



Forging Amazing Client Relationships with Robin Kramer & Andrea Li

THRIVE BY DESIGN WITH TRACY MATTHEWS

If you continuously foster relationships, they will always give back. It's just like planting a garden. You may not see yields right away but give it a summer and you'll have cucumbers the size of your head.

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Tracy: Welcome to the Thrive-by-Design podcast episode number 122. This is Tracy Matthews here, your host today at Thrive-by-Design. I'm excited for the show today because I'm not the host which is kind of silly, right? Actually Robin is going to be your host today and she is interviewing a really amazing designer from our community named Andrea Lee. Andrea has an incredible jewelry brand called Andrea Lee Designs and she is sharing with us some really great feedback about how she has built amazing relationships with clients, with influencers and with other people and how she is really used that relationship building that style that she has to make ongoing relationships that helped grow her business over the years. She is a very talented designer. She is also a member of our Diamond Insiders. She was at our Live! event and I was planning on releasing this episode many months ago but I decided to put it on hold because I think right now is a great time to have it go live right before the holidays. So I'm really excited about this episode and we're going to dive in momentarily.

But before we do I want to remind you if you haven't downloaded our Momentum Marketing Scorecard, you must do it now. We're going to start charging for the scorecard and I don't want you to miss out on getting this for free. It's a really amazing self-assessment to sort of help show you where you are and how you're actually doing in the digital marketing and e-commerce space so that you can build more sales online, start getting consistent sales online and also grow your business long term. So I would love for you to take it. I would also love to hear about what your score is and really support you in





your digital marketing and online business journey. Because I know a lot of you have been telling me over the years that you would really love to be ditching your shows maybe back out a little bit of wholesale or add some more revenue to your business by selling a lot more jewelry online. It is possible. We're going to show you how. We're going to show you why your online marketing strategy might be you know falling flat. This assessment is going to really clear for you so make sure you that you download it. You can head on over to www.flourishthriveacademy.com/MarketingScorecard. That's www.flourishthriveacademy.com/MarketingScorecard we'll also have a link over here at the show notes so you can grab it. If you're driving or whatever just make sure you head on over to the show notes over at www.flourishthriveacademy.com/episode122. Alright let's dive into this amazing interview with Robin and Andrea called "Foraging Amazing Client Relationships." It's going to be a good one. Two really amazing relationship experts.

Robin: Well hello everyone, welcome. We love having members who come in to do super shares. I'm so super excited today to have Andrea Lee with me today. Welcome. So I'm Robin Kramer, co-founder of Flourish & Thrive Academy and I'm joined here today with jewelry designer, Andrea Lee of www.andrealee.com and Andrea I think let's just dive in.

Andrea: I think we should. I definitely think we should. I guess a little bit about myself and my jewelry business.

Robin: Perfect.

Andrea: I started it in 2008, I really needed to shift gears in 2008. I was actually came off kind of a life crisis at that point in time. So the jewelry thing was born but not really born necessarily because I always designed jewelry, sold it in my mom's office when I was a little girl. So it's always been in my DNA and in my blood. I always knew that I had something that maybe we could turn into something more. So 2008 is when I kind of really started to get out there because before it had been a hobby and not something that I pursued with any kind of serious effort. So basically when I started out I didn't know anyone in the community. I was basically coming out of just hiding. I mean it was – I didn't know movers and shakers, other creatives in the community, and I started working in the Art District here in Denver which at the time in 2008 was kind of the epicenter of





the art scene in Denver as small as it was. This is all before Denver became a huge, huge boomtown that it is today. I was fortunate because I was in the epicenter where all of the gallery owners were there, all of the artists who were doing anything in Denver were there, you know I just started meeting people. I met a publisher, Richard ____ who turned me on to a gentleman who worked in the Denver Design District at an upscale furniture called Town and started selling out of there because they would host trunk shows for me. I got connected with Carla Wright Gallery. Their first Fridays, I started showing my jewelry in their gallery and participated in the First Fridays Here. First Fridays Here is a big art walk where all the galleries in this three block stretch would stay open late and serve wine. It attracts a ton of people who want something to do on First Fridays.

Robin: Andrea, I'm going to ask you because I would love for you to elaborate that you met this gentleman and he had a gallery, a furniture store so but how did you do it? You know I think one of the things because today we're talking about relationships and relationship building so what is it that – I know that in our past conversations, you love building relationships and that's really what transformed your business, really what's created your success, you're an incredible designer but without the relationships you know how do you build off of that? So what was it? What is your skill or your technique for when you do meet somebody, what is the interaction because you're clearly comfortable with that?

Andrea: Yes, you know I think really at the center of all relationships is a genuine interest in the other person and you know I don't ever go about my relationship seeking like what can I get from them. It's more just like get to know you and what is your business and what do you do and show an interest in what they do and through these types of conversation I really think that you form friendships and friendships form trust and trust allows other things to happen like, "Oh people are always – everyone is an entrepreneur, everyone is a business owner." So everyone is looking for new types of programming or ways to collaborate, even help promote their own business and you know once you establish these relationships of trust and friendship then it opens the doors for a lot of other things to happen that you guys can creatively collaborate on and do programming together that helps promote each others' business.





Robin: Well, that's great point. And also too it doesn't necessarily happen overnight, right? Sometimes, it does but most of the time ...

Andrea: It definitely does not – I mean I have established some relationships that didn't bear business fruits until much, much, much later but you hold on to these relationships, you keep them alive, you continuously meet for coffee dates or whatever without agendas. I think running into relationships too quickly with a specific agenda is really harmful because these things do definitely take time to unfold. I mean people are human and if you try to get to the point too quickly then it's a big turnoff. Imagine if someone came to you and the first meeting off the bat was a huge agenda. Especially before that bond of trust and friendship was formed so I think that is really the key is just having a genuine interest in your community because I have established relationships with club owners, restaurateurs, dance company directors, socialites, students even, I have done some photo shoots with students and you never know where that goes because these students become professionals in their industries. One of the students that I worked with moved to New York and she is actually making quite a name for herself in New York and she has always told me, "Hey if you're ever in New York, let me know, let's do a photo shoot together."

Robin: Wonderful.

Andrea: So these are the types of things that you can foster without – I mean definitely I was doing her more of a favor at the time that we did these shoots because she was still a student but you do these things because you have a genuine interest in helping others and seeing others thrive in what they are doing.

Robin: You're definitely speaking my language. [laughter] It's really the root of it. So with those relationships, how did it actually help you build your business?

Andrea: Well, those you know I definitely talked about how I believe that everyone is wanting to try to think outside the box and promote their own businesses and create new programming. So one thing just leads to another, one of the relationships I established here was a gal who ran the marketing and PR for Lotus Clubs which is one of the big conglomerates of clubs in Denver and you wouldn't think – how would a jewelry designer be connected to a club marketing director and how would that relationship produce anything but she ended up asking me to be a guest judge for some of the fashion shows which





lead to doing some fashion shows in the clubs of my jewelry and it helped her because it created programming for an evening for the club and it helped me to promote my business. So that was something that really kind of made sense.

Robin: When you say club, is that like country club or ?

Andrea: No, it was a dance club.

Robin: Dance club. Okay. [laughter]

Andrea: Yeah so I mean it was something that was great in the beginning for me to build my brands. I wouldn't necessarily say that would be something that I would continue to do at this point when I have kind of established my brand in Denver but when you're first starting out, any exposure is great exposure, and these clubs were some of the most popular clubs in town so they had great attendance. Even establishing relationships with _____ in our town even though it's completely unrelated to your industry is only going to help you because those people, I mean these relationships spider off in a way that you can't even imagine when you meet someone.

Robin: Absolutely.

Andrea: Because you never know and who those people know.

Robin: And where they go too, right? You know working with somebody.

Andrea: Right.

Robin: They could be doing some thing totally different that she was for the club so you know people spider off. I like how you said that.

Andrea: Yeah, they do. I mean here's a little diagram I made this morning trying to remind myself of the big influencers that I've met and kind of the people I've met through them and the things that have happened because of those relationships immediately and further down the road also.

Robin: Can you hold that up again. I like to say it's Andrea Lee's mindmapping. It starts who knows who and how did that happen.

Andrea: Yeah it kind of starts on a timeline of like the very beginning and then as the years have passed, I mean this is basically a very rough eight years of





relationships and honestly there's so much that I left out here. These are just key players but there are so many names that I could add to my map.

Robin: I love that. I love ... so if you're listening to this, definitely start mindmapping. [laughter]

Andrea: You know as you start establishing these relationships, you start kind of building your own methods of – because you start seeing patterns of “Wow this relationship caused this to happen and caused me to meet this person and” You know you can start from nothing. I started from nothing. I didn't know anyone in Denver. Now after eight years of doing this, I have established quite a few connections in this town and anyone can do it, you have to just start locally. I mean even your own friends. You have no idea if there is something with what they are doing. I have a friend who is a personal chef and she got a gig being the personal chef for all the Denver Bronco players. You know so there's that and then another one of my friends, his girlfriend is an Instagram star so we collaborated a little bit on doing an Instagram cross pollination type thing. So you start locally. You start with your friends and even just going out to restaurants. I became friends with some of the restaurateurs in town. Those relationships led to other relationships and so just going out there, I used to actually attend a bunch of galas because I figured that's where my target audience lived is galas and art openings. I started attending sometimes I would go to three or four art openings around town a night. I would get done with work and I would just get ready to go out and just boom, boom, boom attack all of these events and just started meeting tons and tons of people and started scheduling coffee dates and everything and just started to build relationships with these people.

Robin: And you're wearing your jewelry, right?

Andrea: I am, I am.

Robin: So when you're wearing it and people stop you, right? People stared asking.

Andrea: Yeah, people started asking questions and I mean I started being known as the jewelry designer in town. Some of these galas that I would attend lead to meeting some of my first big collectors. You never know. I mean I went to these openings because I was donating a lot of jewelry to a lot of these causes. So you get to attend them and also get to meet and network with the attendees. It was





a good calculation on my part to know that some of my clientele lived at these types of events but that's how you do things in the real world. So a lot of people talk about social media and identifying your dream client and you know the kind of web copies that speak to that person but for me how I did it, this was before social media was a big deal is I just went out there and did it in person and try to go to events that I knew that my dream client lived at.

Robin: And so to when you're doing that you get to practice the conversation because it's not always natural for everybody.

Andrea: No, it's definitely not and I guess everyone always wants to ask how did you get started, and people are truly genuinely interested in your story and I think that a lot of jewelry designers need to realize that you're not force feeding what you're doing down people's throats, people are genuinely interested in knowing. Where does your passion come from and they are interested. People are interested in creatives.

Robin: Totally.

Andrea: Because a lot of people who attend are socialites and stuff. They go to these events because they have a deep connection to the art scene but they are not artists themselves. So for them the novelty is what drives an artist and they are truly interested in your story.

Robin: Yeah.

Andrea: So that can really start to drive a narrative for yourself.

Robin: And gain the confidence and it's also too if somebody is not interested that's okay. They are probably not your client, right?

Andrea: Exactly, exactly.

Robin: So learning to let go of that but I love what you said that you would donate that you were really involved and you are still involved and what you donated those were marketing dollars that's how you looked at the product.

Andrea: Correct, correct.





Robin: So had your marketing budget but it was kind of you knew somebody was going to be wearing it.

Andrea: Exactly.

Robin: It's kind of the best marketing tool out there is having somebody else wear it and tell their story of "Oh my gosh, I know the designer, I met her and I was at this gala." So there is really some nice connection to it too.

Andrea: There is definitely. You know also part of it, part of donating the pieces was to further build those relationships that I salvaged because often the causes that I would donate to were the people that I had become friends with either the gallery owners or people who sat on boards for a lot of these organizations around town. You know are people who attend galas all of the time so you know I became good friends with a lot of the people in the gala scene in the non-profit sector and that was also part of just my way of giving back to something that they believed in because I truly did care about them and their cause that they represented.

Robin: It was very authentic and it still is.

Andrea: It was very authentic, yeah, exactly. It has to definitely come from an authentic place and people see that and they respond to that.

Robin: So you have these relationships, it's helped you create your business. You had mentioned that you work with photographers and others to create the content. So how did that happen? And you said you worked with some students who have now gone on and are making names for themselves but what other ways have you worked with others to do photography and other content help you?

Andrea: Oh absolutely, so you know getting into just meeting people mode or hyper mode I met just as an affect of meeting people in socialite scene, I met Georgia Benjou who is the fashion editor here for the 5280 magazine which is probably Denver's premier magazine. And through her I met other publishers and other designers because a lot of the publishers were working with other designers to create content for their magazines, doing editorial photo shoots and then I started meeting hair stylists and makeup artists and models and through all of these relationships that I started forming people started paying attention to what I was doing and started asking me for jewelry to style shoots with and it





just kind of exploded from there. My jewelry is very editorial and has a big presence on camera so I think that was one of the reasons why I got asked so much to loan jewelry but also it was the relationships that I had formed. I mean I was very active. I mean I was going to everyone's fashion show. I met all the old guard of the fashion scene that I met back in 2008 who were kind of the pioneers to the fashion scene here I befriended and attended all of their fashion shows and became a huge, huge, huge supporter of everyone in the fashion scene and helped them to produce their own fashion shows and then was asked to be a part of their fashion shows. Again the authenticity of wanting to be present and wanted to be a huge supporter of all of these other creatives that I really believed in and formed really tight relationships with and friendships that I still have today, very tight friendships. It became its own vehicle for my own business after awhile and after awhile I even started having my own shows where I wasn't just supplying the jewelry for other designers but I was actually the main player with just my jewelry. So over time again over time these things if you continuously foster relationships they will always give back. It's just like planting a garden. You may not see yields right away but give it a summer and you'll have cucumbers the size of your head.

Robin: [laughter]

Andrea: [laughter]

Robin: I love that image. That's fantastic. And so it's not overnight. It doesn't happen over night.

Andrea: It definitely doesn't happen overnight and I think you need to keep your expectations realistic but also understand the power of these relationships over time. It's a very, very powerful force like a tsunami just starts out as wave in the ocean and by the time it reaches shore, it's a formidable force and that's how these things are. They start out small but then it gains momentum after awhile and it's something that is undeniable and it will just happen if you stick continuously fostering those relationships.

Robin: So what would you tell other designers about relationship building?

Andrea: That they are pivotal. They are so important because not only can it help your business over time but you also will have mentors that are mentoring you in your journey also which has been – I mean I couldn't be where I am if I didn't





meet some of the people that I met who didn't have a direct hand in my bottom line or helping jewelry sales but gave me a lot of advice on what I could improve upon and you know staying really open to those types of conversations I think is really key because I think sometimes we are so closed off or we think that the way that we're doing it is the proper way. I think even in the beginning for me, my ego was a little bit in the way and once my ego got out of the way and I really started listening and being quiet with what people are trying to tell me, I think that's when things started happening for me. So always be gracious to everyone in your circle. You know thank you cards. If someone helps you out with something, always a handwritten thank you card will never, ever go out of style. Just the sense of gratitude, I think is really important too.

Robin: And with having these relationships what has in addition to sales like the mentorship and being able to mentor others, what have you really enjoyed the most about it?

Andrea: Oh just the amazing amount of community and the fact that we all collectively help each other. We do all of these projects, all of these runway shows, all of these photo shoots because we're all collectively trying to create something really beautiful creatively together. That sense of camaraderie is really special within your own creative community in whatever city you live in because everyone is trying to do something cool but the voices of many is way better than the voice of one. It's way more impactful. I think that creative collaboration type of spirit has really driven Denver's creative community from being a small thing that no one really paid attention to something culturally that is much, much bigger now. I think that was through all of our efforts of you know helping each other and creating a scene together, basically. I mean this was something that we all did collectively.

Robin: So with your fellow Diamond Insider members here, kind of from a productive standpoint you've created these relationships, you're reaping the benefits of these relationships so starting out where would you tell them to go first? I mean as far as an opportunity, you had mentioned galas and art gallery openings and things like that. Are there other unexpected avenues and places?

Andrea: Well, I mean restaurants. I mean my favorite restaurants I would befriend the restaurant owners. A lot of – you know Denver is very unique in the sense that there is not a lot of chain restaurants or chain boutiques or anything like that. A





lot of these businesses are small business owned and locally-owned businesses so even when clothes shopping on Larimer's Square, there are a couple of boutiques that I really loved that I got to be really good friends with the owners; same with the restaurants that I would attend. So any places that you just go because you love going there, shopping, going out to eat, just like anything that is part of your regular day even people in coffee shops maybe your local coffee shop that you go to every morning. It's just endless the places that you can start and you can start with the places that you already go to and start forming and establishing relationships because you just never know if your barista will know someone who can help you or can connect you in another way that you never would have originally thought. So I would just say start locally and start with the places that you already go and start with your friends because you have no idea what your friends are into or you have an idea but you have no idea the connections they have that they can maybe provide for you.

Robin: And also share with them. Right?

Andrea: Yeah, absolutely.

Robin: Share like I'm growing my business and I grow by referral and maybe I'm looking to meet so and so do you happen to know that person? So I think sometimes there is this fear of talking to people.

Andrea: Yes.

Robin: The fear of maybe somebody not being interested in helping and just letting go of that because not everybody will. Then also just you never know who that person is connected to like you said, where it could be the barista, it could be the daughter of the writer of the fashion section of the paper.

Andrea: Exactly.

Robin: You don't know. So the exercise you did, the mindmapping you did. It seems like just a fantastic way to really look at who do you know and even if you haven't met somebody yet, you can start with okay here you are, you're in the middle or at the beginning and who are your connections and then you get to add to it. It's probably my biggest joy in this industry is the people.

Andrea: Absolutely. I mean hands down. People build businesses and as Melissa at Compliment says, "We rise by lifting others." It's so true and it's two way street.





Another thing that I would suggest too is as you are out in the world trying to salvage all of these relationships, wear your jewelry. That is like a walking billboard. The reason that I was able to kind of make the initial contact to start building this, I wore my jewelry and it was a conversation starter. Everyone is like, “Andrea the one with the crazy jewelry all the time.” It became part of my signature style and it was great. I mean it was definitely just free advertising for me. Especially when you meet people and you tell them, “I’m a jewelry designer.” They always look at that you’re wear. You made that. First question out of the gate is always, so you always want to be wearing your stuff, “Yes, I made this.”

Robin: The other thing too, it’s great to have your cards on hand and pass out your cards but I would encourage everybody to actually for their business cards or ask for their information to just say, “You know I would love to the next show I have or I would love to send you information about my website” or you know but take their information because people get business and following up might not be the first thing they do but when it’s appropriate or when you feel comfortable with it. But if they ask you for your business card, get theirs in exchange as well.

Andrea: Absolutely also you know judge the vibe, I mean if you’re really vibing with someone right out of the gate, exchange numbers, set up a coffee date.

Robin: Love that.

Andrea: Set up a coffee date right there on the spot. If you’re really feeling it and they are feeling it why wait, just – I mean almost every time that I have made that judgment call, it’s like yeah let’s do it you know when are you free next week and both of you are there, you have your calendars out. You can just schedule something right there.

Robin: So how would you go about doing that? And I want to do a little roleplay here because sometimes people are a little apprehensive so if you’re really connecting with somebody would you say, “Hey I would love to grab coffee with you next week.”

Andrea: Absolutely. I mean it’s just that simple. I mean and they can always say no but they usually don’t. I mean I don’t think I have ever been turned down when I ask for a coffee date but I mean it’s usually with people who are looking to - they





are on the same place where they are really open to a new relationship or exploring something like that. I mean you will meet occasionally some people who are like, “I feel like I’m too established to meet for coffee” but you don’t need those types of people in your life. Right?

Robin: [laughter]

Andrea: [laughter]

Robin: So true, so true, right?

Andrea: Right, exactly. It’s a great weeder out there. But most of the people I’ve met are just really beautiful people and I mean I think at the end of the day you just have to give people the benefit of the doubt because most of them are just lovely humans.

Robin: Absolutely. So kind of like in conclusion here, what I would love is and I’m sure that everybody else here too would love to know, you’ve been in business for awhile, you’ve really kind of jumped in the last few years really wholeheartedly like really ready to take your business to the next level. I’ve seen lots of changes since you joined the Diamond Insiders; it’s been really wonderful to watch your passion because you hit some road blocks too.

Andrea: Absolutely, I mean there is no journey without a few potholes, absolutely not. Those potholes are very valuable in the sense that they redirect you in better and more productive ways. Also just teach you what you might have missed and maybe do better in the future and they are extremely valuable learning lessons. So don’t get discouraged when you hit a pothole because everyone does but you pick yourself up by the bootstraps and you keep on going and you’re better for it in the end always. You may not see it immediately but again the whole time thing.

Robin: Absolutely. Great, great. So with establishing really great relationships, with building relationships is it safe to say you’ve grown your network?

Andrea: I have absolutely. I mean there is no question about it. I mean my map started with one person. That one person has spidered off into the rest of that. So yeah.

Robin: So then through that you’ve grown your sales.





Andrea: Absolutely, absolutely because a lot of these people became buyers and a lot of the people they know became buyers and so yeah, I mean relationship building is so key for building your business on so many levels. I mean everything is built in a business around relationships, I believe.

Robin: I agree.

Andrea: Especially because you're an independent designer and people are buying into you as much as they are buying into your product. Your product and you become synonymous after a while and your relationships are the driver for everything in your business.

Robin: Oh my gosh, I love this. I totally agree with you because when you start off and you start off in your own network, it starts building on itself. You build your sales, you build your marketing because people are talking about you but you can also meet people who are bloggers or who work for the local paper or want to do a story on you; maybe they are at the gala and they noticed your necklace. There are lots of different avenues. Then you've got the social media aspect too because you can blog or you can post about all of these things that you're attending too, right?

Andrea: Absolutely.

Robin: It gets them more business because you're sharing what they do.

Andrea: Well also with social media too, a lot of these creative photo shoots, you're working with a team of maybe half a dozen people; hairstylists, makeup artists, photographers, models so everyone is posting on IG that photo shoot and everyone is tagging everyone. So that content isn't just getting blasted to your followers, it's getting blasted to your followers and everyone else who is involved in that photo shoots followers because everyone is cross tagging everyone.

Robin: Which is awesome.

Andrea: It's great you know. So just doing these creative collaborations together is getting you seven times the eyeballs on your work by doing that.





- Robin: So fantastic. So as we wrap up here. What would be your final advice to all the designers out there who are maybe a little apprehensive about relationship building and where to start?
- Andrea: Well, I mean you got to just kind of hunker down and just get out there. I know it's really much, much harder in practice for some people and it's easier said than done but you really do need to just get out there and get your name out there, start meeting people and take a friend, bring a friend if that's something that is easier for you. I went out on my own but if you need to bring an entourage, bring an entourage. But just get out there, start meeting people, start striking up conversations, wear your jewelry because a lot of conversations will just spark up naturally just by someone commenting or complimenting you on what you're wearing. Try to get over the fear of talking to others because it does get easier over time, also, I'll just tell you that. Once you start getting yourself out there and you start practicing how to be sociable and all that, it starts to get a lot easier especially when you start seeing the fruits of your labor and you're like, "Wow this is actually really effective. It's really working." It's kind of like being on a weight loss program. You lose a couple pounds, you're like, "Oh okay, this is working." You start getting encouraged by results and that's what will definitely happen once you start getting yourself out there.
- Robin: Absolutely, I love the results. I kind of have this vision of taking gold stars and pinning them somewhere, right?
- Andrea: Exactly.
- Robin: Did it. Did it. Awesome.
- Andrea: Did it.
- Robin: It's always a treat to talk with you. Thank you so much for sharing your experience and your perspective on relationship building and so excited to have you here.
- Andrea: Pleasure, thank you so much for having me.
- Robin: See you in the Facebook group. Bye everyone.
- Andrea: Bye.





Tracy: Wasn't that awesome. It's Tracy here again. Andrea actually did this super share in our Diamond Insiders community a few months back and I've been really meaning to share this with you. This is just some of the awesome stuff that goes on in there. We have designers kind of sharing what they do and Robin and I supporting you so it's super fun. Once again just a reminder make sure that you download the Marketing Scorecard if you haven't yet and you might be wondering why I created this amazing scorecard because it's several pages long, multiple pages long I should say. I'm really passionate about helping you see sort of what you need to do and what is missing in your online and digital marketing strategy because a lot of you have been saying, "I have this website and no one is shopping on it and I don't get why." This was designed specifically to show you what's missing so that you can fill it in or get support from us to help you move the wheels in motion and move things forward really quickly. That's exactly why we decided to create or SOS coaching program that's specifically designed to help you with your digital marketing strategy and help you accelerate your online business and get consistent sales every single day so if you're interested in learning more about that. We would love to chat with you. We are near capacity for the program but we still have a few spots open. If you're interested in learning more head on over to www.flourishthriveacademy.com/SOS that's www.flourishthriveacademy.com/SOS and you can apply for the program if you're interested or if you're still not sure if it's right for you, you can set up a time to get on the phone with one of us and we'll walk you through and help you decide if SOS is for you or not. So we're looking forward to supporting a bunch of designers next year. It's really exciting the kind of response we got once we released this. I'm very, very excited about it. So head on over to www.flourishthriveacademy.com/SOS to check it out. Alright you guys, take care until next time.

