

Episode 196: How HelloAudio Can Maximize Audio Streams For Your Virtual Summit!

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Speaker: Lindsay Padilla

Dr. Mark T. Wade:

Hey summit hosts, Dr. Mark T. Wade here, founder of Virtual Summits Software and your host here on the Virtual Summit Podcast. We are in for a treat in today's episode. We got legendary Lindsay Padilla with us today, and we are going to be talking about what I believe is potentially a revolutionary topic. So you're going to want to grab your pen and paper for this one, hold onto your seat belt. We're going to jump in now, Lindsay, before we get into all of the goodies that we're going to be sharing on today's episode, I'd love for you to just take a few more moments and tell our summit hosts just a little bit more about yourself.

Lindsay Padilla:

Yeah, of course. I call myself the accidental entrepreneur because I was a college professor. Uh, four years ago, I left my tenure track teaching position because I accidentally started a business. And I think that that background really did, um, set me up for being able to help people with online courses. So the last four years in my, in my personal brand business, I've been helping people teach better online. So I've always been focused on completion rates and success and results. Um, things that really mattered to me as an educator and having spent years in the classroom and teaching online at the community college. Um, I was really set up to do that. And I would say about a year ago is when I really started to realize that there might be some other opportunities to deliver content for people. And so, um, that really was the birth of my product HelloAudio.

Dr. Mark:

Oh, I am excited about this. I can already anticipate the minds that are going to be blown on this episode. So Lindsay let's, uh, let's go ahead and reveal the big reveal. Let's talk about, um, we're going to get into how we're going to use this with summits and we're going to get into what's possible in a moment, but we need to set the scene. We've got HelloAudio, which is what I believe potentially revolutionary, um, platform that could really help summit hosts. Now let's help them understand what this is first. So kind of take us through the details of what HelloAudio is, and then we'll jump into kind of the specifics in a moment.

Lindsay:

Awesome. So HelloAudio is a platform that basically takes your video content. Um, and any other content you create online, potentially video or audio and turns it into private podcast feeds. So private podcast feeds are not a super brand new concept. Podcast companies have been having private, but the reality is, is those companies are really those hosts. A podcast hosting companies are really focused on, on having a public podcast that is searchable in iTunes. And some of them are now offering the opportunity for private and the way they're positioning it to their podcast host is, Hey, maybe you could sell access to a private feed. And so they're offering it kind of tangentially. I, as a, as a podcast, host myself realized that there was some past player and it hit me two years ago to actually put my course in there. And so HelloAudio is really focused on private feeds and helping people who create content online, um, offer the option for somebody to listen to their content.

Lindsay:

And I think we went so heavy on, on video. Um, and the reality is, is, you know, we're distracted if we have to sit in front of our computer and we're not as productive, even though we have every intention to be productive. And so what if you could just, you know, listen to that \$2,000 course you bought or the, you know, a hundred dollar ticket that you bought to a summit. What if you could listen to it instead of watch it? How does that actually increase consumption rates? And what we're finding is, is it actually does. And so we're really excited about the use case of summits specifically because, um, I've attended many of myself. I've, I've been a part of, I've never hosted my own summit. I'll say that. Um, but I, you know, there's always like, you know, 30 interviews and maybe you really want to catch 15 and you do your best to catch those 15.

Lindsay:

And I always buy the upgrade ticket cause I'm like, Oh yeah, I'll watch it. I haven't watched them. I regularly go back to actually watch them. And so I think this is where we're recognizing the ability that what if it was truly not locked in some Kajabi or fancy software and I could binge it in my podcast player, um, that same content, but it's not public and it's not searchable. And, um, and if someone, you know, defaults on a payment or something, you can stop that, that feed delivery. And so I think that's when we really start getting into the nuances of what the private feed actually does. Um, but that, to the point of, of the main big question is thinking about using audio, um, to compliment some of the other ways that we deliver online and giving people the option, if they, if they would prefer to listen.

Dr. Mark:

Yeah. This brings up so many, uh, questions that I want to dive into. And I think, you know, I, I'm glad that you brought up the point about people buying the all access pass. The VIP offers the on demand, what are the summit offers you want to refer to it? And most people don't end up watching them. And I always say even with the summit, the reason we do bonus days on core weekends is we're not trying to trick people into buying the summit offer. The benefit is if they engage in the summit, then they convert after the summit and then they...

Lindsay:

They get better results.

Dr. Mark:

And then they are with us for the long haul. So the goal is to get them...

Lindsay:

Consumption. Yeah. Yeah.

Dr. Mark:

So let's talk about some of the potential, you know, limiting beliefs that maybe some of the summit hosts have right now that, that are listening. Like, you know, for example, you know, well how, like if I'm doing my summit, well, I won't throw all the questions at you at once. We'll start with one question. So, um, what about like, don't they need to see it, like I know on my summit I have a presentation, so, uh, you know, how does that work if there's a presentation involved, like, you know, will they stop listening or does it matter? Like what have you seen in that regard?

Lindsay:

Oh, it's such a good question. I get that a lot actually. And um, so I'm an educator. I told you guys, I was a professor, adult, adult learning theory. I also have a doctorate, I have an EDD, so I do really care about pedagogy and learning. Um, and so the first thing I like to point out to like the general public, who's not as deep into education as I am is that learning styles are a myth. So one thing, um, learning styles, specifically RMF, they've been debunked in the education theory. Um, but learning preferences are real. People do have a feeling that they like learning in a specific way. And a lot of people say visual visual, but then when they test that, this is where the research comes in. Uh, your test scores might not actually be good, may prefer it, but it might not actually be, be better for you as a learner.

Lindsay:

And so I just like pointing that out because we, a lot of times in the course space in the, in the summit space, people are like, Oh, I guess I have to give them a transcript and give them audio and give them video. We've been doing that for a while. And I do think that giving people options is great to accompany, like, um, help them through the, the learning, but when it comes to things like video, um, the, I think the, what we need to recognize and you said it, you hit the nail on the head is that we need them to actually consume. So it doesn't matter if like it's the best possible way for learning. If they never sit down to schedule time to learn and to do the thing that we want them to do, even if they have every intention and sometimes they'll pay thousands and thousands of dollars and still not do it.

Lindsay:

So it's not even necessarily how much money they spend. It's just finding the time in our busy lives. And the beautiful thing about audio is here's where the, the part that I could probably say that there are people listening to this right now, walking their dog at the gym, doing housework, um, you know, laying outside like on a patio, if it's nice out, like we've actually created very habitual, like rituals around listening to audio specifically podcasters. My personal, like time of using a podcast is when I'm putting my makeup on and getting ready for the day, I'm like, I will listen to my favorite podcast. So you're, you're actually already anchoring them to something that they're familiar with. There is no sign into Kajabi or sign into Thinkific and like, be like, just handle a course. It doesn't happen. And so I think there's, we're basically jumping on the habits of, of people who already listened to audio.

Lindsay:

Now you might be saying, well, what if my summit people aren't podcasts listeners. And even if they're not podcast listeners, they start to realize that they can multitask as they're listening to things. And so you're actually empowering the learner to, um, get that content. So back to the question specifically about visuals. So the cool thing about listening to something while you're multitasking is, um, it actually puts your brain in a state of, um, you actually feel calmer as you're doing it. It doesn't feel as, Oh my gosh, I better be taking notes and writing everything on the slide. There's an anxious energy to it. And I think the cool thing about having, you know, videos turned into audios and listening instead is the person could, could do the dishes and be like, okay, great. I did get a good idea. I'm going to really quickly go back and re-listen to that episode and grab my notebook.

Lindsay:

It's just more accessible than the sign into a fancy system and try to get and watch the video. Um, the other thing from a teacher perspective is something that I call pre-framing. So, um, if you went to college, if you're a listener and you attended at least some college level class, I don't care if you didn't

complete it, no judgment, but let's say you went to like a college class. If you had a professor say, read that chapter, maybe take even a quiz before they lectured. Um, and then you showed up to lecture on Tuesday and the teacher was talking about what you were supposed to have read. The reason why teachers do that is something called pre-framing, which essentially the research says that even if the student skimmed and read the headlines of that chapter, they are more likely to, to retain more information during that lecture.

Lindsay:

So what I'm trying to say is revisiting the content is actually really powerful. So I even encourage people, um, to, we have people who have, you know, uh, Facebook ads courses, which is like so complicated. Uh, they have an audio version and a video and they're like, well, I can't give them the video, the audio, because I'm showing them how to walk through Facebook ads manager. I, what I actually say is you can give them the audio of that and that I'd actually rather than listen to you, clicking on buttons and pointing at things because they're actually in a calmer state and they're not looking at those screen going, Oh my God, where is that? What did she just click? Oh, no. Notice the energy of the student being like, I I'm lost already. Right? If you're listening, you don't have to take any action.

Lindsay:

It actually turns the learning into a low risk behavior. And so we're finding with courses and even with summits, if you get an, an excuse, like a, like a what's it called like a sales objection that says, I don't have time. I've bought a lot of summits and I don't have time to attend them. So I'm not going to buy yours. You can say to them, Hey, we're going to have a bingeable podcast version of the content. You don't have to come live. I bet if you just listened to that, you'd get value. And so we say that to our core students. We say, if you binge this and don't take any action, don't fill out worksheets. Don't do the things I asked you to do. Just listen. The student actually gets empowered. The adult learner is now empowered because they actually made progress. Because remember, we're dealing with people who have past experiences of not completing content because, and they blame themselves.

Lindsay:

I, I bought that last summit and I didn't finish it. Why should I buy yours? And you can tell them, I'm thinking about you, and I care about you getting that result. We've made a bingeable podcast that allows you to listen while you're doing other things, you know, driving. I know people aren't as traveling as much, but, but the, the reality is is that they can multitask. And then from the host perspective, you get to be very innovative, show off, be very innovative and blow their minds because it shows that you care about them. You're meeting them where they're at and you're giving them something easier to, to get through. So yes, the videos are beautiful and people spend a lot of time and they're really great. And I still think that the people that show up to that is, you know, they're going to get great results, but that, that, you know, C student, that potential student that has that, like could almost make it, if you give them that extra thing, now you might encourage them to go back and watch the video. They're like, I listened to Mark's interview and he blew my mind. I'm going to go do that action. He told me, and I'm going to go watch the video. You're you've given them a win. Um, you've given them that feeling of completion, even if they haven't even taken an action.

Dr. Mark:

It's so good. And just to reiterate some of the things that you're saying, so to ensure our summit hosts are picking up on this one, it gives, most summits, we offer audio in some way or form as well as part of

the upsell anyways. So giving a variation a way to consume that that's even easier. So they don't necessarily have to go find it or log in somewhere to consume it or get it makes it easier for them. If you make it easier for them, then they're going to be more happy, happier. They're going to also consume more, which is going to get you better conversions after the fact. Um, and it stands out. I, I really liked the fact as well, that audio, you know, we have a podcast right here. This is why we do a podcast is, is it's what we would call an inclusive activity versus an exclusive activity.

Dr. Mark:

And I probably got that from my buddy, John Lee Dumas. So I better give him credit or he'll call me out on that. So the reason that people like podcasts is because they can be vacuuming the floor, cleaning the dishes, or riding a bike, and still, consuming versus video, and you have to be focused on it. So I'm really intrigued by this idea. And I think there's a lot of value to this. And I think there's a lot of opportunity, um, that for, for creativity and innovation that we haven't even considered yet. But before we get into the brainstorming ideas, let's actually talk about some actual examples of summits who have used HelloAudio, and kind of walk us through the first one first, tell us about it. What was the summit? How did she use it? Or he used it and let's dive into it.

Lindsay:

Yeah. So Anna Saucier is the first person that comes to mind. She was a very early adopter of, um, of our product and was like, this is going to change lives. So her summit is called Cycle Power and it's for women specifically tracking their menstrual cycle and they're trying to get pregnant. So usually, um, and this is what's beautiful. I think a lot of women, um, particular who their audiences are busy moms or people who are trying to like write like change their life in some way. Um, they're just, they haven't, they're like taking care of a toddler. They're like doing all these other things. And so the ability for people to get that busy mom market, I think is huge with audio. So she saw the value right away. She was one of literally one of the first people to use the product. And, um, she offered it as a VIP upsell.

Lindsay:

I don't remember the exact numbers of the pricing points that she did, but it was very similar to, like you said, you offer MP3s typically and either they're in a site or the person has to like download them to their phone and they're out of order and all of that. So she said, I'm going to do a private podcast feed. Um, and, and here you go. So she charged, I want to say it was like 97 for the VIP upsell. She did the really unique thing of then offering a downsell when the summit was over and said, so get this, all the people that did not upgrade, Hey, you were probably really busy. And I know you didn't, you didn't have a chance to pick up the VIP. How about for 27 bucks? I don't remember the exact number, but it was lower, 20 or 37 bucks.

Lindsay:

You just take the podcast and like, and binge it. And she added another five figures to her lunch. And I don't know the exact conversion numbers, but I remember her telling me that it was in the five figures, um, of, of extra money, like after the summit was over. Right. Um, I don't know what else she was upselling or anything around that journey, but that I thought was a really genius way because you're, you're basically highlighting what summit, um, uh, experiences are, which is if people don't do the VIP upgrade and they miss a bunch of calls, they typically feel bad about it. And, and so the idea, and you probably, because you've been doing this a long time, you probably have all these down sells and upsells and things. Um, so the idea of the podcast by itself took for her to deliver nothing extra, literally, and

just a different price point and just hitting and scooping up those people who feel guilty, that they didn't get around to the content like they thought they would.

Dr. Mark:

Really great point. There are a lot of our summit host, especially those listening in right now. Many of them are just getting started. You know, they're, you know, they're building out their platforms as they're going in, they're using a virtual summit to really build that authority, that influence and the audience now while doing a summit, it's kind of hard to build out the summit, offer the post summer offer all the upsells down, sells to be able to use something as simple as audio, as another revenue generator. And, and, and I would see, and I can see that as no conflicting, um, issue with a sale. So for example, sometimes, uh, when we sell the summit offer, we'll give it, you know, we'll give away the seminar for, at a discount. And then you go to sell the summit offer with the, all the video, everything included later. Well, you have to raise the price because it's not fair for everybody else who, who purchased it when it was originally open, but selling the audio gives you that opportunity to sell it higher price, lower price, whatever you want, but it doesn't, it doesn't create a conflict there because it's just the audio versus everything else that was with it. So it's a, it really is an extra product that can be monetized. So let's talk about another example that you've had with your, with, with HelloAudio.

Lindsay:

Yeah. So, um, Jordan Gill actually runs summits and she charges, um, I think she was charging 47 and I think she even called it like an interview series. She didn't call it specifically a summit. Um, and she gave the podcast version of that as well. And so what I like about that is there was no free version. It was, it was only paid. Um, and what I want to point out with this one and I don't have her exact numbers. I do know that people loved having it because they actually really listened rather than rewatched after they attended the interview series. Um, that was what, uh, her people had said. But what I like about this is the value add that there's a perceived value that audio has and that the accessibility of a podcast versus an MP3 has. And so it, it, it almost raises the value of the original offer.

Lindsay:

And so packaging that up, make someone say, Oh, great, I'm happy to give \$50 upfront. There's no level of VIP or not, or maybe there was, but I don't think it was tied to the podcast. That's what I wanted to point out. So I think what's cool is you can really stick the podcast series version of the content, um, anywhere in the offer. Um, and Tyler McCall is the, is the, is the one that there's a little bit more specifics on this. He, he made, he was pitching, um, a membership site on the back end of his summit. Okay. And you could get the audio version of the summit inside the membership. So he's wrapping that value in there rather than selling it separately. So I think what I want to kind of point out with all the examples is you can stick that you can charge for it separately like Anna did.

Lindsay:

You can add it on the front end to make it seem like it's an even more valuable product or you can roll it into the, the offer that you're leading people into on the, on the back end of the summit. I think you called it a summit offer. Is that the language? Yeah. So, um, uh, those are really great examples. I, I did want to bring up one point too, that Tyler, he did it, uh, first round, like the way I said, and in the second round, he actually decided to do private, um, unique links. So this is something that in HelloAudio, we do where every individual summit buyer, um, has their own link to their podcast. And so you can track their

downloads and you can see if they're engaged. So that's really important the first time he launched it, which in, HelloAudio, we call it a universal link.

Lindsay:

Which means I can just send the link anywhere. I don't really care who's listening. I'm just trying to like get anyone. But if you want to track, who's listening and get some data and you want to be able to control their access if they have a failed payment or something, um, you can actually disable links. And so he ended up using it later to be able to track who was engaging with the audio content. And then it was able to send emails if they hadn't subscribed yet or hadn't downloaded yet, which is another way to pull people in. Um, and so that's like a little more specific about how the private podcasting works, but something I wanted to point out.

Dr. Mark:

Yeah. And I could even see it, you know, you you've just gone through several use cases in ways that it could be used or has been used. I mean, I could even see it being used to actually run the summit in general to actually have a summit in real time happening. So kind of talk us through since, you know, I haven't had the pleasure yet of playing around on the platform, talk us through how that would work. If somebody was going to, let's say, you know, I would see this lending more towards like a premium summit. I have an audience I'm going to launch this to my audience. It's not free to attend. Um, it's going to be paid access. I mean, I could see it going either way, but for sure, using this as a selling factor is like, look, you don't have to just watch the video. You can get access to the audio in simple forms. So kind of talk us, how would we set that up? How, like, let us kind of, kind of peek through your eyes, into the platform.

Lindsay:

Yeah. So one cool thing that we knew we wanted to build, again, I'm building it for creators, not podcasters. So we knew early on that we wanted, for example, video conversion to audio. So lots of people out there who ever you're people that have hosted before, know if you're going to make an MP3 file, you have to go to some shady website. I mean, it's free, but like, it's this whole process, right? You have to do it one by one. It takes forever. You probably have a VA doing it fortunately, if you can, otherwise you're doing it. Um, and so we knew that when we built the platform, we wanted to be able to drag and drop videos that would auto convert and we would take care of that for you. So that's one really cool thing. The other thing is we do bulk uploads, which again, no podcast hosting company has really thought of.

Lindsay:

Right. Um, Mark though, I know he's, he's, uh, batching these episodes right now. And so with our platform versus probably what he's using now, he could take that whole season of people that he just interviewed and drag them into the, into the thing, and then just go through and edit in order, which no one is doing right now. So we really thought about the way people create content online. And we wanted to make it as easy as possible to turn anything into an audio feed as a simple. We also generate transcripts as well, um, as part of one of our tiers. So that's like one of the main ways that the software works. So if you're hosting a summit and you're prerecording the videos with all your people, you would, you know, just grab all 30 interviews and drop them in and that's how quick your feed is created.

Lindsay:

So it's pretty, it's pretty awesome from that perspective. Um, and then, and then we could get into the, how do I distribute it? Um, so if you, um, want people to get it when they sign up, like Mark was saying like, okay, it's part of the \$97 ticket. They get it. Um, so we have Zapier, we have to Zapier, um, ability and function. And so what would happen is you would set up your cart of the purchase. And so it would, you would either set up the cart or you can set it up with your CRM. So depending on how fancy you want to get, but let's say they buy through, um, ClickFunnels or something that's on, um, Zapier. I don't know if there's an, um, a tool that most of your audience uses, but they would get the shopping cart. And then it would say, okay, this buyer gets access to this feed.

Lindsay:

And then it auto sends them the feed. And then it's generated that unique link is, is for them. Um, and the, from the student experience, essentially what happens is we can send the email on behalf of you, or you can set it up where you can make it all nice and fancy and your system, and just add it as a custom field, the special link. So we're getting pretty ninja here. And, and I do, I do want to point out if you've never launched a summit before I probably, um, again, HelloAudio can make it really, really simple, but there are also some cool things if you want to customize that or possible. Um, if you have more brain capacity for that, but even if, if you didn't want to set up all the fancy Zapier stuff, you could take your list of buyers and copy and paste and put them in and it will send the email to all of them.

Lindsay:

That's how easy that part is. So I do want to make someone go, Oh, I don't need this yet. This is too, you can make it fancy and you can also make it very simple. So that's to set it up all automatically from the student's experience, they'll get an email that will have your podcast cover art. So it will show your like summit. And then it will say click here to start listening. So the person would click and it opens a page that actually has the top podcast apps, no matter what phone they're using. So, um, if they don't listen to podcasts at all, they will have to download something like podcast, Apple podcast, or, um, Overcast is really popular, Podcast Addict. But if they listen to something, they're going to see there's and then one click and the subscribe link is there and it ends up in their player next to their favorite.

Lindsay:

It'll be right next to this, the show, right? And then they can basically, every episode will load. Um, and you can decide, you know, if you're running it live, you could, you would basically date schedule out those episodes, but you can also make it bingeable and have them all play an order and deliver the feed. After the event to like Mark was saying, if you want them to show up live, and you do want to push that live interaction, you don't have to give them the feed yet. That could be something that you deliver after the live event. So there's some nuances to how you want to structure it from a summit perspective, but that's essentially what it looks like from start to finish.

Dr. Mark:

Incredible so many opportunities and ideas and ways to use it. Um, one kind of last question with it. So you mentioned being able to turn on and off feeds, things like that. Are you, is it only turning off the feed or can you take episodes kind of in and out? I'm thinking from a summit perspective, if I was running it live and I wanted them to use the audio for the live day ones available during day, one day, two's available during day two, day three is available during day three. Is there any way to kind of set it up where it's available and then remove it available and remove it?

Lindsay:

Yeah. So we're building an expire feature. Um, you can do it technically with Zapier, but I do want to get into the nuances of how podcasts feeds work. So we don't, we are not, we do not have a HelloAudio app yet. We will see if our customer base really wants us to create it. But the reality is, is we're at the whim of the apps that they're using and people set up their own preferences on those apps. And so if the person listens to the episode and downloads it, it, um, it usually stays in their app. I can't pull that from their phone. Um, so that is really important. However, if someone has downloaded or streamed it and you expire it, they will not be able to access it. So there are some nuances that we can't control cause it has to do with how people set up their apps.

Lindsay:

Um, and so that is a reality of it. So I do want to say that, um, if you, as a, as a podcast, host are trying to create urgency. So, and this is with all marketing, whether it's podcast or, you know, challenges or anything, um, you can say that it's going to expire. Um, and it will for the people that don't have it, uh, that, that didn't originally download it. So it's not totally alive, but there is some nuance. So someone might come in your inbox and be like, Hey, I can still access it. Why are you lying? Oh, no, I'm not lying. Your phone downloaded it. You listened to it. Like, we're good. You know what I mean? So it is a weird thing about how RSS feeds work.

Dr. Mark:

That's awesome. No, there's so many great opportunities with this. I can see this being an amazing compliment, amazing resource in the summit space. I'm so glad we got to pick your brain and have you share all this information with us? I'm sure people are like Mark. You know, I've got so many more questions for Lindsay, where can I access? Or how can I say thank you. So let them know the best ways to get in touch with you and where you're hanging out at.

Lindsay:

Yeah. So we have a, if you want to come see, like we have a free Facebook group for HelloAudio, it's called the HelloAudio community, search that in Facebook, you'll find it. Um, I think that's a great place to even learn about it. You can just be a fly on the wall. It is not, you know, paid for access. Um, and you can also see the creative ways people are using it in their businesses. Um, not just summits, but for all these other things that you can use it for. I would say that's probably the best phase. That's also where you can ask really public questions and get your questions answered and all of that. Um, and then yeah, if you want to learn more about the software, you can go to hello, audio.fm. And that is where kind of the, um, demo video is. And, um, you know, some of the uses that you can have and some of the testimonials from our other clients that you've heard from today, actually.

Dr. Mark:

Amazing. Thank you so much for that. Now I'm going to let you leave us with kind of one final parting piece of wisdom or advice for our summit hosts.

Lindsay:

Yeah. I mean, audio is really powerful and I know you're using MP3s, but um, you know, making it bingeable and play in order and the ability that I can speed it up to 2X, like all those things that we love about podcasts, um, offering that as an option to your people is going to be really powerful. And I just think, um, I'm just really excited about what audio can do in our businesses as a whole. Um, because we

know that when we, when our people can consume and get through content and learn from us, they get results. And that's why we're building these businesses, right. And these audiences is to help people. And I really truly see that adding audio to your business is a, is a way to really truly reach people. So I'm excited about it and I can't wait to see how people use it.

Dr. Mark:

Amazing. Thank you so much for sharing your time, your energy and your wisdom with us today.

Lindsay:

Thanks for having me.

Dr. Mark:

And thank you summit hosts for hanging out with Lindsay and I, I'm Dr. Mark T. Wade, your host here on the Virtual Summit Podcast, and remember your message matters. And one of the most powerful ways to get that message out to the world is with a virtual summit. Don't forget to head over to the show notes and check out all the amazing information. Lindsay just shared with us over at episode 196, and I'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. 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.