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## END OF YEAR PLANNING PREP FOR 2017 WITH ROBIN KRAMER

### THRIVE BY DESIGN WITH TRACY MATTHEWS

*Well I think it's the numbers is the biggest thing that people avoid and actually the numbers are going to help you get to that next level by looking at them and really seeing what you have then you know what you need to do.*

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Tracy: Welcome to the Thrive-By-Design podcast. It's Tracy Matthews here and this is episode number 69 and today I have a special guest. Guess who it is?

Robin: Hey everyone its Robin. I'm so excited to be here.

Tracy: So it's very rare that Robin and I are in the same town however this year I feel like we've been in the same city a lot.

Robin: Yeah at least three or four times. It's been awesome.

Tracy: I know. So I'm here in San Francisco sitting here with Robin. We are planning our next year for Flourish and Thrive and so we thought this would be a perfect opportunity to do an episode all about end of the year planning prep for 2017. So Robin's a planner. I'm actually believe it or not a planner, like a huge planner. I might not seem like it because I have more of a creative bend but I love planning and I think it's really important to successfully running your business and also growth and if growth is something you're interested in I know that any time that I've started a year without a proper plan it's been really stifling and I can tell you that there are some times when I don't plan very well and my team is frustrated, my growth isn't what I exactly want it to be, and it has implications and ramifications when you don't plan properly and so Robin and I were both in New York for our Live event.

Robin: Which was awesome.

Tracy: I know it was awesome. The live event was awesome if you guys haven't checked it out you definitely should check out the recording because it was amazing but Robin and I got our team together for an all day meeting one day and we had Inta who is one of our Mastermind coaches come in and help us plan because that's what she... that's one of her strong...

Robin: Areas of expertise.

Tracy: Yes areas of expertise. One of her strongest qualities and we love her for that and we love having her a part of our Mastermind specifically for that but it also is a great help for us to really map out exactly what we are doing for next year and where we're going. So I'm





excited because we are going to walk you through some of the strategies I guess I should say and a few of the tactics that we used in that meeting and that we are also going to be using in our planning meeting for our Mastermind and our Diamond Insider's Club which is coming up soon. So really, really excited about that and excited to be on this call with Robin today because it's so fun to be on the podcast together.

Robin: I know. [03:00] I'm really looking forward and planning for the year is something I love to do so.

Tracy: It is something you love to do. Wait so real quick can you believe that we've had this podcast for over a year now?

Robin: I can't believe it.

Tracy: And that we're on episode 69.

Robin: And I think your voice is actually very; more famous than you are now.

Tracy: Oh wait should I tell that story?

Robin: Yeah do.

Tracy: Oh my gosh so I was at my photographer. A couple days ago my production manager went to Cuba so I had to actually do some work for her because I only have one member on my team and I ran up to get a ring photographed because this guy was getting engaged really soon and all of a sudden my back is turned towards the computer because I was talking with the photo editor and we were talking about the color of the stone or something like that. I can't remember and all of a sudden someone sort of like... she didn't shout at my really but it was sort of forceful like Thrive-by-Design, Thrive-by-Design and I was like so disheveled for a second and I was like what? I'm really focused on getting this piece of jewelry photographed and then I turn around and she's like I've been listening to your podcast for so long and she's like I recognized your voice as I was sitting in the other room with (04:09 unclear) the guy who owns the photographer studio which is super, super funny.

So apparently my voice is more famous than me which I don't really know I'm famous on this but if people are recognizing it I'm famous; not really. Maybe in the jewelry world slightly but anyway funny, funny story. We digress so let's dive in Robin. So we're going to jump right into the nuts and bolts of the podcast momentarily but before we do, before we kind of walk you through how to really have a great planning strategy and be prepared for 2017 we're going to walk you through those steps but I wanted to first let you know that you're going to be kind of learning a lot today and that we're going to be creating a really nice 2017 planning prep download. That's kind of a tongue twister planning prep download and you can grab that over at [www.flourishthriveacademy.com/episode69](http://www.flourishthriveacademy.com/episode69). That's [www.flourishthriveacademy.com/episode69](http://www.flourishthriveacademy.com/episode69). Alright we're going to





dive right in momentarily but before we do here's a word from our sponsor.

*Today's sponsor is Nina Designs. I love Nina Designs for so many reasons but primarily it's because they have really unique and incredible jewelry findings, supplies, you name it that are actually designed by jewelry designers for jewelry designers. That's right Nina Cooper is actually a jewelry designer, the owner of the company and so they're designing like a designer which is super, super cool. They have a variety of different kinds of supplies including charms, pendants, leather, tassels, silks, gemstones, and pearls you name it they kind of cover everything and Nina Designs is also amazing because for the past 30 years they've been inspiring beauty and creativity while still [06:00] caring for people and the planet. They're really a sustainable, awesome company and any jewelry designer would love to work with them and you should too but even more importantly we all want to work with good peeps and I just love Nina as a person. She's great. If you haven't listened to it yet make sure that you check episode #53 because I interview Nina who is rad.*

*But even cooler is that Nina is offering a discount for the Flourish and Thrive and Thrive-by-Design community off your order. So you can grab ten dollars off by using the code: THRIVE when you go to [www.ninadesigns.com](http://www.ninadesigns.com). So make sure you check out everything that Nina Designs is doing which is super cool and if you're joining us for our Live Event in September you are super lucky because Nina Cooper of Nina Designs is going to be one of the keynote speakers. Grab your discount, go to Nina Designs, use the code: THRIVE when you check out, all good.*

Tracy: Okay Robin are you ready to dive in?

Robin: I'm so ready.

Tracy: Okay so we know and Robin loves this first sort of step to having proper planning and to really be prepared. So Robin I'm going to let you sort of announce the first step because that's your favorite one.

Robin: It totally is my favorite one. It's about evaluating this year. You can't really plan for next year if you don't know how you've done this year. So this is the time to really look at all of that. You want to measure your success whether you increased or decreased kind of what has happened over the year.

Tracy: Yeah so what's happened over the year which is really, really great and as Robin said you want to definitely make sure that you're measuring your growth. So you're evaluating this last year because we're right now this episode is landing at the very end of November, early December so most of the years has happened. We still have December on the books to kind of go forward but we want to really be taking a look at our numbers now because if you start 2017 without any plan at all and you're diving into the year without knowing what you did for last year that can kind of be





counterproductive. So we want to make sure that we're looking now even though we still have a really busy month ahead of us with December and the holiday season to see sort of where we are and to evaluate sort of our growth over the last year or even our non growth if you had a decrease that's totally fine. No judgments or worries. There's a lot of reasons why that might happen but it's just having that knowledge and understanding why right?

Robin: Absolutely without... I always say you don't know what you don't know.

Tracy: Yeah you love to say that right?

Robin: I do, I do but it's so true.

Tracy: And knowledge is power.

Robin: Knowledge is power.

Tracy: And one thing that I can tell you when I had my wholesale jewelry business and I was selling to lots of stores and internally I knew that things weren't going as well as I'd hoped I really resisted ever looking at the numbers. I really sat my business back by doing that because once I realized oh it's really not as bad as I think or [09:00] this is where we are. This is how we're going to come out of this there was so much power in that and we were able to totally turn things around and it changed everything.

Robin: Absolutely. You know what Tracy if you're not having a super great year that's okay. If you don't know what's going on you can't fix it.

Tracy: Yeah exactly. That's a really good way to put it. If you don't know what's broke you can't fix it.

Robin: Right.

Tracy: Alright so you start by evaluating last year. So you have sort of like a number right and other metrics. So there might be a lot of metrics that you're measuring your business by and we're going to talk about that momentarily but you don't want to get overwhelmed. So you can start with one metric and then start to build upon your planning for the next year. So when Robin and I were at lunch earlier we were discussing oh that Robin had all these ideas well maybe they need to think about customers and maybe they need to think about customer service and all these other parts of the business. I said well why don't we start with one and then we can sort of build out those other pieces later. So in the planning prep download that we're going to give you there's going to be sort of an investigation evaluation so you can start thinking about those things before you just go all in on everything and then start to feel overwhelmed.

So basically you're going to take your number or evaluate what was going on last year. Let's just start with a number just because it's easier to work with numbers than other metrics that maybe are a





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little bit more fuzzy and then you're going to set a goal based on your desired increase for 2017. So that's the second step. So you want to set a goal. So you can think about it and I know that this is part of the evaluation process right Robin?

Robin: Mm-hmm (affirmative).

Tracy: So you're looking at what you did this year and for 2016 and then you might even look back as far as 2015 to identify the percentage of growth right?

Robin: Yeah.

Tracy: Or the percentage of decrease. Hopefully you didn't have one but if you did good to know right?

Robin: Yes and actually Tracy I like looking at two years so...

Tracy: Okay if you have two years of data.

Robin: If you've been in business for two years.

Tracy: Yeah.

Robin: Or if you've been keeping track of everything.

Tracy: That's the key right?

Robin: Right.

Tracy: The keeping track part.

Robin: Look at those two years and it really gives you some good indication of what's happening in your business.

Tracy: Yeah. I was talking to a designer who's doing over a million dollars in revenue or she surpassed that number a couple years ago. She will remain nameless but really successful business, super busy. She doesn't know what her numbers are for the year and I'm like girl you got to get that stuff wrapped up because think about how much more successful you could be if you just understood and were working more on your business with the planning piece than in your business just reacting to things. So it doesn't matter where you are this is a really, really important thing to do.

Robin: And I just want to add that if you keep track, if you get to evaluate your business you get to see where maybe the holes are or the successes are so you can actually change your focus.

Tracy: Yeah exactly.

Robin: Which is really helpful.





Tracy: Yeah. So that's so true because you might think that one [12:00] source of revenue or one source of effort let's just put it that sales effort or exposure effort whatever it is is bringing in a lot of your revenue or whatever it might be but it might actually be the fact that it's something else and if you don't look at that and you don't know then you don't know right.

Robin: Oh I've got stories about that. I won't go into it right now but I have lots of stories.

Tracy: Ooh I want to hear the stories. So when you're setting the goals you need to set your must have, nice to have, and stretch goals. So we talk a lot about stretch goals here but there's a baseline that you need to have probably to survive that you want to make sure that you're hitting that number whatever it might be and then you have a nice to have and then you might have something that's a little bit harder like you might not think that you're going to achieve it but it's a stretch.

Robin: Go for it.

Tracy: You're going to go for it right. So we do this at Flourish and Thrive Academy all the time. I also do this in my jewelry business. I know the number that I need to have in order to stay afloat, I know the numbers that I'd like to have in order to be more profitable, and then I know the numbers that I'd really like to have in order to stretch and sort of push beyond what I think is possible. So those are important things to know and you can do this with all the metrics. So if you have other metrics that you're trying to measure if its number of team member or if its number of customers that you have or the number of stores that you're selling to whatever it is. Maybe it's the number of blogs that you've been placed on. There's all different metrics that sort of lead onto it but I feel like in general all these metrics sort of lead up to typically a number. That's how my brain works. I know not everyone is the same way and money doesn't mean everything to everyone but find a way that works for you in order to organize and back it up that way.

Robin: Well and I just want to say numbers might not mean much for some people but it's what keeps you in business right.

Tracy: It is. That is true. Thanks for that little point there Robin. So the next thing that we've been specifically working on really diligently here at Flourish and Thrive, in my jewelry business, and this is something that I've been doing for a long time and I know Robin you've done this a lot.

Robin: Mm-hmm (affirmative).

Tracy: In your companies right too.

Robin: Always yeah. It's good to have... well should we tell them what it is?

Tracy: Let's tell them what it is.





- Robin: We want to break those goals out into quarterly like 90 day sprints if you will.
- Tracy: Yeah sprints. So Todd Herman calls them 90 day sprints, a lot of people call them sprints now. It seems like that term is kind of coming up but back in the day we called it break it down by your sales quarter so it's first quarter, second quarter, third quarter, fourth quarter but there is a lot of research and studies behind this philosophy of working in 90 day pockets of time that help you get to your success and your bigger goals much faster. Now you might have a big goal for the year. Let's just use the number 100,000 dollars just because that's the first thing that came to my head. Let's say you wanted to do 100,000 dollars in sales or maybe you've been in business for awhile and you want to do a million dollars in sales it doesn't matter but if you're looking at those quarters and you realize oh I only have to do let's say first quarter [15:00] 30,000 dollars to meet that metric you could break it down into what you need to do every month and you can sort of track past history to see and that smaller number of 30,000 dollars is a lot less overwhelming than that bigger number of 100,000 dollars so.
- Robin: It's so much more digestible and you can actually even from that 90 day as Tracy was saying you can even chunk that down a little bit more.
- Tracy: Yes.
- Robin: So you can really see and by evaluating; the first thing you do is evaluate right. By evaluating each quarter or each sprint you can really see where you need to spend your focus. Maybe you do a certain amount of retail shows during a certain timeframe and you might want to repeat that. So just take a look at that and think in 90 days.
- Tracy: Yeah and you could also... a lot of this really breaking down the goals can be based on historical data that you have for your business. So you might know that in the first quarter you're going to do a tradeshow or specific craft show or you know that there are some events like Valentine's Day if you're selling online or.
- Robin: Mother's Day.
- Tracy: Well that's in the second quarter but...
- Robin: Oh that's right.
- Tracy: Yeah. You know if we're talking about one quarter there might be historical events or things that you know that you do every year or maybe things that you're adding on or taking away and those are things that you want to be thinking about when you're doing the fourth thing which is mapping out how to get there. So that's all based on your history right and also what you know about what's coming up in the pipeline. So we have... let me walk you through the





first four. So its evaluate this last year and then you could also evaluate previous years as well to determine a percentage of increase or decrease. You can set goals based on your desired increase for 2017. Break out those goals quarterly so that you're working in 90 day sprints and then map out how you will get there and this is one of the most important parts.

So one of my favorite parts, I don't know about you about that planning meeting when Inta pulled us all together and she said okay so now; she was moving things along really quickly. She's like okay now we're going to talk about January through March. You have this number. What are we going to do to get there, what's coming in and so it literally got our brains thinking and we're like okay so we know we're going to have this much coming in from this part of the business and we know that we're going to be launching laying the foundation so we can set a goal for that and then we know that we have other things that are coming up or other trainings that we have planned that we might be presenting or whatever it is and so we were able to really look at that quarter and break it down based on events that we had planned or other things and then in the quarter that we came up short we're like okay so what are we going to do to fill this in. How are we going to do that?

Are we going to generate more leads for that particular thing that we're doing? Are we going to try to build X, Y, and Z? So you're always thinking about this. I know we're talking a little bit about Flourish and Thrive Academy [18:00] but if you want to relate it it's the same really philosophy but if you want to relate it to your jewelry business I know that in my custom jewelry business in order to hit a certain revenue number or profitability number I really look more at profits because I could design a 5,000 dollar ring and a 20,000 dollar ring and make the same amount of money on it if I'm selling someone a diamond because the diamonds have much lower margins. So I don't make that much money off the diamonds but if you're thinking about it in terms of that way I know that if I can book five clients a month that I will make my goal every single month. So you can think about it in different ways to understand what's in the pipeline and what you already have going forward and this is something that can be planned out far in advance or it could be more of a tool that you say okay so I know in January I'm going to need to get five clients in order to make my number.

But same thing with any type of business whether you have an online business you might want to be focusing on driving more traffic to your site and improving your conversions, if you're doing wholesale do you want to talk about that Robin?

Robin: Yeah if you're doing wholesale it's kind of the same thing as looking at customers. You're just looking at your accounts.

Tracy: Yeah.





- Robin: How many accounts do you have, how many accounts do you want to gain? Also I want to say that you want to nurture the accounts that you have.
- Tracy: Yeah and get like maybe it's like you're thinking about...
- Robin: Your reorders.
- Tracy: How many reorders you're going to get, when you're going to be booking appointments at the shows. So you want to evaluate everything that's in your pipeline. Maybe any tradeshow that you have, a new trunk show, any press hits that might be coming up.
- Robin: Bloggers.
- Tracy: Bloggers, all the stuff that you have. So we have some things that are sort of short lead and some things that are longer lead but you might know that you had one of our designers in our designer team I should say in our Mastermind just had a feature in Glamour Magazine for November and they knew that that was coming up so they were really preparing in advance and they projected what they thought they would make from that. So those are all things that you want to think about and you'll know some of that stuff a little bit further in advance and then some of it you won't. So you want to make sure that you're just preparing for that.
- Robin: Absolutely.
- Tracy: What else do you want to add to that Robin because I feel like I just talk.
- Robin: Well I think that the key here is prepare, prepare, prepare right.
- Tracy: Yeah, yeah but I also think a lot of it is really thinking strategically about how you can get there. I think for creative people... I mean you work with a lot of creative people what do you see? What do you see them avoiding when it comes to this mapping out process?
- Robin: Well I think it's the numbers is the biggest thing that people avoid and actually the numbers are going to help you get to that next level by looking at them and really seeing what you have then you know what you need to do and then like Tracy said think in product, think in how many pieces do you need to sell, or how many more accounts do you need to get? So that's really helpful looking at it that way.
- Tracy: Yeah.
- Robin: And I would say looking at history is super important. That's another thing I really think is really going to give you a lot of information.
- Tracy: Yeah.
- Robin: And a lot of just kind of feed and evaluating your whole business.





Tracy: The other thing too is we keep going back to this idea [21:00] of evaluating but part of this mapping out how you're going to get there; anytime I've grown in a business one of the things that I'm always looking at is what really didn't work and what worked really well because sometimes there's things that you keep doing and you're like well I've always done it so I'm just going to keep doing it but if it's not really working, you're not getting the right return on investment think outside the box of another way that you can meet your goal or maybe another strategy and a lot of this comes down to.. I'm saying out of but also out of and down to testing things that are going to work for your business because I hate to break it to you no one is me and no one is you and no one is Robin. Everyone is going to approach their business a different way. They're going to have a different comfort level on how they feel comfortable selling their product and they're also going to have things that they are really good at.

There are some designers in our community who are insanely good at building a community on Instagram and it's ridiculous. Mary from Garden of the Sun Jewelry has like...

Robin: 37,000.

Tracy: A gagillion Instagram followers.

Robin: Yeah.

Tracy: She posts one thing and gets tons of sales off of her Instagram thing. Now I do get sales from Instagram but I can't say that that's my number one driver of traffic whereas for someone else it might be. So you need to really think about what's working for you and if you're still not sure about what's working for you test, test, test, test, test.

Robin: I love that you said think outside the box.

Tracy: Yeah.

Robin: I think sometimes it's just putting that timer on, setting a timer and just brainstorming.

Tracy: Yeah well that's the last topic that we were going to talk about. It's the fifth part of the planning prep is that when you're mapping all this out you really need to set some time aside to focus on this. So you want to chunk out a time in your calendar within the next week. I know you're busy because it's literally the end of November. If you're in the United States we just had Thanksgiving and we're about to dive into all the holidays. Around the world there's tons of holidays going on right now so you want to just take some time. Think about your quietest day of the week, maybe it's even on the weekend. I know that well you might be working on the weekend I guess during the holidays at a trunk show or something but if you're not find the quietest day of the week that you can sit down, schedule 30 minutes to an hour, set a timer, and then start listing things out, breaking your





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quarters down in quadrants, and mapping out literally how you're going to get there so you're creating this roadmap that you can implement and then after that do you have any other tips for that? I know that we do this a lot but...

Robin: Yeah I would just say do it. Set that timer and then give yourself a little break too and then come back to it.

Tracy: Yeah.

Robin: Because thinking outside the box is really important and sometimes when you're just not used to it it's good to take a little break and come back to it and also see what other people are doing.

Tracy: Yeah. A couple of tools that really work for me because I get my best ideas right before I'm going to bed, in the shower, when I'm working out, [24:00] or right the first thing I wake up and I'm sure that there are other people who have their best ideas and anyway we called it... what did we call it today on the meeting? Tracy's almost brilliant ideas.

Robin: Something like that.

Tracy: Or somewhat brilliant ideas.

Robin: The burst, the burst of ideas right.

Tracy: I drive Robin crazy with my ideas but...

Robin: They're awesome though. It keeps us on our toes.

Tracy: I have so many ideas. So as creative people I'm sure that you are the same way too that you have so many ideas. So find a system that works for you to document those ideas and record them in a way so that you can come back to them. So I don't often have time to sit down on my computer to type things out but for me opening up a notepad on my phone when I'm walking around the city or at the gym or something I can just get a brain dump out and get it out on paper and I might not even ever look at that note again but it's just a reminder that it infuses in my mind that that was an idea to come back to or what I've started doing is recording myself. So I had a brilliant idea for an email I wanted to write for my fundraiser for Africa. So I just recorded my voice on a recording app on my phone and I was able to come back to that later when I wanted to actually write the email.

So it's the same thing with planning. If you come up in your most zone of genius creative time when you're coming up with ideas think about a way that you could document it if you're not in a place where you can actually write it down and think it through thoroughly wouldn't you say?

Robin: Absolutely. I think actually talking into your phone or doing something like that.





Tracy: I love it.

Robin: I think that's going to really... it saves you time. You don't even have to really think about it you just do it and come back to it.

Tracy: So I think my team on both sides is really annoyed with me now because they keep getting these random messages from me that kind of aren't totally, properly, grammatically correct because I started actually talking into the Siri on my phone to do regular texts or to talk into Slack because my thumb started hurting because I have so many ideas and I was writing them down so much but then also if you haven't noticed in the four and a half years that we've been supporting you at Flourish and Thrive Academy I talk fast.

Robin: Just a little bit.

Tracy: I can talk a lot faster than I can type so that's my fastest method of getting things out of my head. So another thing that I started doing which I think is a really great hack and I've been trying to get Robin to do this too occasionally is to actually use the dictation app on Google Docs or your computer. A lot of computer systems and applications have a voice to text application that can be used to get all that stuff out and into a document and in one place. So you can house it on a Cloud based system. If you have a Smartphone you can hook up Google Docs to your phone, you can use Google Docs on your computer, and then if you're out and about or something or picking up your kids from school and you have a brilliant idea and you're just sitting there, waiting there [27:00] you don't have to try and transpose it from a different place. You could just literally go right into that document, talk into your phone, it's transcribe and then you can clean it up later.

Robin: I know I love that actually. It's really helpful. So if you haven't tried it yet just give it a try.

Tracy: Give it a try. Alright Robin so what are your final words? I feel like I've been talking over you and you're the one who loves planning. So what are your final words on end of the year planning prep for 2017?

Robin: My final... I mean I just think you need to make time for it. I know it sometimes feels like there's not enough time in the day but make time for this. Maybe go do something nice for yourself.

Tracy: Yeah.

Robin: Take yourself out to lunch but take the time to do this. It will pay off tenfold in 2017.

Tracy: So Inta and Justin Crane, Inta our Mastermind coach, Inta Ivans who's one of our Mastermind coaches and Justin Crane who will be featured on episode #71 so stay tuned because that's coming up in two weeks have this great philosophy about how you can deal with this a lot easier and that is a four letter word. Do you know what it is Robin?





Robin: Oh my gosh I can't remember.

Tracy: Wine.

Robin: Oh how could I forget that?

Tracy: Light some candles, pour yourself a glass of wine, and look at the numbers and start planning.

Robin: Oh my God that's right.

Tracy: It's so funny. So when Justin came and spoke to our Mastermind's he was so funny. He's great and if you haven't checked him out make sure that you check him out. He has a book that's coming out and we're going to be talking about that on episode 71. He's really funny so make sure that you bookmark your calendar for this. He's just great and so as a gift for coming to speak to our Mastermind I sent him a bottle of wine of course because how could I not send him anything but a bottle of wine.

Robin: I know after that comment.

Tracy: Anyway thank you so much for being here today. I just wanted to give you a quick reminder that we have a great download for you and you can grab it over at [www.flourishthriveacademy.com/episode69](http://www.flourishthriveacademy.com/episode69). That's [www.flourishthriveacademy.com/episode69](http://www.flourishthriveacademy.com/episode69) and that's a 2017 planning prep download, a tongue twister. Okay what was your favorite part of the call Robin?

Robin: Oh my gosh this is one of my favorite topics of all time.

Tracy: I know right.

Robin: So my favorite part of the call gosh, I would say set goals based on your desires because your desires count.

Tracy: Yes they do, yes they do and so even though we talked a lot about numbers today there are lots of goals and metrics that you probably want to be tracking in your business so it's totally a personal thing and you have to decide what that means to you but just know that we are here to support you as your partners in business and thank you so much for listening to Thrive-by-Design. I want to thank our sponsor and then also we wanted to encourage you that if you really are enjoying the podcast we'd love [30:00] for you to share it with other people who are in the jewelry industry your peers, your co-workers, your friends, your buddies, your fellow jewelry designers or makers. So feel free to share this. You can share it on iTunes over at [www.flourishthriveacademy.com/itunes](http://www.flourishthriveacademy.com/itunes) or you can share it over at [www.flourishthriveacademy.com/podcast](http://www.flourishthriveacademy.com/podcast).

Thank you so much for being here today, Robin thank you for being here today.





Robin: Oh Tracy thanks for having me here.

Tracy: Yay. Alright everyone have a good one. Take care till next time.

Robin: Bye.

