

myweeklymarketing.

Janice Hostager: 0:04

I'm Janice Hostager. After three decades in the marketing business and many years of being an entrepreneur, I've learned a thing or two about marketing. Join me as we talk about marketing, small business, and life in between. Welcome to My Weekly Marketing. Welcome back to another episode of my weekly marketing. This week I have a phenomenal guest. Her name is Nancy Nungari. Nancy is an author, digital strategist, and trainer with a passion for personal development as well, but she's also taken a ride on that entrepreneurial roller coaster that you and I know so well and live to tell about it. But before we dive into Nancy's journey and the valuable lessons she's learned, let me remind you to hit the subscribe button if you haven't already. We share a treasure trove of marketing and small business lessons each week, and by subscribing you'll always be up to date. So back to Nancy now. She is a wizard when it comes to content marketing. She works with clients to focus on the types of content all businesses need at each step of the customer journey, and she's here to share her insights and the story of how she got to this point. So grab your favorite beverage, kick back, and let's hear from Nancy. Well, good morning Nancy, or should I say good afternoon where you are in Germany.

Nancy Nungari: 1:34

Good afternoon Janice.

Janice Hostager: 1:36

So tell me about your story. You have a really interesting background and just your whole life journey. Basically in a nutshell.

Nancy Nungari: 1:47

Wow, life's journey in a nutshell. How much time do you have? Well, I'm born in Kenya. I was born and raised in Kenya and I migrated to Germany about 25 years ago. I've been living in Germany for about 25 years, with some interruptions. And yeah, professionally what I do is I'm a coach and a consultant. I'm a marketing consultant. And how that happened because you said life journey and we're here about talking about marketing is I had a bookshop. I had a Christian bookshop, which is another story altogether, because I was an 80s at one point, and by default, I tend to be a very curious person. So, you know, when I don't like to say I found Jesus, he found me because he wasn't lost. Actually, I was the lost one. So, you know, when I started going back into that direction because I grew up in a Christian home, but when, you know, god started blowing me with his love, I was like okay, one of the reasons why I became an 80s was because I just could not believe in a God who allows so many bad things to happen. So I was like, okay, I really need to know what

I'm getting into, because if I'm in, I'm totally in, and if I'm out, I'm totally out. So, long story short. It got to the point where I really started wanting to know more about this God of my mother or this Jesus of my mother. I wanted to be my God and I was very, you know, I wanted to know more. What am I getting into? And one thing led to another and I ended up opening a Christian bookshop out of, obviously, my own desire to know more. So I was my best customer, buying the books and just devouring, you know, just wanting to know more about what I've gotten into. And so I opened a Christian bookshop here in Germany. And then, about 2007 to 2008, when the global recession hit, Amazon became a competitor I could no longer compete with and I was not prepared for that. E-commerce started coming in and people would come into the shop and, you know, want to chit-chat with a small bookshop. So it was like the shop next door and they say, oh, by the way, I got that book over there. And then they caught you talking and I'm thinking okay, you bought the book on Amazon, but you're coming here to discuss it. You know what's up with that, and sometimes I'd really get upset, but you can't get upset with people for making the decisions. That sounds the best. So slowly I realized the shop was no longer sustainable and then I closed it and took my business online. I thought, okay, I'm going to order books, save the overheads of having a physical bookshop and I'll sell my books online. Because I used to supply, like the church and other organizations, with English and German books, and that's how I got into online marketing. You know, and here we are today. Long story short.

Janice Hostager: 4:41

Yes, that is fascinating. So what do you know now that you wish you would have known when you started that bookstore? Just curious because I mean, I think we jump into our businesses with a dream and a vision in mind and you know, we kind of get schooled along the way.

Nancy Nungari: 5:03

Absolutely, absolutely. Character development. Right Business is one of the things that can really develop your character. What I wish I knew then when I started was like think ahead, like um, like you know, stay in touch with the trends of the industry. Just try to be a little bit. I had not too much that we overthink in the future, but just kind of keep your finger on the pulse of you know the industry and your clients are the best people. They're going to tell you what's. You know what's happening because sometimes we can be so much in our business that we don't see you know the trees for the forest. But I think if I had known I had that show up about five years, six, seven years. The two years were online. But if I had kind of thought ahead of when Amazon started coming and instead of trying to fight it, you know, and trying to go against it, if I had maybe just thought a bit ahead and maybe it could have been different on the other side. I don't regret it because

you know that was a dream that became reality, and then we outgrow things, you know, we get a new vision and then we, you know, anything that is not changing and growing is dead. So but knowing the trends ahead of time, it may be I could have known how to, how to transition, how to transition into the online space, because I was trying to build the business online. You know people who are no longer coming to the shop because I closed it. I'd read my passport, I was trying to sell it and that was not. I was not prepared to realize this is not going to pay the bill. So I had to get a job on the site. On the site, I had to get a freelancer in a market research institute to kind of try and build my business online and at the same time, you know, working as a freelancer. And that led to that not a good decision. That led to some burnout because it was harder than I expected. So, yeah, I wish I knew you know a little bit ahead of time and transitioned into the ease and kind of see ahead of time and plan better, especially around the transition from offline to online. It's one thing to have a business online, but another thing we're going to find you there.

Janice Hostager: 7:24

Oh right, I'm. I often tell the story about when I opened up my first business and I put my website out there and I built it myself and I mean it took me forever. It was like giving birth, you know. I mean it just should build a website sometimes and I was so afraid to go online with it because I thought all these orders were going to come rushing in. And of course, I know better now. I mean this wasn't the early, early stages of the internet, but I mean, honestly, nobody can see exactly where things are going and even now with AI, we don't know exactly where things are headed. But that is really good advice. I also love that line that you said. Anything that was not living or growing is dead. You know, just thought yeah, so that's so true, you know, and sometimes we stagnate, in our businesses too and in our lives. That I just love that phrase.

Nancy Nungari: 8:14

If I may just underline what you just said now because you said it was like giving birth. You said having your business is like giving birth and it really is. You know, we bring out this baby and you're like, oh, you know, wild, here's my business. And you know, nobody says, oh, your baby is so pretty, you know. And then we hold on to that baby. I guess you can compare like a natural child. When they start, you know, leaving the nest and they're getting their own wings and flying out and sometimes we hold on so tightly to that it's. We hold it like it's still a newborn baby but it's actually outgrown and we've outgrown that. And just like a parent, you know, at some point, you're going to have to have the emptiness syndrome thing and kind of think, okay, this is not a bad thing, it's part of life. How do I maneuver this change and grow with it? And with business owners sometimes it's very hard to let go or even change something that we build from the ground up because we're so emotionally attached to it. You know, it's like our baby, like you said, and then we don't

realize we're stagnant or we're even it's not growing anymore, it's dying literally. You know so.

Janice Hostager: 9:25

Yes, yes, I love that analogy, especially as our business grows, because we do have to give away more and more of it because we can't. I guess it's to carry that analogy on it's like our kids, you don't just keep them with you, they have to go out into the world and, with our businesses too, more and more people have to have their hands and balt in it in order for it to grow and thrive. But I think also, you know, when our business, you know, fails and I, I my, I had a custom invitation design business and I just went about it the whole, I had the whole wrong way. I had a poor business or, yes, a poor business plan to begin with and didn't do my due diligence with it. But when it did fail, it was almost like I had to go through a grieving process before I went and looked back at it and said, okay, what went wrong here? And de personalized it, disconnected my own cell from that business, and say, okay, this didn't have, this didn't happen because of me, necessarily, this happened because the numbers were not there, you know, or the market was like this, and I think that's really helpful when we do have a failure in our business, to kind of go back and say there's a reason for this. You know, I have a coach that says the magic is in the debrief. And that's really true because really, unless you take a look at it whether it's a business or a marketing campaign, anything you do unless you go back and take a look at it and really analyze why it failed, you're not going to learn from it and you're not going to do better next time, necessarily.

Nancy Nungari: 11:00

Absolutely, absolutely. I like to see failure feedback. You know what did I learn from that? And there's some valuable lessons from that.

Janice Hostager: 11:08

There's so many lessons to take with us, you know yeah, lessons we'd rather not have, probably.

Nancy Nungari: 11:14

but or have easier. We'd rather learn them another way, that's true. But yeah, life, you know, we don't really get to choose the lessons. Like you know, the lesson is there, you don't get to choose what questions are there, you just get to sit and take the class, you know that's so true.

Janice Hostager: 11:32

So now you are focused on marketing and specifically marketing communication. Correct, content marketing, content marketing right, okay, yes, so marketing right, right? So why do you think people need to have a content marketing plan in place? I see and I agree with you, they do and I see a lot of my own clients that what I call to do what I call like a shot in the dark marketing, where they will try this and try that and not really have a strategy in place because they are waiting for something to hit. They're waiting for a golden or silver bullet. The golden bullet is whatever but yes, so tell me about how you organize a strategy. How do you plan things out for your clients?

Nancy Nungari: 12:22

Right, I like the way you said that. Waiting for the magic bullet, you know, sometimes like throwing spaghetti on the wall and just hoping something sticks. Or what happens is sometimes we get caught in what the online space, what we call the bright and shiny object syndrome oh it's TikTok, oh no, it's threads. Oh, it's a Reel, oh it's it. And then we're jumping from one thing to the other, especially if you kind of follow the rules. You know the online rules and, you don't look at your own business and your target audience and then create a strategy from there, which is to answer your question. I think it's important to have a strategy because there's so much help there, there's so much you can do and as business owners, it's easy to spread ourselves thin, you know, especially if you're a solopreneur, if you're a brand or an NGO. Even then, although I find that big companies and NGOs tend to be behind because it takes a long time to implement changes. So, you know, before an organization or an NGO implements any kind of content marketing strategy, there's a lot of people that have to say things, a lot of people have to approve, so it takes a while to move this big train or this big ship. But for business owners or solopreneurs or small businesses, we can implement things quickly, you know, the mom-pop shop or the family-owned business. And that is the danger that we can implement things quickly so we can get into the trap of oh, let's try this, no, let's try that. Oh wait, I saw this. Oh, I, you know. I think it's important to start with the end in mind, as in putting yourself in your ideal audience's shoes and imagining their biased journey, not from your perspective, because sometimes we're doing things from a business owner's perspective and forgetting we're not our clients. Sometimes we are clients, like I was with the books, which is also dangerous because you know you kind of serve yourself and not make yourself the client you start with. You know your ideal target audience and put yourself literally in their shoes. You know, which means, like you said before, depersonalize, you know, take yourself out of that or, if you can't do that, send them a survey or just ask them questions. You know. And like I said, in the bookshop, the people would come in and they would tell me things that I would not have known. I got this book for this amount. And then I'd go in and see, ok, they're selling for this much. How did they manage to have such, you know, such low prices? So you can ask your clients what are

their problems, and what are their pain points, and then from there you create a strategy, weaving in your promise and then delivering the promise, obviously because we don't want to over-promise and under-deliver. So I think it's really important to have a strategy and it's like a plan. Like they say, you know, if you don't, it's so cliché. If you don't plan to fail, you're planning to fail, and a strategy is no different. It's really a plan. It's like what are you going to implement and how are you going to implement it? And a lot of people underestimate that. They think, oh yeah, we do social media marketing. We're going to create some visuals on Canva and we're going to post them out there. There's more to it than that. You know you need to have a strategy, like, again, put yourself in your audience's shoes and when you're posting, you always want to be creating content that is guiding your audience along their bias journey so that when they're ready it will be like, oh, you're just there, you know, or oh, this is the person I'm going to go with because they've been seeing your content or your strategy has the touch points of the marketing that your clients are going through. So you need to really map out your client journey and then from there go on with your marketing. And a lot of business owners we kind of skip on that. We want to get, we want to do things. You know something to be in a hurry to go somewhere, but if you're not really sure where you're going, speed is actually not such a good idea. We're going nowhere really fast, so true.

Janice Hostager: 16:42

I've done it myself.

Nancy Nungari: 16:46

Me too, absolutely. Yeah, I love it. What I teach is actually, if I may just say, it's not theory. It's also like lessons learned in the trenches because I'm not only a content creator but I'm also a content consumer. So when I'm lying, I'm always looking, sometimes very subconsciously, I'm looking at things from the two parts because I love to, I'm very curious, I'm very I'm a lifelong learner, so I like to learn things, but I'm also looking at it from like, okay, create a point of view and consumer point of view. And a lot of what I teach is really also from either, if not my own experiences and also working with clients, or just observing the trends in the market and being able to see a little bit of the big picture.

Janice Hostager: 17:33

Absolutely. Yeah, we learn a lot and we pick up a lot without even realizing it sometimes especially, I think, in marketing because we always have that in the back of our mind, you know, and we are always seeing things in a different way than other people are. I feel that a lot in with work with clients, but you have a framework which I think is really simple, and

I love it. So take us down this framework that you have for just working through that buyer's journey.

Nancy Nungari: 18:00

Right, okay, the framework I have is ABC. So I was trying to remember the other day how did I come up with that. And I really cannot remember. That was the funniest thing because it's my framework, I created it. I haven't seen it with anybody else and I would put like, you know, kind of protect it, and really can't remember. But the ABC is like it's actually a bit bigger, but the basic is ABC, which is attract. You want to attract your ideal audience and one of the ways you can do that is with social media. I teach content marketing, so we're talking about content. It doesn't only have to be online, but in this case, let's say, just look at online. But you can attract your ideal audience by going to events, you know, and somebody asks hey, what do you do? And let's say you're a photographer and I capture people's memories like, how do you do that? You know, and then you explain. You know, I'm a professional photographer, I take. You know, it's one thing to have a selfie, but having just to give an example, you know. So you want to attract your ideal audience and in this case, when we're looking at online marketing, social media is one of the best places to do that and we are all flocking to this site every single day for at least one hour to hour, sometimes even longer, and so you want to be there. You can use social media to do different things, but I like to use it for visibility, basically. So attract your ideal audience with social media, or even you know events, and then you want to build a relationship with those people who are cold leads and they have to be able to see you. Sometimes they just scroll and they see you and they keep scrolling, but they see you, you're visible, you know. Now you want to build relationships because social media is this big party where everybody's talking at the same time, and so you want them to say, oh, I like this person. You know, let's get to know each other better. And the way you want to build the relationships is with email. All of us use email. I mean, we use an email address to log into the social media platforms. So everybody, almost everybody, has an email. Besides a mobile device, which my grandma and the village have, one thing that we all almost all of us have is an email address. You can hardly get around the world without it these days. You want to build relationships through email. So how do you do that? You want to offer these people who you met at the big party. You want to offer them your business card. In this case, it's like a lead magnet. You want to offer something of value. Could be a checklist, it could be a short training, or it could be some people who want to get on a call if you have a high ticket offer. So you offer them something and in exchange, they give you an email address. So it's online. We say ethical bribe, so we're exchanging. I'm going to give you this thing of value, but it's not actually free. It's valuable and people don't really value free things per se, you exchange it with the email address and then you start adding value to this person outside the big party and social media with more valuable content. Basically,

you show them this is the problem you have because you must be following me for a reason. You either want entertainment, you want inspiration, you want let me see we create content to entertain, inspire, educate, or, what is the third one, inform. So there's a reason why you're following me and so I'm going to add you to more exclusive content that I don't share on the big party, or on social media, and then also let you know how we can work together. You know we're not going to pretend that we're just giving you free things. I'm in business and you know that your potential clients so we both know that we have a professional arrangement, not a situation where you might have a problem at some point and I might be able to be might be the right person to solve it. I also might not be. Either way. You want to build relationships with email and then the C is you want to convert that relationship then into a client, client company. So you want to sell them something, you want to offer them something, you want to solve a problem, because that's what sales is. Sales can sound so icky, like you know, selling themselves. It's really what it is. You're really solving a problem. You're offering a solution and there's an exchange, you know, and the more valuable the solution is, the more valuable the solution is, the more higher the monetary value, let's say, of the exchange. You know, I'm going to give you this and you're going to give you this. I'm going to solve your problem, which is a pain point, and you want it solved and I can do that. Would you like to? Would you like me to solve it? Convert essentially you make an offer and the client can say oh, yes, or they can say I'm not sure, or they can say no, thank you, and that's okay. That's okay. We're not presumptuous, it's just because we build a relationship that we're going to, you know, go exclusive. You know there's a chance that it's really not a good fit, and that's fine too. That's okay too. So that's the ABC Attract with Social, build with email, and convert with multimedia. In this case, it could be podcasts, where you make an offer because you have loyal people who listen to you. It could be a webinar. I love webinars. I always tend to buy when I go on a webinar myself. I need to do more of those, but every time I go on a webinar I tend to buy because I experienced the past in real life. My questions are answered and there's always such an irresistible offer. You're like I'm ready. You know, if you're going to spend like 45 minutes listening to a training, you normally mean you're ready to solve, have a problem, solve. So multimedia essentially, video training, online courses with multimedia, podcasts that's conversion. But it goes beyond that. I was thinking about that the other day. This is the ABCDEF. I was looking at an old video where I kind of drew like the funnel and I drew it like a circle. It's not really a funnel, it's like this round. And the ABCDEF was the deliver. Because how many times have we paid for something and then it was not what we were promised, or it took a long time, and then we had buyer remorse, you know, because the delivery either was not what we expected, it was not on time, there was confusion, where is my product, you know? So delivery is also very important. Abcdef. You've converted the client. Now you need to really deliver. It's like when you go in a relationship with somebody and you've been really worrying them and dating them and showing up so well,

and then what they say, I do, you kind of just sit back and you're like these are the totally different person and you're not delivering what the person signed up for. A relationship that is based on how we started off, you know. And then the E is exceeded, which is when you deliver. Then because sometimes we, we businesses, not only businesses I've seen that with NGOs, I've seen that with, like, let's say, speaker, you know, like organizations that maybe recruit you, like you know, we're going to help you speak or we're going to I don't know whatever different organizations. They're very eager to recruit, sometimes even in churches, you know, to recruit people. Come and join us, come join us. And then, once you're in there, it's like this is a totally different field. You know the, the, the, the. What's the word? The energy, the, the enthusiasm, almost like the love bombing that was there before, like money to join. It's no longer there. And we do that sometimes with our clients. We're really like, really showing up, you know when. Then, when we get the sale, we just disappear and move on to the next thing. And it's been proven that people who have bought from you I'm more likely to buy from you because they know you already, they've experienced you already. So why not nurture these clients, you know, by delivering and exceeding expectations? I'll give you a short example. Janice, there's a company that does webinars, that I also do my webinars through them. They are, they are a few providers, and what I really love about this couple is they regularly have like monthly calls for members. You know, for clients they don't have to, but they do like to come and ask your questions, you know. And then, of course, sometimes this is what we have graded, we have this thing for you. So there's also some selling there. But I really love how they do business. You get a feeling like you're not just a number in their machine like they really care for you and it's been years and I would buy anything they sell really because they've proven themselves that they were not just interested in getting me as a webinar software buyer, but they're interested in the lifetime value. You know the client's lifetime value. So that's really, really important to not just the ABC Convert and then move on to the next thing, but deliver and then and sometimes you know, like this company, when I joined them their product was still in beta. So they let us know hey, you know, we have, we're testing out some bugs and we're working things out. So when the delivery was a bit glitchy, we knew that you know, they let us know that. And they didn't just disappear and kind of say you know nothing. And they have really fine-tuned their product now and they continue to exceed expectations. You know they really that's. That's a case study of how things you know, how business can be done. I really, really appreciate what they do Absolutely. And I'll just plug them in. Maybe they're called Webinar Ninja it's by a couple. They're really really good. I mean, I've tried out different webinars, and different webinar software, but these guys are really good. Not only is their product good, but their customer service, because customer service is the point about delivery and exceeding, you know, and not just quickly look trying to get members in and once they are in the door, being in such organizations, then you know there's no training, there's nothing. And then when you say

you know what, I'm canceling my membership. And then suddenly they're coming around and like hey, you know you know, and you're like I don't think so.

Janice Hostager: 28:38

Yes. Yeah, you're absolutely right. Yeah, and you know I have something very similar, a firm that I work with. I call it the trail to the sale, but you mentioned that it was kind of circular and it really really is. And you know mine is a little more complex. I wish I'm envious of your simplicity here, but it spells out access. So it's awareness, consider, compare, evaluate, sell, serve the supersize, serve, and then send. So you're sending people back to your business again. So what you just did, right? There was an example of that where you said you know, I really like this company, I had a great experience with them, let me tell you about them. And that's how that cycle continues, right? So you've got happy customers, and happy customers like to tell others. Unfortunately, unhappy customers also tell others. So that's why that service part is so important, no matter if you've got an online product or course or if you're serving clients in person. I mean, obviously, if you've got a client that you're serving in person, you want to make sure that they're happy and you have one-on-one feedback and you develop that relationship a little closer than you can say online. But if you really are serving them, well, you know that they're going to stay a client and probably prefer you, so I love that.

Nancy Nungari: 30:06

Absolutely Life and value. Life and value. And you say, to be honest, it happens very organically that a happy client becomes like a brand ambassador. You know you don't have to pay for ads so much because we tend to believe other people when they tell us about something that the company telling us, hey, we're so good, it's human nature. Like if I'm telling you, Janice, hey, my business is so good, you need to buy this, you'll be listening but you're thinking, of course you think your business is good. But if somebody else comes and tells you, hey, Nancy is really good, you're more likely to believe them on a different level. Because you know there's no. If I'm, if I'm advertising my business, obviously I'm advertising my business. But if somebody else is just genuinely telling you I bought this thing, you know like we also ask other people. You know somebody who you know. You know a good plumber and you know a good carpenter. We don't use carpenters nowadays, you know. So referral in a normal way, not like the other referral marketing that can be a little bit icky, you know where there's a bit too much push, but organically, as you said, you know, we tend to become loyal brand ambassadors really, and the lifetime value is very underrated very, very much so, and that's why, you know I guess that's the basis of social proof, where people believe the reviews.

Janice Hostager: 31:32

And I do this too. If I'm going to buy something, or even if I'm in a store and I'm, you know, trying to decide between two different items, whatever they may be, I will go online and look at the reviews for both of them. Unfortunately, they can't always be trusted. I know I've also purchased things from Amazon and then contact me and say, hey, if you, you know, give me five stars, I will send you this free thing. Yes, yeah. So and I don't have a personally I don't have a problem with somewhat saying thank you to her referral, Like, if I have a referral, I will usually send them a gift card for a cup of coffee or a nice note or something like that, to say thank you and know that way really mean it. However, you know there's that fine line. You have to decide what they're not going to do.

Nancy Nungari: 32:24

So that's the underbelly of wholesale and marketing as well. You know that's really the underbelly and I guess we know that as well, but you know that's such a life. You know you, we're not going to let the underbelly stop us from still reading the reviews and taking a chance on it, and sometimes I leave them with something that doesn't have a review and think maybe I'll be the one to leave the review. You know, and often what also happens, is that I never leave reviews.

Janice Hostager: 32:53

It's hard to remember to go back and do it. Yeah, yeah, so yeah I encourage my clients to just send an email or something to say hey, would you mind just giving us a review? And most of the time, if people are really happy, they are more than generous with their words and we'll go back and say, yes, I had a really good experience, and like you just did this morning with the webinar provider.

Nancy Nungari: 33:18

So yes, I love them, I really buy anything they sell. I'm just not convinced about them. You know, and and they've stayed in my mind because I've been on the online space for a while and you get to see a lot, you know a lot, you know a lot of stuff, and so when you have an experience that stands out, it does stand out, and if it stands out in a negative way, that stands out too, you know yeah, well, I love your ABC is attract your ideal audience.

Janice Hostager: 33:53

Yes, build relationships with your leads right, and then if you convert your prospects into buyers. Exactly, okay, perfect. Well, Nancy, I have learned so much this morning. I really appreciate you being here today. Thank you, and you have a free download. How can people get in touch with you?

Nancy Nungari: 34:12

Oh, I, my website is a little www.nagaconsulting.com, so now nagaconsulting.com and all my social media handles are also [nagasocial](https://www.facebook.com/nagasocial) or [naga social](https://www.linkedin.com/company/naga-social). So, whether it's LinkedIn, to be you know what slash [Naga social](https://www.facebook.com/nagasocial), Facebook, [Naga social](https://www.facebook.com/nagasocial) all my social media handles, all across all the platforms, although I'm not active on all the platforms, are [Naga social](https://www.facebook.com/nagasocial). I'm active on LinkedIn and Facebook and a bit on Instagram.

Janice Hostager: 34:45

So yeah, all those links will be in the show notes for today too. So thank you so much, Nancy. I appreciate you taking the time today.

Nancy Nungari: 34:54

Thank you for having me, Janice. I enjoyed our conversation very much, thank you.

Janice Hostager: 35:11

I love how Nancy turned her experience about a failed business into a powerful learning experience. Nancy has a free digital content marketing checklist where she goes deeper into the ABC framework she talked about on the show today. I put the link to that in our show notes. She also has a digital content marketing planner. This planner is comprehensive, something we all could use when we think about how many moving parts there are to creating content. Plus, she's generously offering a 20% discount for this product for the next 30 days. For the links for both of these, plus any other things we talked about in today's episode, please visit my show notes page at myweeklymarketing.com forward slash 38. That's forward slash 38. As always, thank you for joining me today. I know there are a lot of podcasts out there, so I appreciate the time you're spending with me. See you next time. Bye for now.