

The Jason Owens Podcast, Episode 12

How to Use Your Bravery to Develop a Powerful Message

- An Interview with Cortney Donelson

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Jason: Tell us about how things are going with regards to selling your book. What seems to be working for you there, what have you tried that has worked and maybe give us some examples of things that you've tried that maybe haven't worked.

Cortney: Since I started self-publish that wasn't working well enough for me. And so when that publisher out of New York City approached me it was really a huge surprise, and I was very thankful for it because they would help at least get my book out into a greater audience of what I could do by myself.

Jason: Hey everyone, Jason Owens here thanks so much for joining me on this podcast. Before we get started I want to let you know they're going to do something a little different in this episode.

We're going to go through the interview format here and as I have been doing more and more interviews lately with experts, people who are developing their platform, speakers. I'm learning that there's the message behind the interview right.

So I went back and I listened to this entire interview today and I started seeing themes that I really wanted to point out to you here towards the end. So this is going to have a two part format.

We're going to do the interview and then at the end I have this segment that I'm going to pull in called 'post-game commentary' right. I can't think of any other phrase for it. But to use that sports analogy.

So we're going to talk a little bit about some of the deeper themes here and some of the 'aha' moments that I realized after I went through and listened to this interview for a second and third time.

And I just started blowing out some really good gold nuggets that I want to share with you. So with that let's get started.

Hello everyone this is Jason Owens. Welcome to Episode twelve. How to use your bravery to develop a powerful message.

As I look through and look across the public speakers that I've been working with. The people who are experts, the people who are developing their own platforms; what I've noticed here is that there are a couple different camps of individuals right.

And in these camps we have people who know something right. You're going to have the expert who might be really good at exile or might be really good at some software program, writing and that's kind of the subject matter expertise on a thing, right.

And they can talk all about this thing or this other product or this other program. Then there are people who have expertise but it's because that there was an event that happened to them right.

And as they kind of work through and process that event it's end up helping other people right. So in the process of thinking through and discussing the event that happened many, many, many lives can be touched.

Well we have just such an example today in the interview with Cortney Donaldson. She has a very powerful story. I have to tell you up front. It's not an easy story and I'm telling you this is a great episode to listen to.

If you have a message inside you that you want to share with an audience and you're wondering how in the world do I take this this thing, this experience that I've had or experiences that I've had throughout life.

How do I take that and really package that up well so that I can begin sharing that. And hey, if I end up making money out of it well of course that's a bonus. But how do I even get started but what are the first steps that I take.

While we have a great framework for that here as we go through the interview. So stay tuned here are going to turn on the interview here very quickly. And then stay tuned also for the post-game commentary.

All right so with that let's go ahead and bring in Cortney Donaldson. I will let Cortney just give us a brief intro to herself and her message.

So Cortney wouldn't you go ahead and tell us a little bit about yourself first and then you can go ahead and tell us about the message that you have that you're sharing with people through the different platforms that you have. So go right ahead.

Cortney: Okay first thank you very much Jason. I'm very excited to be on this podcast. It's a great avenue to share my message which as you mentioned is not an easy one to share. First about me.

I am married and have been for about eighteen years. And I have two children both were adopted internationally. So I have quite the adventurous life with that.

And we lived in North Carolina. And I had the typical life if you will with jobs, children, even a dog and was living the American dream so to speak until about five and a half years ago.

And the message that I have to share is that obviously at any point in time our lives can take a drastic turn and change suddenly.

And what has happened is I have written a book about that drastic turn in my life, that tragedy if you will and the message of the book itself is really kind of my life message now which is.

You know we're all broken in some way; we all have a story, we all have a story that I think we should share. Some are more willing than others at the idea that we're all broken but we don't have to shatter.

And so my book is called 'Clay Jar Cracked When We're Broken But Not Shattered'. And it's based on my tragedy. Tragedy of my marriage.

And just real briefly without giving away too much is that five and half years ago my husband came to me. We had been married for thirteen years and he started sharing with me his secret and double life that I knew nothing about.

Even prior to us getting married he was addicted to pornography and that led down the road of him in engaging in serial affairs; extramarital affairs. And I knew nothing about him, there were no red flags.

He had become very good at shielding his double life from everyone else. And so when this came out obviously there's a whole journey that we both had to go through both individually and as a couple.

And so my book is about how my life was absolutely broken but I leaned on God and my faith and that is what helped us to find redemption at last.

Jason: Wow, wow! I've heard the background a number of times. I've seen you speak and it still chokes me up to hear you bring that up. I mean just to intro that the way you did is just still it's amazing to me and it's an amazing testimony just to hear you share that much of the story.

So thank you for that. Now of course in this podcast we're looking all through about having a business really come out of your message and whatever that message happens to be for us.

So in this area that you have at some point you went through some period of counseling, of working on your marriage, of working on each other, working on yourself and then at some point you were able to internally say to yourself hey, I should start sharing this.

And I imagine that you probably get the I want to share this before you move to the; I want to try to make money from this. So can you walk us through what that was like to just thinking ... just coming to that realization of hey, I want to tell other people about this.

Cortney: Right well mine is a pretty unique story because as my husband was revealing this double life it took about a full nine day period for him to recall and then be able to share everything that was involved in that.

And so I call that the reveal process and that's what we refer to it now that we're five and a half years past. But on day three of that nine day review process when I was still in shock I found myself in a closet just finally letting loose of the emotion of when I learned.

And it was at that point that I felt very strongly that God was saying I will make this good. And secondly you're going to share this with many.

Jason: Wow!

Cortney: One that day three I immediately knew that I had a message and that God was going to do something good.

I had no idea what the ending was going to be, I didn't know if I would be sharing a message as a divorcee or with my family intact or if I would be sharing that together with my husband down the road.

At that point I'm not sure that I cared because I was still raw with emotion. But I knew right away that I was going to be sharing a message. So it wasn't long that I started writing some devotions in order to help me heal.

And so my book is a compilation of those devotions written during that time period as well as the biography and the story itself wrapped up into the book. And so I never thought about that early on obviously about the financial side or the business side of it.

I was just trying to be obedient in my faith journey and also it was bringing me healing. I was feeling better by getting the story out. So I first self-published my book and that happened for about a year and I was just; it was just word of mouth.

Everyone who had read it said it was amazing. I had passed it on to someone else and then just as things fell into place a publisher out of New York, Morgan James you know, I spoke with them they approached me and they offered me the book deal.

And so at that point I thought okay God is continuing to open doors and open doors and if I keep walking through them then I will be okay.

Jason: That's amazing good, good, good. Okay good stuff. Can you tell us now a little bit about where you are in the product development phase right.

So we understand the book and is there more to it than the book and the book is of course a mountain in itself. But is it do you see more happening in addition of the book?

Cortney: Yes, I have been doing some speaking around the book. And also I developed along with my husband who has experience in performance improvement and training.

The two of us developed a work that kind of outlines the overarching principles that can be learned from the book for anyone who has a difficult story.

Obviously it doesn't have to be the same story as ours. But we developed this workbook to be used in a small group setting.

And it can be where I as the author and obviously subject matter expert can lead the small group or it can be purchased you know, across the world and another facilitator can lead it because there I created a participant guide and a facilitators guide.

Jason: Wow! Okay are you actively soliciting or you're helping run small groups at this point?

Cortney: I led one at a local church it was for the women's ministry and there were about thirteen participants.

And then it's listed on my website and I'm kind of changing the format of it and hoping to have a P.D.F. version available as well as the... one like a hard copy that can be purchased.

Jason: Okay so run through that with me again. You have the book, you have a facilitators guide and then there is a ...

Cortney: Participant guide

Jason: Participant guide okay good. So all three references then, all three products then are available either online or someplace. We can talk about that later okay.

So good so we have the public speaking, we have the three pieces that you just mentioned about there. Anything else? Anything else in your product repertoire there as you see this coming together.

Cortney: Yes in fact it's amazing just again the doors have been opened and the people who have supported getting this message out. My husband and I are leaving

in March for Honduras and we are actually facilitating a marriage retreat down there.

Jason: Oh wow!

Cortney: It's in conjunction with two other with two ministries working down there.

And so they have asked us to put together a marriage retreat and at the end of that will be an actual marriage ceremony for anyone who does want to get married and who have been together for a while and that's the next logical step.

And so that has propelled my husband and I to think about the future as far as marriage classes and training. We also have become marriage mentors in the community.

Jason: Tell us what a marriage mentor is.

Cortney: Well we work in partnership with our church for now as well as going to branch out into the community.

And what we do is we use certain materials called 'Intimate Encounters' and we take couples in a small group setting through their material as well as work one on one or two on two with couples who are either struggling or who just want to get out of the rut of where some marriages find themselves.

You know where people think they're more like roommates rather than a couple.

Jason: Right, right well that's amazing. Okay but quite a lot happening there. That's great.

Can you tell us what is working for you with regards to finding speaking engagements? You mention that that's one of the pieces that you do.

Can you mention; tell our audience a little bit about how you go about finding those engagements or how they go about finding you.

Cortney: Yeah this point it's more about probably them finding me and word of mouth. The several speaking engagements that I've had have come by way of referrals and foundations from others who have heard me speak.

And so obviously that's very flattering. But at some point that well will run dry as many has already heard the story.

And so I have to say though that probably the most important part of finding the speaking engagements has been having a mentor whom I meet with regularly.

And who obviously has a bigger network than me and helps me to connect with those who may be interested in the message that I have.

Jason: Okay sounds like it's all a bit more of an organic approach at this point as far as the speaking engagements go. Tell us about how things are going with regards to selling your book.

What seems to be working for you there? What have you tried that has worked and maybe give us some examples of things that you've tried that maybe haven't.

Cortney: You know that's a great question. Since I started out for a year being self-published that was mainly just word of mouth. It was very difficult.

I'm not a marketing person at all or a sales person by any stretch of imagination. In fact I'm an introvert so this is all been very difficult for me. So if anyone else has an introvert they may be able to relate to this.

But it was much easier to write the book than it is to get the book out there. So since I started self-published that wasn't working well enough for me.

And so when the publisher in and out of New York City approached me it was really a huge blessing. And I was very thankful for it because they would help at least get my book out into a greater audience of what I could do by myself.

However well the book itself is currently available as an eBook but the actual published version and paperback and hardback doesn't come out until March 7th. So I have about another month before it's going to hit bookstores around the world.

And so that basically time will tell how helpful that will be. So that's something that was not offered as a self-publisher.

Jason: So you're going to be ending up having your books in physically in bookstores across the US.

Cortney: Yes.

Jason: That's fantastic

Cortney: Yeah

Jason: That's going to be exciting.

Cortney: It's extremely exciting in fact I just approached a Barnes and Noble yesterday and to leave this is one tactic that I had heard from my publisher that might help to leave a copy of my book with the staff for their break room.

Because even though I'm now more traditionally published I still have to do the marketing and sales part of my book.

And so I went in to leave a copy of my book for the break room hoping that when people would read it they would then recommend to the store manager to purchase copies from the distributor.

Well it turns out they had already purchased copies and so that was pretty exciting that they had already done that. And so they offered a book signing opportunity since I was a local.

So it was a very; I walked in you know, not expecting much you're you know hoping for a lot but not knowing exactly what I was doing. And I walked out with them saying we already know who you are and we want to do a book signing.

Jason: Wow!

Cortney: Yeah it was pretty exciting.

Jason: That's cool, that's good for you.

Cortney: Yeah

Jason: Good for you. I was talking with a professional speaker. He was this is several years back I won't mention his name because I haven't cleared this with him.

But I'll tell you one tactic that he shared with me which I thought was really cool. There is a... guess I can call it a hotel chain and I believe they're called like country in.

And one of their things that they do is in the lobby they have this full sized bookcase in their lobby and it's in every lobby. And what this every lobby of one of their hotels.

And what this public speaker did was he called up the person who heads the distribution of those books you know, who is it that buys books and sticks them in the bookshelf.

So he called and called and called around and eventually found who that person was inside of the company. And he said if I send you five hundred books would you mind putting them in every one of your bookshelf.

Course that's you know, who are you? Are you legit? Blah, blah, blah.

All right so yeah so anyway that's how he found getting some books out and he ended up landing speaking gigs off of that. I thought that was a pretty cool tactic myself.

So anyway but yeah it in and up giving him five hundred books sold or something to that effect.

I mean it was several hundred. But I just thought that was a good story so maybe that's an approach you could try.

Cortney: I have a unique approach that I'm right in the middle of. So I have no idea whether or not it's going to be successful.

But you know what I did was I sent out ten books to people who I knew were going to travel either internationally or domestically.

And I said read my book, if you would rate it on Amazon and then leave the book and I had put a message on the inside cover that said, This book is now yours please read it. Here's for more information and then read the book for someone else to find.

So when the woman went on a cruise and that book and then was in the cruise lobby, read it and then put it down a table and locked away.

And someone saw her do that so she stopped her and said you forgot your book and she said no, it's yours now.

And so apparently that lady picked it up and took it to I think it was Idaho.

Jason: Okay

Cortney: Where she was from and so the book is kind of spreading out and hopefully people will reconnect or I asked them to use a certain hash tag on social media so I could track where I go then.

Jason: That's dynamite, that is awesome, that is great. You know I tell you what I think we as product creators first off for get just how much effort it takes to go ahead and promote.

And by the way you are in really good company because I think most of the people listening in this show are introverted like me and you. And you know we all of us have this message inside of us really.

I mean how can I get that out there and gosh if I can make money all the better. Yes, certainly a good company here.

But I keep going back to the story that you've probably heard as well I believe the right pronunciation is Coelho, Paulo Coelho; The Alchemist'.

That book was in publication for like in years before it ever really got attraction but he never stopped promoting the book because he just knew it was that good and that a lot of what he talks about was very universally understood and experience.

And he just he just kept at it and kept at it and eventually a publisher called him one day like hey, we just sort of thousand books here; we start another thousand books there and you know it just it took I mean ten years.

Who is promoting their book even you know six months after it's published let alone ten years right.

Cortney: Perseverance is the key.

Jason: Yeah, yeah it really is, it really is in a lot of things. So you are getting ready for your release so to speak of the book. It is now going to be more traditionally published.

You said on March 7th is when we can find it in bookstores. I understand that you are having a bit of an online launch as well. Tell us a bit about that how we can help and we find out more about the launch?

Cortney: All right yes, I decided to have; since most books are published on Tuesdays and there is; reasons for that I'm not sure what they are perhaps you do. But that makes it difficult to throw a big party.

And so what I decided to do was utilize just the prevalence of people being on line all the time and having it in the palm of their hand, having the Internet. And so I'm having an on line lunch party on March 7th where from 8am to 8pm.

I'm going to... it's a Facebook event that I created and I've going to invite you know, hundreds of people and then ask them to invite hundreds of people. And I will be sharing basically releasing my book trailer that has been created.

So that will be a preview of that and then having giveaways and special guest speakers on to answer questions. And just for that twelve hours people can check into that Facebook event and get some information and connect and possibly win a giveaway.

Jason: Oh that's great, that's great good stuff. So again tell me the start time for that.

Cortney: 8am on March 7th

Jason: Okay and that runs through 8pm.

Jason: Okay twelve hour wow! It's going to be a good day, good day. Excellent so if we wanted to find out about that can we go to is it your timeline or do you have a Facebook page itself.

Cortney: There is a Facebook page that the event is attached to. It's called I'm a clay jar or as a clay jar by author Cortney Donaldson.

Jason: Okay

Cortney: And it's a public event so you can just hop on there and click go in and then you will get the updates leading up to the big day and then just check in throughout the day.

Jason: Excellent so for those of you here in pod cast land go head over to my page, the episode there looking for this will be episode zero one two.

Again episode zero one two so if you just type Jason and then my middle initial r, last name Owens with an S and then you put "012"; JasonROwens.com/012 that will take you right to this episode.

Look in the show notes and you'll see the link where you can go and log in for that and get connected for the event. So Cortney as we're getting close to wrapping up here can you tell us about any upcoming events on your horizon?

Cortney: Yeah there is that and there's Charlotte area and we have an event coming up on March eleventh. And what I'm doing is partnering with my mentor.

I mentioned mentors are important people to have in this business and I'm partnering with her. Her name is Kim Honeycutt.

She is the founder and executive director of Ice you talks and she and I are going to hold a morning we call it a rest shop because it's for women and we feel like we work enough and so we don't want to hold a workshop.

We're holding a rest shop and the title of it is 'Marital Status Who Cares' and the idea is that we all have our identity in Christ and we're all essentially married to Christ.

And what does that look like and how can we release all the expectations surrounding marriage. How can we release all the assumptions and perceptions around being single or divorced or widowed.

So it's for women. We jokingly say from ages 18 to 118 and that's listed on event right. If anyone in the Charlotte area would like to register it's a free event.

Jason: All right super, super. The last question here like asking this for or all of my people. All of my guests.

What's next for you? I mean you have you know speaking that's going on, you have this book thing that's going on there, the book launch which is fantastic, you have existing book which is right now it's probably around the world and making an impact.

Sounds like you're doing fairly well with getting your message out there. Well what's next for you? What's the next horizon.

Cortney: Yeah I am really busy right now and that's exciting and it's a good time to be busy with the book launch coming up. And so I'm just trying to hang on to the coattails of what's happening if you will.

But next my husband and I have an idea. We believe there are a lot of marriage conferences and seminars out there. So and there's lots of good information we've been to them, we've read, heard them, we've learned from them but there are so many.

And so our idea is to come up with a very unique idea past probably for 2018 and it will be a marriage ... sometimes it's called an unconference if you want. And so that's what will be planning to do next.

Jason: Awesome, awesome that's great. So for any of you out there in pod cast land who are listening and you happen to be behind the planning and implementation of a marriage conference.

Whether it's for your church or for your entire denomination or for the greater world there, the greater kingdom. By all means reach out to Cortney and you can find her website at...

Cortney: It is Cortney Donaldson dot com. Its C O R T N E Y D O N E L S O N .com.

Jason: Fantastic and again you'll see that on the show notes on my website at JasonROwens.com/012 for Episode twelve.

And with that Cortney I want to thank you so much for coming in to have a good conversation, have a good interview. This has been fun. I always enjoy understanding a little bit behind the inner workings of what's going on as people are developing their platforms.

And it has been a joy having you here today. So again thank you so much Cortney.

Cortney: Oh thank you Jason and thanks to everyone else. I appreciate it.

Jason: Okay so now we segue into this post-game commentary. What I want to do here is to just share with you again some of these gold nuggets the big 'aha' moments that I had as I was going through this interview here for the second and third time.

And getting ready to write the post on my website that will of course have the show notes in it. So here are several themes that I wanted to pull out for you. So first off what is working for her?

Okay what is working in Cortney's business? Well before you get down to the details just first and foremost there is one thing that is for me that is causing all of the growth here and that is bravery.

That is simply Cortney being willing to share her message right. To share the story, to share the experience and of course her husband is along the ride here, along the journey with her and supportive and doing work with her out in the field during a lot of these events too.

So it's really the bravery of this couple is just phenomenal and that's where it all starts. Okay so that's the first thing that's working. Okay so now from a business standpoint what is working?

Referrals are clearly working or speaking engagements.

It is word of mouth and I imagine although I didn't dive too deeply into this in the interview I imagine there may be some free speaking engagements that are then leading to some of the more paying speaking engagements right.

So this ability, this willingness for her to share the story that had happened to her has led to several other things. She has obviously had enough gumption to share this message on a person to person level.

And through sharing that message now what she has found is she has a mentor right. Somebody who has said hey, let me come alongside you, let me help you let

me teach you what I've learned and very importantly let me introduce you to some of the other people in my network.

Okay big, big, big deal there right. Very, very big deal. And again whenever you're starting out with this you have no idea what's going to happen.

The whole thing could fall flat, it could be you know; you're the next guest on the biggest T.V. show on earth right. You have you have no idea what's going to happen.

And quite frankly I think that's part of the fun of this is that you wake up each day not knowing where today's conversations are going to lead you right. So let's take this: if we take nothing else away from this interview take this.

Your willingness just simply to share your message can open all kinds of doors for you but you have to be willing to give it a star right. You have to be willing to be the one who initiates the conversation.

So those are things that are working for her. Let's go over again exactly what is in the repertoire of the product mix right. So how are ...what are the options here for Cortney and her business to turn revenue, okay.

So we started out with the book. Okay and that has led to doing some speaking, some talking on stage. She's also doing a facilitator.

She's a small group leader right. So if you're in a church that does small groups she can facilitate a small group. And again I don't know all the particulars about how long the program is or all that.

Go over to Cortney's site check it out. But she can help facilitate a small group discussion. Okay so that's another thing. She also has a retreat that she's involved with so we have this one Honduras marriage retreat that she is going on here in a few months.

She and her husband are speaking at that. So in addition to these pieces; again going back to the hard tangible saleable things and her business. Supporting the book she has a facilitators guide and she has a participant's guide, okay.

So those are again things that are scalable. So you can do all that work upfront to write the book. Do all that work up front to write the facilitator guide, the participant guide.

And then you can sell copy after copy after copy after copy of that right. And that is course what a lot of us are looking for is that scalable message. So this is one way that Cortney has found that is working for her right.

So when we go back and just dig a little bit deeper I want to have the things that I can pass on to you as listeners. What are what are things that can help you move your business forward?

Well let's look at what the framework has been so far for Cortney and her world. And that is she started first with the message right. She had this event happen to her and that's where it all started, okay.

She is not a subject matter expert on like I said earlier some kind of software or you know, how to use some kind of machine or whatever that. This is a life experience sharing.

Now for a lot of business growth experts out there they're always telling you to go out there and interview your market and start with them and then after you understand your tribe then you go develop a product for that tribe.

And I'm completely in alignment with that. I love that. I think that's the right way to go.

However, in this case when you're talking more about a life experience or in any event that has happened to you you're kind of given the product and told hey, go sell that, right.

Okay so you don't always have that luxury of having a tribe that you can discover first right. You are given the product an honest to goodness told and now go find a home for this product right.

So it's a little backwards in what some of the business building gurus might tell you. So Cortney has started first with her message. Now what she is doing and we just kind of listed all these different ways that she has packaged this message, okay.

So she has come up with some initial batch of products that she has used to package her experience and go out and take that to the world. Now early on that was probably the book itself and then probably she was doing some speaking at the very beginning.

And what that has grown to is now she has a group of people. She's kind of discovered that tribe people who are interested in that message and now they're starting to put a little bit more of a demand on her.

So you heard during the interview hey, we were invited to go down to Honduras with I think it was two different ministries and do a retreat okay.

Dynamite okay now if she hadn't been out speaking, if she hadn't been sharing her story to some degree I'm willing to bet that the and Honduras marriage retreat may not have ever happened okay.

So she may not have gotten that invite. So anyway I just kind of goes back to you start with your story you start sharing that with people, find some way to package that all right.

It could be a talk, it could be a book, it could be a blog article, it could be a pod cast it could be one hundred different things. But find some way to get that out to the crowd and allow people the chance to interact with you.

Find your tribe, allow your tribe the chance to find you right now okay. And then after that happens then they will start to put a little bit more of a demand on you.

They will start to kind of pull things out hey, okay I heard this from you. Hey is there any chance you could do a small group? Is there any chance you could come speak at our such and such event?

All right, that is the way that I have seen this message grow and this message develop this type of expertise. So when you have that event you're kind of handed that product, you're handed that thing that happened to you it was how you can go make some money out of it.

So here is a four part framework that I want you to take as far as the levels of bravery right. So if you had to; and I just start somewhere and work up right. This is like a muscle you build it over time.

The very first step is that you have this thought in your mind right. So this event happens to you or you realize you have this message that you could share.

The very first step, the very first use of bravery is having that thought in your head that hey, this could help people, right. This that just happened to me this could help people right. So that's the very first step.

Second step is that you're going to take some kind of action on that where is you tell someone right. You get that story out with the very first time.

Hey you know when that happened to me, whenever my son experienced this, whenever my daughter went through that here's what I did and gosh it really seemed to work, okay. So just telling anyone for the first time that's kind of that next step of bravery.

That is when you are pulling it out of your head and giving it to the world for the first time. Kind of the third step for me is that you're going to kind of begin capturing that okay.

So rather than just all right let me tell it to somebody I should probably capture this in some kind of a formal way. Whether that's through an interview or maybe you're going to sit down to do some journaling or I mean there are one hundred other ways to capture things.

You could use many, many different little electronic products out there to capture this. But the big deal is that you're now getting this out of your head and you're putting it on some medium that can be shared right.

It's not just a story that gets told and then lost in the air. It's hey if I really wanted to I could send you a copy and I could make a P.D.F. right. So that's kind of your very, very next layer and that layer three is that you're capturing this information and preserving it somewhere.

And then kind of the fourth layer which is I think where Cortney is now and that is a hey, putting your stuff out there right. You are; you have the book, you have the talk already outlined in and you're ready to go out there and give it.

And you stand in front of a crowd or you put your stuff out there on a on a blog post or in some way, in multiple ways you're are putting yourself out there right. And you are allowing your tribe the chance to find you.

And let me tell you folks in this world please introverts hear me and I am one of you so I'm speaking to myself. You do have to get out there and you do have to in some way let people know you're here because you have great stuff, you have a great story.

And we don't have to let all the extroverts out there take all of our stuff, take all of our spotlight right. Let's go out there and share our message, share our words that we have. So that is the post-game commentary.

That's what I wanted to share with you today as part of our wrap up from our interview. And tell you what I really love having you here.

I really, really enjoy any feedback that you send to me whether it's via e-mail or you're leaving something over on my Facebook page or even on my website. I love getting feedback.

So if this is helping you by all means please leave me a message, drop me a line and just let me know how this is helping you develop your platform and develop your message.

So thanks everyone take your message to just one more person. Take care, bye bye.