



PRACTICAL PLANNING WITH CREATIVE VISION WITH PATRICIA VAN DEN AKKER

THRIVE BY DESIGN WITH TRACY MATTHEWS

*Spend about 40 percent of your time on making or producing or creative stuff,
40 percent on marketing, around 10 percent on professional development
research and about 10 percent on administration.*

***You're listening to Thrive-By-Design business marketing and lifestyle strategies
for your jewelry brand to flourish and thrive. Let's get started.***

Tracy: Welcome to the Thrive-By-Design podcast. Can you believe it we're here on Episode number 64, and we are at about the year marker of running this podcast which is just so crazy to me because I don't know where the time went. I felt like we just started and now we've already had a year's worth of podcasts. If you remember we had some really juicy episodes from when we started. So I really encourage you to go back through the archives and start with Episode number 1 if you're new to listening to the podcast.

So here we are just over a year of having this podcast launch and we are at Episode number 64 and as you know we're at the end of October right now and this time of the year is really busy for all of us. We're coming into the holiday season. Sales in the jewelry industry, this is really the pivotal sales time and there's a lot of be thinking about. One of the things that we don't want you to have fall by the wayside is starting to think about and plan for next year. So today I have a very special guest on the podcast, Patricia van den Akker of the Design Trust. She is joining us from London UK and you're going to love this episode today because we're going to talk all about practical planning with creative vision.

I think as creative people and creative entrepreneurs, specifically jewelers we oftentimes love the process of actually making a piece of jewelry, but we don't spend enough time probably on business development and thinking about how we're going to achieve our goals. So I think you're going to really love today's episode. Patricia and I talked about some really interesting ways to split up your time, and then also how to break down planning to make it fun and creative for you so that you're actually working towards a vision for your year, and not making this so analytical but making actually planning fun. So I'm excited to dive into practical planning with creative vision with Patricia van den Akker. Before we get started though I would love to take a moment to take a word from our sponsors.





Today's sponsor is www.ninadesigns.com. Nina Designs is a wholesale jewelry supply company started by a jewelry designer for jewelry designers and we just love what Nina offers to you, the jewelry community and to the emerging artist community. Her designs are really unique and she has very special [3:00] Things especially for emerging designers who want to break out into a jewelry business and really grow their jewelry business. Nina is awesome. She has a really wonderful business savvy sense, Nina Cooper the owner of Nina Designs, and we're very excited to invite her to speak at our live even in New York city in September. Nina is really cool. She's always supporting the jewelry community and I'm excited to have her give back.

So it's another reason another one of our preferred vendors who is really in favor of supporting jewelry artists who are emerging in the jewelry industry. She's so supportive that she has offered the Flourish and Thrive Academy and the Thrive-By-Design community a \$10 discount off of your order over at www.ninadesigns.com. You can claim that by entering the code THRIVE at check out. Once again pop on over to www.ninadesigns.com, enter the code THRIVE and get \$10 off your order. I want to mention that it's a onetime use per customer so pop on over to www.ninadesigns.com after the show.

Okay let's dive right in. Today I'm really excited to have a very special guest with me today, Patricia van den Akker of The Design Trust. Patricia welcome to the show.

Patricia: Fantastic, thanks for having me.

Tracy: Well I've know Patricia for several years now. She is one of our strategic partners over at Flourish and Thrive Academy and we've done a lot together. I wanted to ask her on the show today because at this time of the year it's a really wonderful time start thinking about how you're creating your vision for your business and how planning is sort of wrapped into that vision. So I'm excited to have you here today because Patricia I know you have a lot to share about that topic.

Patricia: Absolutely yeah. Especially I think because of course this is a very busy time of the year, but I think especially when you're really busy actually taking out 10 minutes a day or 10 minutes a week can really make such a difference to keep the head cool and keep the stress away, absolutely.

Tracy: Okay awesome. So for those of you who don't know Patricia I thought I would start out with a formal introduction of Patricia and then we'll just dive in and chat about creative vision and such, if that





makes sense. Cool, so Patricia van den Akker is the director of the Design Trust, the online business school for designers and makers based in London England with more than 50,000 visits a month. She's passionate about helping creative professionals create the right business for themselves, their families and their clients. She regularly talks and writes about creative business development and strategy, marketing and selling, business models and costing and pricing.

She is known for being able to connect the dots between the different parts in a creative business. Asking those difficult questions you prefer to avoid and for inspiring creatives to take action to create more successful businesses. Alright you are just a genius because I know that a lot of creatives [6:00] and jewelry designers alike like to avoid some of the tough questions and so I'm excited to dive in today.

Patricia: It's not just the things that go well, but I think when you think what I love to really do is of course hear fantastic success stories, but just dig a little bit deeper and see what people are not mentioning and the things that they try to avoid and what we can do about them because very often the solution is a lot easier than running away from it.

Tracy: Awesome, well yeah that's so true, and I really think that facing any sort of, I don't want to call it a problem or an issue, but facing your business head on and sort of addressing those difficult questions and issues is the way to get through them. Avoiding them just makes them expand.

Patricia: What I think is interesting there is creatives, in a way you have very often the solutions and it is being creative about it. One of the things that I've really seen with people who succeed is that they take it on the chin, as they say in England. I don't know if it's an expression in the States as well.

Tracy: Say that again, what's it called?

Patricia: It's like take it on the chin.

Tracy: Oh take it on the chin, okay.

Patricia: Yeah if you've got a challenge, deal with it but also what is interesting with successful businesses is that they have the same challenges as all of us, but they see it as a learning opportunity and it's really interesting. They don't call it failure. It's actually part of the path, and how to overcome that is what makes them successful and interesting. Because stuff happens to all of us, but it's how you deal with that that makes the difference.





Tracy: That's so true. That was a huge theme at Flourish and Thrive Live last month when we had all the designers together. One of the things that we realized and especially in our Mastermind day with our Mastermind group was that I kept using that term the struggle is real. Everyone is facing the same problems, it's how you handle it and it's how you move forward and move through it. If you're going to sit around and whine about your problems instead of do something about it, you're going to get more of the same instead of actually moving through it and learning from that challenge or whatever.

Patricia: Absolutely. I really love this book by Seth Godin called The Dip and he very much talks about we all have, especially if we are... I had that problem (8.34 unclear) studied to be a creative coach and really know like oh I had this great insight and then two to three weeks later I felt really done and my coach says that's perfect and I was a bit puzzled by that. She says very often when we really get great insights the kind of (8.52 unclear) response is that then you start (8.54 unclear) then imposter syndrome comes up and (8.58 unclear). It's a very natural response psychologically. [9:00] Actually it's like yeah if you then can go through that and work with that and come out on top, that's what makes you different from the people who are not going to succeed.

Tracy: Absolutely. Some many golden nuggets already and we haven't even heard about your journey or your story. So why don't you tell us a little bit about how you became the director of the Design Trust and a little bit about your journey into helping creatives.

Patricia: So basically it all started, I would say, in hindsight of course because that's a good thing, is my mom had a creative business in Holland. She run a craft shop at a gallery there, and Holland is where I grew up. My dad was the alpha male businessman, so they give me the DNA of both the creative and entrepreneurial side have come together. I've got another sister who runs a creative business. So we're not strangers to sort running our own businesses. I've been in London now for 23 years and I've always worked with creatives. I studied first graphic design and then arts management, but from very early on my (10.05 unclear) Patricia you're a great designer. You're good visually, but actually managing people that's what your strength is, and I think that was really useful to know that from a very early age.

Indeed that's what I love doing. My first job here in England was working for the (10.21 unclear) Council which was fabulous. Basically I did work placements here an internship and then they offered me a job within two weeks. I flown back home and I said I'm going to stay a bit longer. My mom waited for a couple of years but basically 23 years later I'm still here. It's very very much from that I've always worked





with creatives in very different kind of jobs and indeed at the beginning of the millennium I worked for the organization, The Design Trust, which was set up originally by design journalists here in the UK and she died and basically it was taken over by a university and they approached me again five years ago. I very much wanted to run it as a online business school because not only can we reach a lot more people but also for me because I've got a young family. It really works for my hours. Also most of my clients are parents. Yeah many of my clients are indeed women with young families and it's a fantastic way to learn online, to get to know each other and to do international things like this. I very much love that so it really works for me.

Tracy: Awesome yeah. That's amazing and I'm so glad that you shared your journey. It seems pretty obvious why you're passionate about creative business but more specifically are there other reasons why you're really passionate about helping creative business owners?

Patricia: What I love is basically people have a purpose and it's about kind of that bigger thing isn't it. It's yes it's great if you make money with it of course, but for me it's about seeing that sparkle in people's eyes when they realize [12:00] I can do this or I can make my living with that special skill I've got. When they realize there are other people doing it because very often of course we hear oh as a creative you can't make any money and actually there are loads of fabulous business out there doing it, and if I can get people indeed to realize okay it's not always easy. You need to work for it, but it possible to make a living from what you love doing.

Tracy: Yes.

Patricia: That's fabulous and of course as creatives we make the world a better place I think. More beautiful, more connected, we create products that might be with us for hundreds of years to come. Yeah I think it's very much a part again also of a culture. I very much love crafts in that sense because it is domestic. It is useable. It is something saying about how we live our lives in certain times in the timeline so to speak, and I think that's the direct connection with crafts is something I definitely love. I love (13.05 unclear) with designers and makers that for example especially with artists because of that reason.

Tracy: Awesome. Well thanks for sharing that. So we're talking today about practical planning and how that's connected with creative vision and eventually reaching your goals. So why do you think planning is really important to success in creative business?





Patricia: What I find interesting is indeed I see a lot of people and the metaphor that comes up for me is that they are quite happily sitting in a little boat in the middle of the ocean, going happily with the streams and the winds, but the reality is that if there's a wave or a bit more winds, then they blow over. For me planning is very much like it is as important that you indeed do plan. It might not necessarily happen, but if you had started to take charge of what you want in your life and in your business, the chances of you actually getting there and creating that life that you want it's a lot great than if you're kind of sitting back and hoping for the best. I don't think anything good is going to come from that so I'm definitely one who says have some goals in life. Have some idea of the life is that you want to create and then make that happen.

Tracy: Okay awesome. So what are some of the specific things that make businesses successful by using planning?

Patricia: I would say it is about what do you want to create. Is it a job for you, is that what you want to do? Is it a part time job, a full time job? I work with a lot of people who care for other people for example or have children. Then even a small income, but having a purpose and having a personal income can be incredibly important even if it is fairly small in comparison to other people. So I think planning [15:00] for that is really important. What do you actually want to create? Is it a job? Is it a bigger business? Do you want to employ people? Do you want to teach people for example and share your passion and your skills, or is it something bigger? Is it a movement? Is it other things that you want to change and is it indeed, what kind of legacy do you want to leave behind. I think it's really important what are you actually creating here.

It's also around making things happen more likely because again for example in terms of marketing, really important that you plan ahead, but you work with when most people are most like to buy for example because if you're launching at the wrong time of the year you might get very few results. If you would do it sometimes two weeks later or two months later, you will get far better results. Again if you plan and think because I see a lot of people wasting a lot of time and money and energy and not actually thinking through what they created. They create an awful collection and then go to market without actually having any market research done before for example. So again I think really important to get the best out of your limited resources because we all have limited resources is to make actually the best out of it and create what you want and then hopefully get more success from it.





Tracy: Awesome so we know the struggle is real. So what are some of the specific challenges that you have seen in creative businesses in your experience?

Patricia: I think creative people, we love what we do. Yeah without much focus on the technical aspects and things like that. They don't necessarily have the business skills. They very often don't consider themselves even to be businesses. So I think that's a big challenge.

Tracy: Do you think that anyone can learn business skills?

Patricia: Oh absolutely.

Tracy: I have a specific belief on that, but you do. Okay cool.

Patricia: No absolutely, but it is indeed, well a great example (17:06 unclear) I often work with women and they do okay and then for example they get pregnant and then all of a sudden it really matters to them to put money on the table, and basically then all of a sudden they become really organized. They really start marketing themselves. They take themselves a bit more seriously and then all of a sudden, all those years before they might have sort of done it a bit more like a hobby and then all of a sudden it becomes serious. They take themselves serious and all of a sudden that business is actually really growing. So I think that's a really interesting thing. It's more of a mindset than it is about skills to be honest with you.

I also think that a lot of creators work incredibly hard. They're not lazy, but it's about are you doing the right things. A lot of people spend a lot of time on the making side, on the creative side, but if nobody ever sees your work, then kind of what's the point of it.

[18:00] You need to go out there, and also again do the right things at the right time. Another thing I think again here is you have a lot of ideas as creatives. There's no lack of ideas. Let's be honest about that, but are we actually finishing projects? Are we kind of shipping home so to speak or are we such perfectionists where we're often so scared to take anything out there that will never be good enough? We don't do anything and I think that's again something for creatives, and especially I would say with jewelers I see that very often that our perfectionism takes over from the reality.

I think the last one there is around undervaluing and underselling what we do. I think this is again slightly more women who have that as a challenge I think. We worry about what other people might think. We worry about earning too much, what the ceiling is.

Tracy: Yeah you think people worry about earning too much. I mean I think that people do but I think that's a mindset issue.





Patricia: Yeah absolutely. So a lot of these things are indeed like start taking yourself seriously and think about what is going to work and plan that, and instead of spending a lot of time actually becoming a bit more efficient a bit more product so it's obvious it can make a huge difference in your business.

Tracy: It's so funny because my insight issue for me was never am I going to earn too much money. I think that's more, at my psyche of creative business, a psychological glass ceiling like I don't deserve to be successful. It would be more of that. So that's an interesting perspective. I know that we've talked a lot about the cultural differences between people in the UK and Europe and the United States. I think it's a common theme that sort of comes around that is maybe translated a little bit differently. So I want to dial back to one of the things that you said about productivity and how creatives are oftentimes really busy but not busy doing the right things. So let's talk about how any sort of creative or jewelry designer or whatever you want to call it could become more productive and focused on creating the right kind of goals and stay on track with those goals.

Patricia: I think first it's back to what do you want to create. If you don't know where you're going, you can't get there. So that's number one, where are you getting to so what's the direction there. I think it's about like as a (20.51 unclear), especially if you're running your own business, you need to have different hats on. I think very importantly that it's not just to look at the creative side but you [21:00] need to have the creative role of course but also the strategic role thinking bigger and thinking broader. What is your vision and are you working on your business so to speak. Are you dealing with those things, the tax or something like that that you might prefer not to, or for example systems. I'm a big fan of systems. It's not very sexy but that is what will make your business grow, that's what makes your business more excitable as well.

I very often say to people this is my crunch time management tip is spend about 40 percent of your time on making or producing or creative stuff, 40 percent on marketing, another 10 percent on professional development, research and about 10 percent on administration and that's a very good balance for sustainable business. If you're spending a lot more time on making, I just don't think that's sustainable. You need to spend an equal amount of marketing. By the way, marketing in my opinion is incredibly creative so it's not one or the other if you know what I mean.

Tracy: Yeah so let's stop here for a second. So 40 percent on making, 40 percent on marketing and sales. I would add sales into that because I think it's not just marketing if there's selling that's involved in that, and then 10 percent on business development and learning new





things or working on the insides of your business, and then 10 percent on the administrative part of the job. Okay perfect. I just wanted to drive that home.

Patricia: I would say (22.37 unclear) percentages because of course at certain times of the year, now we've got Christmas coming up, I would expect that most people spend 80 to 90 percent of their time on marketing and sales. If you're not doing it now, you're not going to make what you want. Of course in January or February time that might be more of a time of doing courses, doing professional development, doing some of that research in new collections etc. So that's why I give sense (23.07 unclear) because some people might be running it as a part time business. Again it's better to give percentages than say okay do this amount of hours per week because it just doesn't work like that.

Just going back to becoming more productive. I think it's also about setting boundaries and really learning to say no. Again if you've got a very clear focus, for example, I get approached a lot by people who want to work with me will want to do things. I know really well what I do, what my niche is and who my clients are, and I think that makes them really easy to actually attract the right people to work with and also very easy to say no to an awful lot of people because it just isn't the right fit. Spending too much time in the past to work on projects that were very beneficial to other people but not beneficial for me. [24:00] I'm a lot clearer on what I'm good at and what I want to achieve. I think also there might be a bit of a funny kind of tip here, but I think it's really good to actually have children and to have a structure as such.

For example for me I pick up my kids from school here in the UK that's (24.21 unclear). I have not got a lot of time so I need to be absolutely sufficient and very efficient with my time. So I work very specific hours during the day, then I take a break, then again I work in the evenings. I also work very often on weekends. I try not to but sometimes it doesn't happen any other way but again I think I often see people who have got a lot of time, they might actually be wasting a lot of time because they've got a blank sheet of paper in front of them. People very often, especially if they have another job or other responsibilities, are a lot more effective with their time and are actually better in saying no to things or getting off track. So those would be my kind of tips around being more productive and where do you want to go, what is important to you, are you working on them.

Tracy: Absolutely. So the next piece of the productivity thing is really setting the right kind of goals. So how do you inspire people to set the right kind of goals? I know you talked a little bit about it, but I





want to specifically hit on that topic so we're really driving the point home.

Patricia: I like to talk about juicy goals. It's like stretch yourself a little bit. Don't over stretch because then again you set yourself up for failure but get that feeling of if you get butterflies in your tummy, if you get a bit (25.51 unclear) about it, that's what you're aiming for here.

Tracy: Exactly. Something that scares you a little bit but is also achievable.

Patricia: Yeah like somebody recently was telling me or was talking to me about what is scaring you in your business and what excites you and actually very often those two things are very similar. So I think it needs to be something that is juicy and also something that's you. Very often we kind of go by default and look at other businesses. Maybe we're still listening to our parents or partners or things like that. I think it's really important that you actually really think what is it for you that's important. At the beginning of the year I tend to set three big juicy goals for myself and I've realized over the years three seems to be the right amount of numbers because maybe if you set a lot of goals, it's not going to happen and again half of it will not be completed by the end of the year, but get something that you really want to put your teeth in so to speak. Also make them positive.

Very often people talk about what they don't want, and I would suggest they really look [27:00] at what's the opposite of the don'ts because again very often that can get you to the real thing. And very much in line with what Stephen Covey says about these things. I think it's very important to look at it with the end in mind. He talks about your funeral, I don't really go that way, but talk about it is your 80th birthday, what do you want achieve by then. By the end of the year, what would you like to achieve by then and then work backwards instead of thinking about what is in your diary tomorrow.

Tracy: Exactly. I'm going to stop you there really quickly because that's an important piece of the puzzle. I mean I think there was two pieces there like setting yearly goals, but then also thinking bigger picture like what kind of legacy do you want to leave. What do you want to be known for? What do you want people to remember you for? I think that's what Stephen Covey is going for in what you mean by the 80th birthday comment right?

Patricia: Yeah exactly, but it's that bigger picture and I think again also respecting your goals. It's a great question if you ask yourself why do you want that and keep asking yourself why is that. For example say I want more income, it's like why do you want more income. Okay because then I get financial security or I can buy myself a bigger space. Why is that important and the more you go into that deeper





level the more you go into your values. That is where I think it becomes really rich and we're indeed (28.29 unclear) there are different ways of getting there and you become a lot more motivated about what really makes you tick I think. That's where it becomes really juicy for you and for your family. I think that's well done, make it a lot more interesting. Again I think it's not setting goals for the sake of setting goals but really uncovering why that is important to you and that will help you also to stick to your goals.

Tracy: Yeah because there's different reason why different goals mean different things to different people. How do you stay on track to make sure that you're working towards your goals and getting things done, being productive and all of that stuff?

Patricia: I think it's really important to have a clear vision. I did some research early in the year for a conference here in Scotland called Small is Beautiful. It was really interesting. I had more than 400 responses to the questionnaire around successful businesses and things like that. It was very apparent to me that the more successful financially but also in purpose successfully businesses, they had a very clear vision of what they wanted to achieve. They also knew exactly what their strengths and weaknesses where. They really could say okay in five years I need to do this, this and this and in the next one or two years I need to do that. So they really had it worked out not just where they want to get to but [30:00] also how to get there. They really knew how to get from A to B, and I think that's really important.

It's also because of course when you're running a business you've got so many things going on and a lot of people say to me how do I make time for all this change. Change is not easy. We're used to what we're used to and to make strategic changes in your business can be really tricky. Indeed like New Year's resolutions by the third week of January very often we are not on track anymore. Again it's about people track and it's about how can other people help you. Be aware of what works for you. Be aware of what you need to stay on track and are there certain kind of motivations. For example are there certain (30.58 unclear) for example where you really celebrate the in between stages of you reaching certain goals in your life and in your business, or (31.08 unclear) to get certain stakes for example and get kind of punished in a way.

One time when I was doing coaching they suggested that you would support for example a charity that were really against and if you wouldn't reach your goals that you would actually have to spend money with them. It's things like what works for you.

Tracy: What motivates you, yeah.





Patricia: Absolutely and it's also about making time for change. So for example with my three juicy goals sometimes I need quite a bit of time. I really say I want to work a week and really get my head around an idea or a problem. For example writing a book I need to have a lot of time, thinking time. So I can do that for example the first week of the month for example and I put that in my diary. Also there are more strategic ongoing things like rebranding or redoing a website for example. I think that's some things and things that people struggle with. I would say for example it's not necessarily about doing it in one week but actually make every Friday your website day or your branding day and work on it bit by bit, but make time for it in your diary and take it seriously. Put it in as an appointment with yourself. I think that will really help you to get where you want to get to.

Tracy: Absolutely. So you're coming with a tool that helps you sort of create the vision and plan backwards in order to achieve that vision. So tell us a little bit about Dream, Plan, Do.

Patricia: So Dream, Plan, Do is based on my research and my work as a creative business advisor and coach for nearly 15 years now. Basically it's very much based on two things. So it's about dreaming [33:00] planning and doing. Very often you're good at one thing, not necessarily any other thing. So the dream is very much about that big vision, the strategic thinking, the bigger picture, your legacy. Then the planning bit is about getting from A to B but also it's about prioritizing, focusing about the things that you're not doing and really making time again for those changes in your business. Then it's about doing, doing the right things at the right time of the year. We're very good at doing the creative side of it, but are you actually doing enough marketing for example.

So what I've done with this, it's a planner, a book. It's 12 months and what I've seen with a lot of craft and jewelry businesses is they're very cyclical, they're very seasonal kind of businesses. So what I've done here is basically split up through the year 12 monthly topics. So for example in January we're very much looking at the year ahead of us. In February we're looking at finance and setting financial goals and improving your financial management. Every month we're tackling certain kind of topics in a series of creative exercises, thought provoking questions because it's not always straightforward and again it's also uncovering some of the things that you start doing yourself so to speak and that mindset that we talked about. Each month we'll also have a checkup.

So at the beginning of the year you set financial and marketing goals and every month you will check out how far have you got with that, how many contacts did you make that month, how many events are





you working on, how are you doing on social media. Every month we also have specific months specific marketing tips and you can put in your own. So it really will help people. It's really using all the tricks that I've learned over the years to really get people to break down their bigger goals and to then to actually make that happen and take action and keep on track. Of course sometimes you go off a bit, but it's about what you continue to do on a day to day basis creating that business that you want.

Tracy: Awesome so how can we access this Dream Planner? Actually here's what I'm going to do. We're going to create a link www.flourishthriveacademy.com/dreamplando and you can go check out the planner that Patricia is creating. Sounds amazing because there's nothing better than having everything really in one place in my opinion. It's a physical book correct?

Patricia: Yeah absolutely. Again I think it's so important to put pen to paper and I find that with a lot of creative people we love thinking it through and it's a way of recording. The book can be quite personal of course. It can be a bit like a journal and we've also got a big wall planner [36:00] for the year so then people can plan out on that kind of more monthly or quarterly kind of level. We've got a 111 class. That's very much for 111 great businesses from all across the world I hope will really feel like hey this is a like-minded group of ambitious creative people and ambitious is a good word where we really will support each other, getting accountability that we all need to create that business that we want.

Tracy: Awesome. So go check that out over at www.flourishthriveacademy.com/dreamplando. We'll have a link in the show notes as well and on the blog post that goes with this episode. Patricia thank you so much for showing up today and for sharing with us your wisdom about how to be more productive and how to actually plan to reach our creative visions.

Patricia: You are very welcome. It's always great to hear you there in New York Tracy.

Tracy: Bye.

Patricia: Bye-bye.

Tracy: Thank you so much for listening to today's episode. Wasn't that awesome. Patricia is a wealth of knowledge. Make sure that you pop on over to the show notes over at www.flourishthriveacademy.com/episode64. We mentioned a couple of resources in there and I want to make sure that you can grab them all. In the show notes we're going to give you access to how you can find a little bit more about Dream, Plan, Do and then we also





have links to Seth Golden's book and also I know that we spoke a lot about systems and creating processes in your business. So we're going to give you a few resources to help make your productivity a little bit better in your business. So pop on over to www.flourishthriveacademy.com/episode64.

Thanks so much for joining me on today's episode. As usual it's been a pleasure to be here and until next time take care. This is Tracy Matthews signing off.

