

Track 1 : Strong Foundations

You've now heard me talk about the different audience building tracks, and how you want to use this in combination with a content marketing strategy. So in this particular lesson, we are going to look at the Strong Foundations level. And the reason I call it Strong Foundations, because it really truly is about building strong foundations. So this track is particularly suited to people who are just starting out. And the reason you want to start here, rather than try to jump into paid advertising, is because you getting to know your people on a really close level, and starting with the correct smaller audience, small but mightier, I call them, you're going to have far more success actually scaling that audience over time, if the foundations are strong. So this is not like a beginner track. This is just about you absolutely getting things perfect. So if you're going through a pivot right now in business, I still want you to go through this track. Because this is going to help you to build the right audience for the next thing.

So some of you will have already done audience building. You'd have already built a list. But if you are launching something new, then building some of this into your plan is definitely going to help you have far more success. If you don't have an ads budget, this is where you want to stay focused, because this is all about organic audience building strategies. But you may also find that if your audience building is slow, coming back to this, and just taking some action, creating some new momentum, actually creates this amazing energy that propels you forward far quicker than any other way. I'd rather you stop being stuck, and move onto something different, than staying where you are, and then start beating yourself up, and then the guilt comes in, and then people start procrastinating. It's a real toxic environment to stay in when you're not having any movement at all. This starts to start the negative chitter-chatter in your head, and your ego starts telling you all kinds of stupid things. But actually, just switching tracking, trying something new, helps you to build that momentum again.

So if you're currently in the next level track, or in the Leader track, in fact, the Leader track, you should definitely use all these strategies to find JVs. But if you're finding that your audience building is slow in other ways, come back to this, because it's going to give you that momentum you need to move forward, and to help you build your audience. Launch pro tip. I love this one. Launch pros don't deal with vanity metrics. Launch pros know that the right people are there and waiting. So they don't need to have 10,000 people on their email list to have a wildly successful launch. They know that. They know their launch is all about the conversion. Converting those leads into sales, it doesn't matter about the size of your list, it's about what you do with it, my friends.

So this is where I start to contradict myself. I am not into, like, the hustle. You know, I don't believe that you should be working seven days a week, I don't believe that you should not have time off, that you should work 17 hour days. That when you get home from your day job in the evening, you should be working until 2:00 a.m. in the morning. If you want to kill yourself, great. Like, do that. You will burn

out, and I've been there. So we don't actually believe in the hustle. But there is a different kind of hustle. There is a launch hustle that I love and it's about hustling to get those people onto your list, to build your audience from zero. And so I want to talk about two people who have built amazing things. And do you know what? They're just like you. Gary Vaynerchuk and Marie Forleo. Two of the biggest names within the online space. Huge huge audiences. And why are you like them? Well, because they started from zero as well. And the thing that they did, if you're on this track right now, if you're on the Strong Foundations track, they did what you are going to be doing. Hustling for those individual people to be in your audience. Hustling to get people on your email list. It's so much of the small things that you're going to do, that are going to help you have success. But you're just like them. They had audiences of zero first. What they did not do, they were not snobby. They did not go, "No, I'm too good for this." They were out there doing the work. And because they did the work, they're the ones now who have huge audiences. So you're just like them, and you're going to hustle just like them. Gary V. talks a lot about when his YouTube channel had zero people watching it, and how he would have conversations with people, and get them watching his channel. And over time, it went from zero followers to one. And he built that to a massive massive audience over time. Marie Forleo famously talks about how she would build her audience by hustling to get people onto it. When she was out and about, when she was doing classes, she would get people to leave their email address. Every single time she was having a conversation, she was getting those people onto her list. So you my friend are just like both of them, you are going to do the same.

Now you may or may not know who this chap is. This is Kevin Kelly. And at the beginning of my journey, I was delivering one of my courses, and one of my students at the end of it, she said, "Laura, do you realise that 'you've created true fans here?'" And I was like, "Oh, what do you mean?" And she said, "Well, I want you to read this article. 'This is exactly what you've built.'" And I was a little bit confused, and I started to read this article, and I'd really encourage you to google, Kevin Kelly 1,000 true fans, and read what he wrote about building audiences. And it's a far saner, way more fun way, to build an audience, when you're focused on building an audience of a thousand true fans. Not a million followers, a thousand true fans. That is all you want. And if you have 1,000 true fans, you will have a wildly successful business. Because true fans buy all your stuff. They turn up to all your events. They not only buy your book, they buy the audio book, they buy the limited edition. True fans are people who are going to be with you forever. And if all you ever had in your business was a thousand true fans, you would have a wildly successful business. It's a far more sane way to build a business as well, instead of you go for volume, you're going for that.

I talked about that launch mindset tip. Let's go back to that. Launch pros don't deal with vanity metrics. No, they don't. Launch pros know that all they need is a thousand true fans in their business. But let's face it, you probably don't need the thousand people in your launch to have wild success. Particularly if you are delivering something like a coaching programme, or a course, or a mastermind, or something where you'll serve a small group of people. And so I want you to be laser-focused on building a really powerful small but mighty high quality audience. And so for that reason, I want you to do the Audience

Building Daily Metrics. Because the daily goal is going to give you, I guess far more momentum. You're going to feel far more inspired when you're connecting with people on a daily basis. Your goal is to get people onto your list. But, and this is a big but, it's not about you trying to get people onto your list the second that you speak to them. It's about, very simply, making friends. So what you may want to do is track how many new friends are you're making? And people say, "Laura, business is about making friends?" Yes, it absolutely is. It is very simply about making friends. And nothing more. And when you think of building your audience, as just making friends, oh it's so freeing because instead of you thinking, I need to network, I need to build my audience, I need a tribe, I need all these things, how about we just make friends? It's such a beautiful way of thinking about building an audience. So I want you to think of it like that.

But also, thinking like that means your actions also have to align, okay? And what I mean by that is it's no good you saying, "I just want to make friends," and then the second you start seeing that they're your friend, like, I want you on my list, like, you really want to play the long game here. I always think of this as dating. You wouldn't go in straight away and ask someone to marry you. So treat people as if it was like a real life conversation. In person, you would not ask someone to join your email list, the second that you spoke to them if you met them at an event. So have zero expectation, play the long game. Connect with people in whatever way feels really good to you, whether it's having conversations with people as they join your email list, whether it's connecting with your followers on social, blog comments, whatever way feels really good to you, connect with people. Now this will bring up a lot of stuff. It will bring up some fears, insecurities, imposter syndrome. Like, this feels like desperado. You really have to let go of that. Remember my Launch Pro tip. Pros don't deal with vanity metrics. No they don't. We only want a thousand true fans, that's all we're looking for right here. And so going into this with this massive huge expectation that these people are your customer straightaway, is just not the case. And when I look at, over time, the number of people who joined my launches, who buy from me, and I've actually built a relationship and a friendship with them, it is so beautiful.

People are not going to buy from you, most people will not buy from you during your first launch. You know, maybe it'll take two or three launches. And so if you're treating people like they're not friends, if you're not building relationships, are they really going to want to stay with you for the long term? No, so it is about playing the long game. So be intentional. We're going to talk about this. I want you to set aside time each day to make new friends. People always ask me, "But Laura, how do I make friends? "How do I make friends online?" I'm going to give you my make friends strategy. It is as simple as just being a nice human, being a nice human is the most underrated business growth strategy. But it's true! Because in a spammy world, you're going to stand out simply by being a nice human, by being thoughtful, by being kind, by being someone that people actually want to be friends with. I've always just wanted to be loved. And I don't know whether it was my challenging childhood, or whether because I was bullied, I don't know where this came from.

But just for me, the feeling of love is the best feeling on the planet. I love making friends, I love to be loved. And it's the best feeling when you build an audience of people that you care about. So, I just want to be nice. I want people to think I'm nice. And I've seen a massive correlation. The more friends I make, the more relationships I build, the kinder and nicer I am to the people I care about in the business space, the more that comes back to me.

And so I'm sharing these strategies with you, because so many people overlook, they overlook these unscalable strategies, but these are all about building strong foundations. So super simple way is to simply pay a compliment. Start a conversation. Again, think of this like dating. We're not going in straightaway and asking them if they'd like to join your email list 'cause you want to serve them. It's just about you becoming friends. So what I will say about this is, don't take it personally if you don't get a response. It's not a reflection on you. Often, it's a reflection on that other person. That they're shy, that this was so nice, they don't actually know how to deal with it. And so, if you're sending out 20 messages, what I sometimes call love notes, you're just building your relationships that way and making new friends. Don't take it personally if you don't get a response. I get that all the time. And I really don't care because the people I do get a response from, they are my ideal person. And often, it's not that that person doesn't want to be your friend, okay, it's not a rejection. It's that they actually really just don't know how to respond to this, and it's brought up some stuff for them. So do not take it personally. It's never about you, it's always about the other person. So if you're using Instagram, then what you want to do, and I'm going to talk a little bit more about this later on, you're going to post a few times publicly, then use direct message. Don't jump into direct message straightaway. You want to build that relationship first a little bit, then go to the next step.

So one of the ways that I love to make new friends is, when I get new followers, on Instagram particularly, Instagram is my favourite platform. The reason I love Instagram so much from a B2B perspective, is that I find that with what I do, that my audience are using Instagram, and they are generally business owners. Which means their profile is generally open. And what I mean by that, it's not private. So I like to use Instagram because it means I can reach out to people, they have got an open space where I can connect with them. And so for me, Instagram is a beautiful platform. I can find my ideal person, I can comment, I can connect. But I love to use voice notes on direct message, to build that relationship some more. And so I will try and do this two or three times a week. Obviously I'm not doing this every single week, at my stage of business, because I'm busy, right? I'm building my team, and also coaching hundreds of people all over the world. So I often find it hard to do this regularly. However, when I'm building my audience, I make this my non-negotiable. It's the one strategy out of everything that for me, brings the right people in. So it'd be very simple as, someone follows me, they maybe Like my stuff or they comment, and I go and have a look at their profile. If I think that it's a genuine real person rather than a Bot, I will say to them, "Hey lovely, Laura here. "I just wanted to drop you a little voice note. "I do this regularly for people who are following me, "who like my content, "and I just wanted to reach out and say hello. "Thank you so much for recently following me, "for Liking my stuff." Something along those lines folks. "I just had a look at your profile, "and I just wanted to let you know

"how much that spoke to me." And so folks, this is where you then will go and have a look at some of their feed, and you will actually use some of those strategies.

So for example this morning, I reached out to someone with voice note, to a lady who was in the nutrition space. And she was talking about mostly plant-based. So this is the exact thing that I said to her, listen to this. I think her name was Nicky. I was like: Hi Nicky, Laura here. Just wanted to thank you so much for your recent follow and Likes on my post. So good to meet you. I try and make an effort, every now and again, to reach out to people who have followed me, and to say thank you. And I was actually just looking at your feed and your bio, and it spoke to me in such a deep way, because you talked about being mostly plant-based. This is a journey that I've gone on as well. I went mostly plant-based about two, three, years ago. And to actually turn around some health issues, so I love what you do. I think it's really important. But yes, mostly plant-based for me too, because I still eat steak. So my friends, that's it. That's all I do. I send out a voice note. And you won't believe the kind of stuff that comes back. People are just blown away. They're like, "I wasn't expecting that." And it's such a beautiful way of connecting with people. Just making friends. That's all we're doing.

So here's an example. Just in text, if you don't want to do voice notes, reach out and actually type something out. This is a framework:

"Hey," first name,

"I just wanted to shoot you this message "to say how much I loved reading your post about," X subject. "It really resonated with me because," give the reason why, "and I wanted to share that with you. "It got me thinking about," and then you can share a thought that might resonate back with them. "Anyway, I hope you have a lovely day, "and I look forward to more of your posts."

The framework is that simple. No one is going to think you're sleazy, spammy. No one is going to think you're a weirdo. No one is going to think you're desperate. Do you know, all they're going to think of you, you're lovely, that's it. And so this is one of my favourite strategies, because it is so so simple. Be thoughtful, pay compliments, start conversations, take it slow. If you don't get a response, don't worry about it.

But if you are going to use Instagram direct messages, maybe post a few times publicly, then use a direct message if you are approaching them. If it's a follow-up, you can absolutely reach out to as many people as you want from the outset, because they're already following you. But if you're using this strategy to reach out to people who you want to be connected with, rather than connecting with you, just play it cool, okay? Play it cool a few times and then use direct message. So remember your goal here is not to get people onto your email list. It is simply to make friends.

Okay. So. How I love this strategy. It's one, it's beautiful. We rise together. This is all about audience swapping. So the strategy of audience swapping is that you will build relationships with people who serve your markets. Or maybe you serve their markets. So you've got like a, not necessarily your competition, although you can definitely do this with competition and collaborate, but people who maybe compliment what you do. So your first port of call is to nurture that person. You are not going to ask for this straightaway, unless you've already got a relationship with someone. So you want to nurture that relationship first. Offer them a class, a class that you will teach to their audience. You then deliver the class, and then invite their audience to join your list. I've used this strategy so many times, and it is incredible. It adds a lot of people to my email list when I do this. But I want you to start off small, okay? So thinking, okay, I want to go do a webinar to Marie Forleo's audience. Let's be super honest here, is this really going to work as a strategy? No, they get this kind of request all the time. So start off small, start with your existing network. Start with people you know who are at that same level as you because you can, absolutely, swap audiences, and build amazing size audiences from this very simple strategy, with people who've got audiences the same size as yours. But be intentional, okay? You don't want to have an audience of people who are not actually your ideal person at all. So know who they are and know who else serves them.

So in this instance, you can refer back to your Customer Profile. Go through that workbook, think about who else might serve them, and then start building your relationships with those people. But you're always going to come at this from the angle of, how can you be of service? Yes, of course, you want to get that invitation at the end, to get people to join your list, but here's the truth. Whether or not you have that Call to Action at the end of the class for their audience to join your list, people are going to find you anyway. I did this recently for a friend of mine, and about 300 of her folks joined my list. It was amazing. So what I offered them, after I delivered the class, was a No Pitch class, a further way for them to really deepen their knowledge.

So I did a Q&A call about launches, and at the end of the Q&A, I said, "Look, if you guys want to learn more, "I've created this special class for you. "There's no pitch, there's nothing for sale. "It's just a class teaching you more about what I do. "If you like it, here's the link." 300 people signed up for that thing. Some of those then have gone on to be buyers. So I love this strategy because you can actually build your audience very very quickly, if you are intentional. But it's always about how can you be of service. So build the relationship first, then float the idea. And this is actually a really great way, for you to build relationships with people who can be your joint venture partners. So that is when you partner with a person, during your launch, and they bring in their audience. So it's a great way of warming up their audiences, ready for when you do your launch. So you can go on a bit of a, I guess an audience tour. You can go and teach in all those different audiences, before your launch comes up. And then people will know you. So it's a great strategy, it's a great entry actually into joint venture partnerships because people can see what you're like, before they actually promote you.

Oh this one's beautiful. I know every time I see the next slide, I'm like, yes! But this for me, the strong foundations, is fundamental to how I've built my business, to how I still continue to build my business. It is about relationships. Being of service to others. Guest posts, super simple. You can create valuable content for other people's websites and channels. You can do Instagram takeovers, where your friend, your peer, your partner, whatever they are, will share some of your content on their stories. It's content you've created but they share it on theirs. Instagram takeovers are great. You can do guest posts on blogs. You can do anything. This works beautifully. But it's great if you have a website because you can then send traffic back to it. Again, do your research, build the relationship. Your only goal here is to be of service.

But in the same way we talked about with guest appearances in other people-- Sorry, not guest appearances. Audience swapping. So actually swapping audiences with other people, start off small. There's no way on Earth, if you're just starting out on business, you are going to get onto some of the biggest website platforms on the planet. However, starting off small, and doing it with friends, with peers, with people you can collaborate with in your industry, is the best way to do that. Because then you can say to the next people up, to the people with bigger audiences, "I've already done this for these people," and this is what they said. And it was of such huge value to their audience, they can then see that you are of service to them. So that is your only goal. And there is actually a really good blog on guest posts by the incredible Jon Morrow. So I highly recommend that if you love writing, and if you want to create guest posts for other people's websites, go and check out his. Like he is incredible at this. Guest blogging is not actually a strategy of mine that I use, however, Instagram takeovers, yes. That also has worked really really well.

Also me creating guest content for other people's communities has always worked really well. So I very often will go and teach in other people's communities. And this has all come from building friendships. When I look back to the beginning of my journey, and all the opportunities, the big opportunities that I got, it all came from friendships. It came from friendships with my mentors, people that I was an affiliate for, people that I met at events, people I had met through masterminds. So some of the people you can see on this page, in the top middle, Jennifer Allwood. We met through a mastermind group. She asked me if I would go and teach in her community. I taught in her community, 300 people joined my list within the space of a week, it was amazing. Ryan Levesque, top right, amazing friend, mentor of mine. We became friends. We were introduced by Todd Herman, probably about five years ago. I'm just trying to track back to where it developed from. He became my mentor. I was a student in his programme. Got really good results. We became friends. I became an affiliate partner of his. I was selling his stuff to my audience. He invited me to teach at his workshop in Austin. And then, the year after, he invited me to come and speak at his event in Las Vegas. All because he and I had a friendship.

So it's through Ryan Levesque that I met Stu McLaren. Stu and I became really good friends. I then taught for six months, I just taught Stu's community as a coach, the only ever coach who's been brought into his community, to support his work. Stu and I became amazing friends. And then I spoke at Tribe

Live last year. So when I look at, on a personal level, where all my biggest opportunities came from, it came from one, being a friend, and not expecting anything, two, being of service and wanting to help those people. What can I do for you? How can I help you? And three, being patient and playing the long game, folks. This is not about you thinking that you're going to get onto loads of stages instantly. Be a good friend, be of service, play the long game, and these opportunities absolutely will find you. So you can still do this though. You don't have to wait for these opportunities to come to you. You can do guest appearances. As I said, audience swapping. It doesn't have to be that you're even swapping. You can go and appear in other people's communities, do guest appearances, maybe coaching, maybe Q&A calls. Anything that you can do, always always, how can I be of service? So get yourself known. Go and show your support in the communities that you're a member of, with zero expectation. Friends, I still do this. I still show my support to my mentors, by being an outstanding member of their community, answering questions, being a good human. It is second nature to me to want to help people in whatever scenario and situation I'm in, but if that's not your kind of, your natural MO, for me it is; build this into your plan as a strategy. Go and show your support.

Now what I'm not saying here, is go into those communities and start stealing people, and start pilfering their clients. Like, go and show your support in a genuine way, with zero expectation. You just want to be a good human. Build your relationship first. And if you're always thinking in these scenarios, what can I add, rather than what can I get, you are going to build your reputation as someone who is outstanding in their community, rather than someone who's there, just to get what they want. And I can honestly, I can sniff these folks a mile off now. There is a very big difference between those who show up in my community, and those who want to support, and those who want to actually share their goodness, and those who are doing it just 'cause they want to get the client. Like, play the long game. What can you add rather than what you can get. And this is definitely a long term strategy, if you want to get the bigger audiences. But there are plenty of peer collaborations available to you right now. There are probably existing relationships that you've got, where you can go and support people. And online product creators actually love getting ideas like this, love getting offers like this. When people say, "So I've noticed that your community "are struggling with this thing. "How do you feel about me creating a resource?" Now it's not necessarily about you going for like, a livestream or a workshop, where you get to share your Call to Action, but "I would love to create a PDF on this thing," or "I'd love to create a little tutorial. "Can I add this into the community?" It is an incredible thing if you think about it. Building these relationships in a really slow and natural way, they may not come into fruition immediately, and it may take a really long time, but if you were building your relationships based on what you can give, you are going to get way more out of it long term.

So I'm also going to be honest. Some of these strategies, are not going to help you in your next launch. But they might help you in your next one after that, your next one after that. It may be the relationships that you're building now, may never come into fruition. You may not ever get anything out of it, other than a friendship. But I still think that's the most beautiful thing. So I want you to start building these strategies in, not just if you are looking to have success from this launch, but long term

success. Everything that we do in my company is about longevity. It is not about instant fast cash, overnight success. It's about building a business that will stand the test of time. And if you want scale, if you want the huge success, what you do right now is going to help you have that. It is not about thinking that, just by putting out some ads, that you're going to have long term success. You can have your ads account removed. You could lose your website. You can lose your Instagram account. But if you've got relationships, if you've got a list, then you're always going to have a way for you to rebuild things. But relationships, when it comes to scaling your launches, are everything. Which is why I said, the Strong Foundations track is actually amazing if you're also looking for partners, people that you can collaborate with.

Oh I love this one. Private outreach. So for me, a private outreach is one of those strategies where people go, "But how can this really work? "Am I not going to come across as desperate?" Let me tell you a story about one of my students. Her name is Helen Hopkins. And she came to me after a launch flop. So she had no money for ads, and she was like, "I need to launch quick." So I actually, I launched with her, from within my coaching programme, within six weeks. What was amazing was that she did it all with private outreach. Didn't spend a penny on ads. And we see this strategy work about time and time again. I love this strategy actually on Instagram. But you can do this on LinkedIn. It's a little bit more difficult on Facebook because people don't tend to have their messages open, but LinkedIn, it works great, if you're not being spammy. And Instagram for me also works great. This is such a great way for you to stand out from the crowd. And as I said, it is as simple as you sending out a thoughtful voice note. Like that example I gave you, when I shared what I said to Nicky. And the responses I get back from these are absolutely beautiful. So, if you want to use private outreach to build your audience, and if you're trying to find people that you can connect with, my recommendation is comment first, and then direct message.

You don't want to be like straight in the DMs, I think that's super weird. People will have their b.s. radar going, ping ping ping ping ping! But, if you build the relationship, comment on their stuff, build that relationship slowly, nicely, and naturally, then DM, then people are going to see you as someone who's actually just a nice person and not some super spammy marketer who's just out to get the sale. Now you will be amazed at the tiny percentage of people who do this or who are doing it wrong. Which is a huge opportunity for me, for you! So the reason I love this is because, when you are thoughtful, when you are not trying to be spammy, and you're doing things that come from a place of being a nice human, you will stand out from the crowd. So I have an audience on Instagram of 10,300ish at the moment. And what's amazing to me, is the number of people who approach me with spam. What does stand out is when someone sends me something nice, or they've been building the relationship and then they message me. I'm like, yeah, this person's been following me for a while, been sharing my stuff, Liking my posts. They're a really really good person. It builds the relationship that way. And so, the number of people who are doing this wrong, or the number of people who are simply not doing this, means there's a huge opportunity for you to stand out. So I love private outreach. Remember your goal is not to get people to sign up for your list straightaway. It's very simply to start a conversation, and for you to continue

building that conversation. And that's why, this needs to become a strategy that you use every single week. Now time to do the work. So there is actually a download for this. And there's, I guess there's two ways of you doing this. You first need to choose your growth strategies. And then you need to decide how often you're going to do this.

So if you are at the stage where, your Strong Foundations stage, and you're building your audience from scratch, from zero, then you're going to have to do this every single day. This is going to be your daily power hour. The most important thing that you need to do right now, is to put this into your calendar. This has to become your non-negotiable. Now if you're at the next level stage or Launch Leader, then you're going to do this once a week. You're going to do a weekly power hour. Now you may want to do more, that's absolutely fine. But there are so many other strategies that you're going to be working on, but I don't want you committing to this every single day if you're not going to do it. It may even be, my lovelies, for the next couple of weeks, that you're going to start off doing, a half an hour power session. It doesn't have to be the power hour.

But the most important thing you can do, is to put this in. And you're going to call it, My Launch Pro Power Hour. Because this, is a pro strategy. You may be coming into this programme going, "I was not expecting that "Laura was going to be telling me to do this." Do you know why? That's because how we teach launches are different. And if this is the only strategy that you do, between now and your launch, if you only build an audience of a hundred people, but you've got the most incredible relationship with them, and you get a 20% conversion rate, and you bring 20 sales in, that, my friends, for so many of you, is going to be the biggest huge win. If you use this strategy, and you brought in five affiliates who then partner with you, and they bring in 10 sales each, that's 50 sales, all through just committing to this power hour. And so I'm going to get excited about this, because you don't understand, many of you, about how simple your launch could be, if you just carved out this time. Power hour every day, please call it Launch Pro. Every time you see that word, pro results, behave like a launch pro. And your power hour is the perfect way for you to do that.

So it's time to do the work. Go and download the Strong Foundations strategies. Write them down, decide which you're going to do, then you're going to schedule in that time, and you're going to go and do it. Make sure it's done. Now what I would say, final tip on this, choose a time in the day that you feel really good. You may not want to do this first thing in the morning. I definitely wouldn't. I need a bit of warm-up time, before I start sending voice notes to people. Also I want to be mindful of when my messages are hitting their inbox. I don't really want them getting my messages when they're really busy in the morning. Afternoon is more of a perfect time. So you do want to consider the time of day that you're doing this. But above everything, make this your non-negotiable. If you want pro results, you got to behave like a pro. And pros, once it's in their calendar, it gets done, okay? Best of luck with this. I'm super excited because this is one of the single most powerful strategies, especially if you're starting from zero.