



## How to Build Recurring Revenue with Jewelry Subscription Boxes with Michael Adams

THRIVE BY DESIGN WITH TRACY MATTHEWS

*"This is the time to do it, and just go for it. There's no perfect time, just do it, take action, get feedback along the way and learn the lessons as you go."*

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

Intro: You're listening to Thrive by Design, business, marketing, and lifestyle strategies for your jewelry brand to Flourish & Thrive. . Let's get started.

Tracy: Welcome, welcome to episode number 150 of the Thrive by Design podcast. Hey there, it's Tracy Matthews, your host today and the Chief Visionary Officer over at Flourish and Thrive Academy. I love being here and I'm even extra special excited today because yesterday was my birthday, and you probably heard on episode 149 that I was giving away an amazing birthday gift and you still have an opportunity to grab it, but you have to be fast action and grab it soon. Head on over to [FlourishThriveAcademy.com/TracysBirthdayRocks](https://FlourishThriveAcademy.com/TracysBirthdayRocks) to grab your free gift, and it's a surprise, I'm not revealing it on the podcast, you have to go over there and see what it is for yourself. But it's definitely going to give you some great tools to build your online business and I'm very, very excited about it and excited for you to actually get in on this amazingness. Well today is no exception, we're going to have an awesome episode because you've probably heard over the last couple of years, or maybe not, that it's really important to build recurring revenue in your business, and for those of you who are unfamiliar with what recurring revenue means, it is a subscription models, money that keeps coming in every single month that you don't have to pitch and focus and sell again. So it's like automated money coming in every single month, it's not that you don't deliver something, but it is a great way to get, kind of guarantee your income and know exactly what's coming in. This is a great benefit for you who are trying to build your cash flow, build up your business and create financial security for yourself. Today I'm talking all about subscription boxes. In particular, how to build recurring revenue with jewelry subscription boxes with Michael Adams. Michael Adams is the designer behind





Gourd Jewels, he is also a member of our SOS coaching program, and this episode is really fun. He's a super soulful guy, he just had a baby and he's doing great stuff for women with his subscription box for a really important reason, which you're going to learn about in today's episode I'm really, really excited about that, and I'm excited to kind of walk you through Michael's journey for a variety of reasons, We're going to dive into that in just a moment, but before I do I wanted to share a little bit more about our sponsor.

Our sponsor today is Flourish and Thrive Live. Flourish and Thrive Live is our live event hosted here in New York City. It's being hosted September 26th and 27th in the greatest place ever, New York City, which all you are going to say, but in a really amazing venue called Yotel, they have a great outdoor patio, we had our event there last year and it was a huge blast. Flourish and Thrive Live is an awesome opportunity for designers to connect with their peers, for you to meet influencers, to get really savvy on not only the business side of things for your business, but also to focus on making those connections. Last year we had a designer connect with Uncommon Goods buyer, and she texted me earlier today and said that she was so busy. She promised to get back to coaching as soon as she was done filling these orders for Mother's Day. We had another designer who's that regular, several other designers I should say, who've been regularly featured by some of the PR influencers that we had at the event last year. So it really is like an opportunity for you to connect and make these important connections for your jewelry. In fact, that's what the entire event is about. Our theme this year is connection. We are bringing you some amazing sponsors, amazing speakers, amazing people, not only to you host you in keynotes and to chit-chat with you and teach you about the best ways the newest things that are coming out in online strategy and digital marketing strategy, but to also, especially for your jewelry brand I should say, but to also help you create connections and real relationships with people so you can build your business effortlessly and easily and be super excited about your jewelry business again. If you listened to my episode last week, it was all about how to quit, how do you know when it's time to quit or lean in. Today we're talking about leaning and diving into subscription boxes, and this live event is really about helping you lean and create those connections that are going to continue to help you build your business.





Alright, so I don't want to hold out Michael anymore. Michael has a great brand, he is not only a coach but he is the founder and designer of GourdJewels.com, he has a great business model that is based all around recurring revenue and having subscription boxes, he's working on different levels, he just did a launch even after this episode went live that went very, very well. He has a lot of members buying jewelry every single month with a message, and he's doing a great job at it. So he's going to walk you through the way that he set his subscription box up, how he's trying to diversify the offering, and he's going to be walking you through different ways and different ways to think about how you can do it for yourself. He's also offering you a really amazing resource at the end, so how that linked in the show notes, so make sure you grab that and download it for sure. Alright, let's dive in.

Tracy: Today I have a very special guest on the show. I am so excited to welcome Michael Adams. Michael, thanks so much for being here today.

Michael: Thank you Tracy, excited to be here.

Tracy: I am so excited to have you because you joined our SOS coaching program last year and we launched it full force in January and kicked the year off with a bang, and I loved it because you started the program because you were working on building your subscription jewelry program out on your website, and which is something so different and so unique that a lot of people have heard about or talked about, so I really wanted to have you on the show because you shared some really amazing wins like that and some really fun thing about how you're building a recurring revenue in your business with a subscription jewelry box. Thanks for being here and sharing your story.

Michael: Thank you, I am beyond excited to be here and SOS is going amazingly, you are doing a fantastic job, and the coaches are doing a really great job as well so I'm just privileged and honor that I found the program when I did.

Tracy: Awesome. I'm so glad that you're in it, because you are just such a bright light. It's always so fun to have men in the program, as a jewelry company we have primarily women following us and a few like super awesome guys like you, Michael, and so it was really fun to sort of hear your stories. Your jewelry company is called Gourd Jewelry, and you can find Michael over at GourdJewelry.com.





Michael: Gourd Jewels.

Tracy: Excuse me, I keep saying it wrong. GourdJewels.com, we will make sure that we make a note of that in the show notes, GourdJewels.com

Michael: No problem.

Tracy: Anyway, you just had a baby girl.

Michael: Yes.

Tracy: You just had her, so you guys are like staying up all night.

Michael: Oh, yes. My wife likely has some time off of work, but we're making it work. She's a beautiful joy that I'm just honored to have and then time I feel myself getting a little frustrated with lack of sleep and the crying and everything I just say, "You have a baby girl, you have a baby girl, you have a baby girl."

Tracy: Affirmations, here we go.

Michael: Yes, yes.

Tracy: And her name is Lakeland. What's her middle name, again?

Michael: Lakeland Amrie Adams.

Tracy: So pretty. Such a beautiful name, I love it. Let's just start, like I do with most interviews. I wanted to hear like a little a bit more about your journey into jewelry and kind of how you evolved into this subscription box program.

Michael: Sure. Well again, thank you everyone, my name is Michael Adams and I recently launched this jewelry subscription box back in 2017, and with the intention that I wanted to make this just a general subscription, I had this idea in mind for about a year and a half, I sat on it and finally I went full force with it. One of the big wins is that just in just a short six months I've been able to generate over \$20,000 with this subscription box, and that's based off of anywhere from 40 to 60 customers. I think I'm at a point where it's just set to take off and grow my numbers, but I think that this is something that almost every jewelry designer could add into their business model, just because it works so well. I'm excited to share a little bit more of that. I represent the Hopi Tewa people of northern Arizona and was born and raised on the beautiful rural Hopi Reservation





landscape. My heritage for sure strongly influenced my jewelry making a journey and provides me much inspiration to continue. For me the Hopi culture is traditionally a matriarchal society where women are emphasized just with so much more value than the men, as they are pretty much the foundation for all ceremonial and cultural activity. So for me it's necessary for the family unit to have strong matriarchs, and that's what bonds the family together, kind of holds family as priority in her life and she feels a sense of pride in her role as mother and caretaker. For me jewelry design, creating these symbols that reflect her heritage and identity are just as important visuals as they represent her style and they tell the world, "This is who I am, this is where I come from." For me that's the person that I create for.

Tracy: That is so awesome. I just got the chills because you have such a beautiful description of your dream client. Right?

Michael: Yes.

Tracy: This is a great example of how you can clearly identify who your dream client is, and then design jewelry that looks like it's made for her, which is awesome.

Michael: Thank you, yes. So that represents my dream client that I've been really forming in over the years, and pretty much she's my wife.

Tracy: That's so sweet.

Michael: It started from being my mom, but evolved into being my wife. I've been creating jewelry since 2012, just basically as a side hobby, attending several art shows a year, and I created my first piece of jewelry around 2010 as a gift for my wife. I was previously a painter and wood carver before that. At this point in our lives Valentine's Day was coming around and I want to create something special for her, and I knew that she loved jewelry that reflected who she was as a businesswoman and she also was looking for an alternative to silver jewelry, as that was heavy on her ear lobes, I hear her complain sometimes. So I took a piece of a gourd, the squashed gourd and I was working with it as a medium at the time, and I took a piece, I cut and shaped two pieces exactly, painted, designed them and gave it to her as a gift and she loved them. Her friends started asking where she got the pieces of jewelry that she was wearing, and she fell in love with seeing how they looked on her, and then her friends started asking about her. The rest is history from there. I kind of fell in love with being





---

able to see my jewelry on women and knowing that the beauty and confidence it brought to them, being the wearer. That was pretty much the journey, I said, "Okay, I'm going to do jewelry now."

Tracy: You're like, "I'm doing this." I absolutely love that. It's a beautiful story. You talked that you had this idea, that you were sitting on it for a few months to start that, or several months actually, to start the situation box. What was really the inspiration for that? Like empathies behind it. What got you over the edge to kind of start doing that and how did you pull it off?

Michael: I got the idea for the subscription box about two years ago and I sat on the idea for a year and a half, as I was in the final stages of my previous career as a school counselor in a high school. As I started to dream about the type of life that I wanted for my family and myself, I realized that I needed to work differently in my schedule. I decided to end my career in the school system in June 2017 and jump full into launching my idea and expanding my business. One of the basic reasons I feel is that my daughter Serai, which is our oldest one, she's almost two now, and she... I'm thinking as a parent and learning about my actions speak so much louder than my words, and so I started to think of the long term, what I as a father wanted to represent you her. I knew that one day I'd be telling her, "Follow your dreams. Follow your passion." I'm going to be telling her that one day, and so for me to not live that, I was like, "I can't not do that, I have to step outside of my comfort zone and really take this on and really show her what it means to follow your dream. I told my wife I was doing it. Fortunately we saved up a little so I could make the jump, make the leap, and I did it and in August... I ended in June, and come August, September is when I officially launched the subscription knowing exactly how I wanted it, planned out and just said, "I'm going for it, no matter what." Thankfully I was also a doing a late start in Marie Forleo's program, and she was talking about, one of her questions was, "What is the one thing you could do ten years from now and look back and thank yourself that you did it?" And one of her questions was worded like that, I said, "You know, I would be that subscription..." If I did not do that I would kick myself in the butt so much. "I'm going to it." And so with help of just different things in my environment I said this is a time to do it, and just go for it. There's no perfect time, just do it, take action, get feedback along the way and learn the lessons as you go.





Tracy: I love it. So I didn't tell you this before the interview, but I was thinking about doing a subscription box about ten years ago. My sister and I were playing around with the idea, like how can we get people to have like have membership or join. Somehow create this recurring revenue every single month. One of the things that we really struggled with was figuring out how to actually structure it so it made sense. So how are you structuring your subscription box to make it exciting to your customers like every single month, and how often are even shipping new pieces, how are you providing something new each month to keep them engaged, and what have you found as sort of like that sweet price point that you can build upon?

Michael: Got you. I've been in this new area of my business, and I've been researching it for that whole year and a half, just looking at different companies and how they were doing it and how I would incorporate into the jewelry realm. One of the first questions I started asking myself, thinking about my dream client was there have been so many return customers who I've dealt with in my six years in business, just as the hobby level, who've been asking for something special. So I started just to ask what can I do to give them that experience, how can I make the jewelry buying process an even better experience, how could I offer words of affirmation and empowerment which is what I really like to do, how can I add that in somehow, how can I create a community around this idea. That's something that I'm currently am shooting for. What if I could design a single piece a month and deliver it as a subscription box. I would have a way to create consistent income and have more time with my family. I wouldn't be jumping from order to order to order, I will get to design what I wanted. That basically was the foundation elements of this. "Okay, if I can put it into place, this is how I can make it happen." So how I launched it, we started launching the idea. I created one, just a piece that I thought, "This is amazing, this is an amazing piece." I shared it on my social media, which is my Facebook page, and that's usually how I draw a lot of traffic and attention. So I shared this piece and I did a giveaway to my fans on there, did a little contest. For me, contests are how I have been drawing attention and excitement to any new product or launch. So at the time I would do the "like, comment, share" contest and pick a random comment. So with this piece, I had a high interest from people, they say, "I would love to buy, where can I buy? How can I buy it?" I was just kind counting up the numbers of people who are interested, I said, "This idea going to work for this piece to the launch the subscription box with." From that I knew





that there would at least be 20 people who would jump on the idea just for that piece, alone, so I said, "Okay, this is going to work." Around one to two weeks I did around one to two weeks of social media posts just on Facebook only. I don't even know why I ignored my email list, but I actually did. I did. So it just social media posts on Facebook. No ads were taken out, it was all just organic traffic, but I built curiosity and excitement for announcement. I just wrote a little post that said, "Something's coming on this date and this time, I'm not going to tell you what it is, but it's going to be really awesome." I just built that for about one to two weeks. Did a couple more giveaways of the piece. As I prepared for that particular day I have created a nine minute video that basically explain my vision of the idea. I used iMovie and created a video of my story and my special announcement, then as I prepared I said, "Okay, what I'm going to do is I created this video." It had nice little transitions in the movie, had little captions, it was really nice.

Tracy: Love it.

Michael: I was like, I'm going to get my phone and I'm going to go live from my phone, and then point it at my computer so that it can, and just play the movie on the movie on the computer. I had this weird system going to set up that day, on launch day, I hit play and I kind of stepped away for a minute, I was super excited just that moment, you don't know what's going to happen.

Tracy: Yeah.

Michael: My wife was at the door and I was telling her, "Be quiet, be quiet. The house need to be quiet, there's something going on live." She was like, "Okay, okay." So as I began to watch it, it was about ten, nine minutes into it, I noticed that there was a bunch of comments coming up, "I can't hear it, I can't see anything."

Tracy: Oh my gosh.

Michael: I was like, "Oh, no." It was just at that day that technology decided not to work for me. I was like, "Oh my goodness, what am I going to do? I worked so much on this video and everything." I said, "You know what, the best thing I can..."

Tracy: Was it that it didn't have the sound on or was it something else?

Michael: It was internet connection, I believe.





Tracy: Oh, no.

Michael: I don't know something was going on a day, but what I decided to do is just take that portion that I had of myself which was just a talking head of me speaking about everything and the story and just upload that. So it's nine minutes of me speaking as a talking head and I uploaded that and I said, "Sorry everyone, watch this one." Within a couple hours I had 42 women sign up.

Tracy: No way, that's amazing. You're like, "Why are people signing up?" They're like, "We can't hear you." That is so funny. That is so awesome. So you said you didn't even email your list. Have you ever used email to build the subscription now that you kind of have subscribers?

Michael: Yes, well I have my email list being built and growing right now, and right now I'm actually a week from re-launching, and so I'm going to do a launch which allows me to bump up my price, and I'll eventually end up at around 147 a month, which is the true number that I was shooting for.

Tracy: Great.

Michael: I'm going to have people buy into different price points as I go through the launch. We'll jump from \$59 to \$77 to \$97, \$117, I'll just make those little jumps and then I'll add in kind of scarcity and some limited quantities along the way so I can get people into the subscription along the way.

Tracy: So on the top tier, like what do they get as like a benefit of being in one of the upper tiers?

Michael: So far boxes are designed like, I mean there's so many things that I would do, I can share with everyone I would do differently, and I will get to that question, but for me the boxes are our design, they're special, custom engraved boxes that go out each month, and there's also a custom designed card explaining the design, there is the exclusive piece and inspiration card connecting the design with the story, then sometimes I'll add in a surprise gift, but my goal really is to "how can I wow them even more than I did last month".

Tracy: Great.

Michael: Wow them more than I did last month, so it's constantly putting that pressure on myself to kind of do better every month, and so far we've maybe had up to





six... I mean I didn't other marketing after we got our 42 people, it was just word of mouth from my current clients that brought, shot the number up to 60, 60-something ladies. Right now they're, I think maybe... There's a thing called turn rate in subscription boxes which is the amount people that drop off, and we probably had around six or seven, and so that's like a 10% turn rate, it's really low and so I'm doing something good, so I just need to get better at getting my systems together.

Tracy: Okay, that is awesome. What is your goal number that you're trying to eventually?

Michael: I have 802 by next February, so that will be a year in SOS, and...

Tracy: Let's do it.

Michael: That's what I'm shooting for.

Tracy: Okay, I love it. You're so amazing. I want to get to the lessons question because whenever we're doing something, there's no way that... We always make mistakes, and I think the difference between successful people and those that really struggle are that the successful people just keep trying and they learn from their mistakes, they keep moving forward and they don't let the mistakes kind of get them down. But, you know, we got to like take it as a lesson. So what are some of the mistakes that you made what would you've done differently?

Michael: Yeah. I would actually... For our jewelry people out there listening who are interested, very interested in utilizing this model, what I would do differently is gauge interest in your subscription idea from your community, and see that something that your audience would love, and for most of them... I mean for me, I'm a member of a couple different subscriptions and so it's just really easy to put it on my credit card and just let it, not really pay attention to it, and then you get your products. It's really a convenient way for your customers to get what they already love that you're doing. For me what I do differently is I would actually create maybe four to five pieces and gauge the interest and say, "This is what I'm planning to do, this is a subscription box, I don't want to generate, and have a subscription box already created.





Tracy: So you're saying like people who come in any phase and then you have like almost like a flow of pieces that they get in the same order or that there is multiple pieces that they can select from?

Michael: That's the beauty of a subscription box is you can do anything. With the little download that I created, there's basically eight subscription box ideas for jewelry designers. Basically what I'm doing right now, and how we break up our collections is we have our statement piece, our up-sale piece and our... What's the middle one?

Tracy: Gateway.

Michael: Gateway piece.

Tracy: I like it, you're learning from Flourish and Thrive, I love it.

Michael: Oh yes, yes. So for me, right now my box is basically targeted towards my statement pieces. That's the area that I'm utilizing. These people who are buying into them, they're getting the statement piece box, and that's what we're going to be increasing our value for, that box. Eventually down the road, I'll add in the subscription box possibly at a gateway level, and then at the up-sale level. So that you can do it, those are three different ideas in which you can shoot different subscription box towards for instance you have up-sale items which are easy sales, why not put those into a subscription box by releasing a new design every month. I've seen different people where they'll create maybe 10 pieces and say, "Okay guys, we only have 10 boxes that are going out this month. Be the first to grab it." It just creates anticipation, scarcity for your audience and I've found it really effective.

Tracy: Your subscribers, real quick, can they pick what they want in their box? Like you have limited number of items, or is it just that they get whatever it is that you make?

Michael: Right now what we have going is my statement pieces. For you guys, the designer, you basically get to create how you want to create your subscription box, so I wanted to say, "If you love me as a designer, then you trust me to create some amazing pieces, then you're just going to love everything that I create." So they basically said, you know, for these early adopters, they're saying, "I love you, I love your pieces, and I'm just going to trust that you're going to deliver





---

amazingness." Surprisingly, I polled my audience and they like it, they actually love not seeing what they're getting until they open their box. I'm giving just little glimpses of...

Tracy: It's like a surprise.

Michael: Yeah, it's like a surprise box for them. You can structure it in another way where you can pre-select some items and then have them choose what they want in their box for, you know, the next month. So there's just many ways you can do it. So that download is actually a nice way to see how you may be able to structure your subscription box.

Tracy: Oh my gosh, amazing, amazing. Are there any other lessons or anything else that you learned that you want to share?

Michael: So packaging. Packaging makes the experience. So right now we just recently, we're still finalizing my design, but there's this company called Packlane and I'm creating a subscription box through them for just a bunch of boxes, and so what you want to do is basically how can you take your brand and pack it into a little box.

Tracy: I love it. Take your brand and pack it into a box.

Michael: How can you add that flavor and personality...

Tracy: Yeah.

Michael: Everything about who you are as a business and put it into that little box, and I mean that's the beauty of it, and so were for me right now, as a lesson, I would have done this that or earlier stage, but again, I'm learning along the lines as I go along, and I'm trying to experiment with just really having my audience being involved along the creation process every step of the way so that it becomes more exciting and they feel like they're a part of this creation of this idea.

Tracy: I love it. Take your brand and pack into a little box to get people excited about it. Okay Michael, so you've been talking about this download. Tell us a little bit more about some of the things that jewelry designers to be thinking about. I know that you can't dial the sounds about like the eight step check list or





something like that, so tell us a little bit more about that and what those eight things are.

Michael: Yeah, no problem, Tracy. So if you are a jewelry designer out there and you feel like a subscription is something that you could possibly utilize in your business, which I think it is, I created this little download which is the jewelry subscription box idea guide. It's basically eight ideas on how jewelry designers can add a subscription box to their businesses. So number one, I'm just going to run through these quickly, but you're going to get a glimpse of how you can utilize a subscription box to create recurring revenue, which is something that almost every jewelry designer will love to have a part of their business.

Tracy: Every business owner wants recurring revenue.

Michael: That's true, every business owner. Number one, create a box featuring your statement pieces only. You can say that your statement pieces are of high value, they're the high end of your collection, and so creating a box just around those statement pieces only, meaning it's exclusive, it's at a higher price point, there's limited quantity. Those essential features are what will make that box wanted by your customers. Of course at this level you won't be selling maybe a ton of boxes at first, but just getting, just serving those clients who really love your statement pieces, that's what this box will do. We can think of boxes as having their own little purpose towards your audience. Number two is create a box featuring your gateway pieces only. It's mid-price point, maybe you're doing limited, maybe these are exclusive designs. You're thinking about how you can deliver this gateway piece for a certain price point. Number three idea is create a box featuring your up-sale pieces only, and so this will be a low price point, maybe a new design, it just makes it easy purchase, it's even an add-on item, you can think of it in your website. Possibly something that meets your desired client's needs, which is that easy studs or poster or rings or bracelets, how everyone separate that out. Number four is create a box for the release of packaged pieces. So this is where you think of, "I'll create a box and I'm going to put together, I'm going to be the curator and I'm put together a ring, a pendant and a bracelet and I'm going to charge this price that you get value from it and you don't have to pay the entire price point, you get a reduction in price because you're buying them all together."





Tracy: A bundle, a bundle as we like to call it.

Michael: A bundle, yes. So that can be an idea for a box. Number five, create an earring, ring, pendant or bracelet of the month club as a box. That's been really popular that I've seen as well. Number six is create a surprise box of a piece that you choose, as designer, completely surprises for your desired clients who love surprises. That's pretty much what I'm doing right now. Number seven is create a box where the customer chooses the pieces from a previous collection. This is something that you pretty much lay out on a page on your website and then you have your customers pick out what they want every month. That's another idea.

Tracy: Cool.

Michael: Eight is create a DIY box where the customer gets to assemble the piece themselves and you just provide the supplies. So that can be an idea of maybe how really your desired client may want to experiment with, what it is that you do, and try it out for themselves. These are my eight ideas.

Tracy: Love it.

Michael: Which will make you be able to do a subscription box for your business, for sure.

Tracy: Amazing. Michael, these are so fun, I love it. We had a designer in our mastermind a couple years ago that had like a make-your-own mala that you could totally do a subscription box for stuff like that, super, super cool. We'll have this check list over at show notes of this episode, so really excited to feature this. So Michael, where can everyone find you?

Michael: On our website is also a good place, GourdJewels.com and we actually have our strongest social media platform, which is Facebook, Gourd Jewels, you'll find all our contests there, a bit of content and switching forth between Instagram and Facebook, but those two handles you can find us easily right there.

Tracy: Amazing, and we'll have all those over at the show notes. Michael, thank you so much for being here today.

Michael: Thank you very much Tracy, I appreciate it and have a great one.

Tracy: You too.





Tracy: Thank you so much for listening to the episode today. Wasn't that awesome? I think so. Anyway, hope you'll join us for Flourish and Thrive Live 2018. If you're interested in learning more about the live event I will be there with many of our SOS students. I'm hoping Michael can make it too. He just had a new baby, so we'll see, but hopefully he'll be there too, but you're going to, you won't regret it if you make this investment in yourself, and make this investment in making the connections that are going to get your business from where you are now we're you want to be, because that is what it's all about. These little simple steps that we take, these connections that we make, the opportunities that we put ourselves in front of, the rooms that we get in, the connections that we make, as I've said over and over again, are really important. So if you're interested in learning more, tickets are selling fast, head on over to [FlourishThriveAcademy.com/FTALive2018](https://FlourishThriveAcademy.com/FTALive2018) and grab your seat right away. Come hang out with your jewelry business besties, it's going to be awesome.

Thanks again for listening today. If you like this podcast and you enjoy listening to this every single week, I'd love for you to share it with your friends, I'd love for you to also subscribe to the podcast, because that means you know automatically get this podcast downloaded into your iTunes or Stitcher account, super important, so check it out, subscribe to the podcast, we're excited to be here in your ear buds every single week.

Thanks for listening, take care till next time, this is Tracy Matthews signing off. Did I really just wave? I just waved to sign off. That's awesome. Alright, see you next time, guys.

