with Dr. Greg? Um, because it is that, you know, that's where we're at now. Um, and so that, you know, to say that with such, um, certainty, it creates such a powerful living experience for me. So, uh, and the impact that we have, you know, I'm humbled by it actually. It's just amazing.

Dr. Mark:

Man. I got goosebumps just hearing this story, Greg, like so much about what you're saying is, is, is out there and waiting for all of our summit hosts to just get started. Now, some of you, you may not knock it out of the park on your first summit, like Greg has done, but getting started, you will get, you will have some of these benefits in all areas by just getting started. And I love this, like going from, you know, like having to search for people, to people literally knocking at your door asking for you, getting to determine who you want to work with and having fun in the process. So a couple of questions with this one, the webinar you're doing. So you go from one day summit, which is very niche, which you did really well with that very niche experts provides expert leverage for you. You are seen as the authority and

influence on that. It educates your clients or potential patients. And then they come to the webinar where they get to get specific information from you. It's that next step? Is that live or is it prerecorded on demand, right?

Dr. Greg:

That is prerecorded now.

Dr. Mark:

So this entire process is just happening with Eversummit on your one day summit, like with Virtual Summits Software into this on demand webinar, to in a phone call or a talk with you to see if they qualify to come in. Now, how much would you say more or less since you've started this, have you been rewarded for the value you've been giving?

Dr. Greg:

Well, I mean all on, um, I mean it is like I've gone all in on this thing, so it's really bringing in all of the, you know, it's all of the marketing that I'm doing. You know, I I've done away with, um, I was print advertising in the newspaper. I mean, I'm old school. I am old, you know? Uh, and I, uh, you know, I still, um, I still do some TV though, as well. So, but the, but the component is, um, you know, it's, it's really, it's a scalable component now, like during.

Dr. Mark:

So would you say, it's like you brought in from, from this funnel, this summit funnel 10,000, 20,000, 6 figures. Where, where did you say you were?

Dr. Greg:

No, no. We're over millions at this point? So it's, yeah, it's a great, um, it's really given us the ability to serve. Like I'm hiring people to help me do the work here at Nature Cures.

Dr. Mark:

Brother, this, I am so happy and proud for you. Uh, this is absolutely incredible. I have more questions, but I know everybody's going Mark. I want to see, I want to see something to Greg's. Let's see a little summit show and tell here. So go ahead. Show us what you got on your summit. Just give us a quick walkthrough and, uh, hopefully I can still cram in a few more questions.

Dr. Greg:

Sure. So here is my Parkinson solution summit. Now, um, you can see this actually, you can't even read the copy. So this is like, you know, I need to fix that, but it's still working, right? So here you can see it's coming up here register. I do like the picture of the brain, but I, you know, I got to get that copy out there. But even with that, you know, it's still, it's just working. Change the rules on Parkinson's disease, coming down, meet your host.

Dr. Greg:

Here I am. What others are saying. I got one, one testimonial on there and we go from a free for the live day. You can pre-purchase for 97, the day of you can buy it for 97. And then afterwards you got to pay \$127. So, um, that's it, you know, we've got it. It's a real simple landing page. It's not even, you know, it's not perfect by any means. So like what Dr. Mark is saying is just get started on this thing. Yeah.

Dr. Mark:

Is incredible. Now, thank you so much for showing that. And I actually actually, can you go back down to this because this is the first time I've seen a all the way at the bottom with the pricing options laid out in this way. I think this is really, um, a great, a very creative way of doing this. Especially if you're running it on Eversummit.

Dr. Greg:

Like if you're using Virtual Summits Software on Eversummit or when you're doing an evergreen version. Um, if it was evergreen, you'd get rid of the free aspect. But I love this here with Eversummit. It shows them right now you can grab it for free here, but it's already pre I'm letting them know what the price is gonna go up to if they don't grab it right now. So I bet that increases the amount of people that even jump into a paid option right away. Thank you so much, Greg, for sharing that with us. Okay. So with, with that being said, we have the experts who've now seen, you've got this, um, success that you're still running it late. Let's talk a little bit more about some of the tweaks you've made from when it was originally live to now that it's running on Eversummit and it's just, I mean, it's hands off just bringing new people in. What were some of the, maybe I'm going back and looking at the things like, how did you improve it from when it was originally live to now running?

Dr. Greg:

So the thing is I have just done it once and I'm letting it ride, so I haven't tweaked it. Um, I know it is, I did it that first month and I was like, Whoa, we, we got a winner, like chicken dinner. Like here we go. And, um, you know, we're tweaking the advertising and the target audiences that we're going after to make sure we're getting a good quality lead that's coming into this, um, educational funnel. So it is really around optimizing. Um, so, you know, I'm doing like video ads and stuff like that. So it is, um, you know, that's really, that's the switch.

Dr. Greg:

So one, like I said on that, on the landing page, I've got to get a darker image behind that. So that, that, uh, the copy pops, right. Because my audience they're older and they're not seeing right. So I, that was an oversight on my part. But even that said, it's still working. And so it's like, okay, that's not pretty, even though I like the brain picture on there, you can't read any of the words. So it is, um, in that fashion, that's what I'm going to tweak. I'm going to tweak that. Uh, I think I am going to put some new content coming up as well. So we'll, we'll expand the offering on that and just kind of maybe, you know, make another day. So it'll be a two day or, um, along those lines, but really, um, I, it's been kind of hands off, which I love. I'm kind of a set it and let it ride type of guy. If it's working, I'm not gonna fix it.

Dr. Mark:

Right? Yeah. Which please don't, if it's working, don't fix it, leave it, let it ride. I'll actually, this is a great point. You just brought up here. So you have a one and we haven't actually talked about this yet. So any with any summit you can always add more content to the summary later. At a later time, you can do more interviews, new interviews, add it to your current summit and then even reach out to past experts,

there's past speakers and have them re share. So with your one day summit that you turned into a two day summit, you could even reach back out to those original speakers on your one day summit, say, Hey, we are relaunching this thing like this. It did so great the first time, if you don't mind sending out one more email and maybe they will, maybe they won't, but it's a good way to get some more momentum with that as well. So great points here, Greg. I got two more questions before you, before we have to wrap up first off, what's been the biggest positive impact that you've received from hosting your virtual summits?

Dr. Greg:

Biggest positive impact. You know, I recently got a, um, a great news email from a patient of mine, Cynthia from North Carolina. And she came through the one day summit, went to the webinar and then came out and got treatment for Parkinson's. And this woman bless her heart. I mean, she was really advanced stage Parkinson's disease. And I get this email from Cynthia and it says, you know, I used to be, not be able to go from the couch in my living room to the kitchen without really having to think about it because her gait, her functionality was so bad. She was falling forward, using a walker, really stutter step said, I just got off the treadmill.

Dr. Greg:

I was walked for 20 minutes, two miles an hour with no issues with my walking, her pain, which she was having to apply topical pain medications, like five to six times a day in her neck, totally gone for five days. Uh, her tremor said her daughter saw her on Tuesday, really bad tremor over the weekend. No tremor. Uh, and this is now lasting months. Uh, in addition, like the big kicker was around, you know, she was able to shop and go to the laundry and cook and without any issues. So she's got her life back and the biggest thing she said, uh, she wrote, um, you know, I hadn't even realized how depressed I had become I'm even laughing again. And that, um, you know, just that having that impact, like I would have never reached her in North Carolina, had I not been doing this stuff. And so I'm now getting stories like that from around the globe and it is so enlivening. It's like, Oh, you know, it's really put a jump on my step of like, okay, how do I show up in a big way and serve even more people. So that aspect it's just really energized me back into the practice, back into the mission of the clinic and really into serving more people. So, you know, in that it's really just bolstered my purpose of what we're doing on the planet.

Dr. Mark:

Man, this is so good. So good. If you have a health summit or a topic that you think Greg would fit on, you should have him on your summit. He is amazing. He is amazing human being as well as a clinician and now an online entrepreneur as well. So thank you so much for this, Dr. Greg. You're going to see all Greg's information here next to the video, reach out to him, follow him on social, like his stuff, share his stuff with a family member or loved one. Um, Dr. Greg, uh, thank you again so much. He's also been super generous to give us a special Summit Talks bonus, which you're going to see right below this video. Uh, Dr. Greg, do you want to tell us just a little bit more about that? So you'll see that right below this video, you can grab it there. Additionally, I just want to say Dr. Greg, thank you so much. I love hanging out and chatting with you, but this has been so educational inspiring. Thank you for sharing with us, your insights, your wisdom, and your time with us today.

Dr. Greg:

Thank you.

Dr. Mark:

And thank you some hosts for hanging out with Dr. Greg and I. I'm Dr. Mark T. Wade, your host here on Summit Talks. And remember your message matters. One of the most powerful ways to get that out to the world is with a virtual summit. Also, don't forget to grab your summit super pack, which has your all access pass. My One-Day Summit Formula and six months of the Virtual Summits Software, plus some very special bonuses from our partners, speakers, and sponsors, but it's not going to stay there forever. So grab it now while you still can. And I'll see you on the next session.

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. 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.