

# BSO - Vorompiova.mp3

Mon, 10/14 9:15AM 41:04

## SUMMARY KEYWORDS

business, clients, systems, editors, question, potential clients, goals, space, grow, projects, normalize, natasha, place, number, process, work, team, people, email, delegate



00:01

Welcome to the brain space optimized podcast. This is the place where creative entrepreneurs get the insight and inspiration they need to become the best versions of themselves. I'm Haley and I run brain space optimize, where I help establish small business owners execute on their goals, while keeping their sanity intact. And this episode, I have a conversation with Natasha over at systems rock about doing less for bigger wins in business. Now before you go rolling your eyes and move on to another episode, we get it. Do less delegate give it away. It's all overused and simplified business advice that gurus just love to give. Mainly because it's easy to say and there is some grain of truth to it. doing less allows you to focus your efforts and going further in a single direction. But what's not normally talked about is that it usually costs both you and your business something to make that transition. Usually it costs time revenue and some mental strength on your part sec. Reality of doing less can be chatting And painful for a business owner who's just experienced the high of a growth season. So in this episode, Natasha and I set out to normalize the pain that comes with implementing a do less mentality. We talked about the signals in your business and team that told you when it might be time to reevaluate your systems, and where you as a CEO need to start. You also talk about how to prepare your business for those changes so that you can be proactive instead of reactive to them. Natasha is a systems expert. But even she believes that the most successful transition of a CEO who wants to do less more focused work comes down to their willingness to be proactive about that transition. So without further ado, my conversation with Natasha of systems rock.



01:50

Natasha, welcome to the podcast. Thank you so much, Amy. Thank you for having me.



01:55

Yeah, I'm really I'm really excited to talk with you about this concept of doing Less, or bigger wins within your business, you were like the system's impress online. I know you have a lot of expertise in this, and you talk about this stuff a lot. So I'm excited to have kind of a candid conversation with you about it.



02:15

I'm excited to talk about this with you as well.



02:18

Yeah. So I guess To start off, tell me about your version of this concept of, you know, it's kind of like the hero principle, which is like the 8020 rule or whatever. But the idea of doing less for bigger wins, what does that mean for you?



02:36

For me, it means working in a very focused way. Because I think it's so easy for us to get distracted and to get busy doing things but it is quite challenging to pick your kind of two or three things based on the goals that you have and just making sure that whatever you do help you achieve those goals? It is quite challenging just because we're bombarded with so much data information these days, and there are so many people who ask for our time. So it is about being very strategic about how you allocate your time and what you spend your time doing.



03:20

Yeah. So I'm sure you have these type of conversations with your clients and and try to help them pick those, you know, one, two or three things you need to focus on. What kinds of objections do they normally have to focusing?



03:38

Well, the biggest one is not even objection. It's, I often times hear that, Oh, I know I should be doing that. And I'm not and then they insert the reason for not doing it. And yes, there definitely very valid and important reasons. But I strongly believe that whatever you we do, it's always a choice. So at the end of the day, we are the ones choosing to do something over something else. So we just have to be responsible for that. So I'm not blaming anyone or there is no right or wrong. It's just we have to be very honest with ourselves and just see that's what we're not doing. What What is the reason for us not doing that? Basically, if you know what you need to be doing, why are you not doing it? And that's, that's a really, really deep question, because that's where the truth lies. That's what will help you discover how you can actually get to your goals.



04:50

Yeah, I agree that is such a deep question and it's not really one that's necessarily easy to answer and you might Recognize that when you really dig into that goal, or dig into that reason, it might cause you to change how you're doing everything else. So just an example from, you know, my business and the work that I've been doing. When I went to marketing my, like virtual assistant business and just trying to figure out how to market that. I kept like, stalling and I kept being unable to focus on a thing, I kept jumping from thing to thing, and then when I stopped to look at, okay, why, why can I not just pick a thing and follow through with that thing for this quarter? And it kind of came down to like, well, I don't really want to be marketing this business at all, actually. And so it was this, you know, kind of thing that I had to wrestle with of like, Oh, crap, now I have to pivot my business. Because the truth is, I don't necessarily want to be doing this thing and so I can see how that would be just a large challenge of trying to like meet yourself where kind of the rubber hits the road there and and figure out, Okay, why aren't i doing this and then when I have a reason, like, Am I ready to do something about that and switch it



06:00

Yeah, absolutely I agree it can be very confronting. And it can be something that if we do that it will actually be super liberating. So yeah,



06:10

yeah, that's the other side of it. Like you said, it's probably going to be super challenging and might mean you need to change some more fundamental things about your business or about how you work, but at the same time, could also be incredibly liberating. So talk to me about how let's say you like meet a client, and they are kind of in that space of

doing lots of things and feeling like they're stretched very thin Lee or their team is stretched fairly thinly, like everyone's doing a lot of things. Where do you suggest a CEO start when they're in that place? Like after maybe they do some of the internal work? What do they do next?



06:48

Well, I think even before the internal work happens, it is very useful to just give yourself some space and time to actually look and evaluate things. So when I first meet with someone, I asked them lots and lots of questions to understand where they are right now we also talk about their goals and where they want to be to make sure that it's clear what this kind of bridge were trying to build from a future date. And we look at what stands in the way What are those new things that they are doing that they might not have to be doing? So whenever I speak with with the business owner with the CEO, there are actually different reasons for why someone might be doing a lot of things. The types of clients that I work with the either have a team and they are not fully delegating everything so that even though they haven't been TU they're still doing a lot. And there, there, there can be a number of reasons for that as well. But it might not it might be just because the delegation piece is not working as well as it should be. And it can be systems problem, or it can be a mindset problem for the business owner. So there are a couple of ways to with couple of avenues to to examine what's what's not really working. And another very, very common reason for for us getting super super busy doing busy work is just because there is so much information that comes our way and it's quite challenging to manage that information. Because a lot of times we don't really have time to properly process important information that comes our way. So it resides in a million different places. I



09:01

find that information is very challenging. And because a lot of times there is no time to find the information, we kind of, we make our decisions using guesswork. That's, that's easier, and that's faster. And I'll give you an example of that. We worked with an amazing clients, Jenny. She has a company called author accelerator. And what be do is they help their clients to write books. So the company itself, they have a number of coaches who coach writers through the book writing process. And what Jenny and her team have been experiencing is that it's been quite difficult to manage their workload because there was so much that they needed to be doing and they realize that they've, they've hit that capacity ceiling where they they will not they will not be able to Accept more clients just because it was not possible given this is they had in place. The process the onboarding process was really time consuming it was because they wanted to ensure that the writer is

matched with the right coach. And because that process would take so much time to just organize the right match to make sure that the two people when the match was in heat are available, and everybody's ready to start. It was just taking forever. So even if they added more people to to the process of selecting these right matches, it would still not work, they would still not be able to get more clients in just because from the back and information about potential clients and coaches resided in five different places. So it was very, very inefficient. And that's it. Was stalling everybody. And that was really difficult for Jamie because she wanted to make sure that they offered the most amazing service and they grow and they are able to help more clients. But because of the way things were set up, and because of so many places where information about clients and coaches was resigned, residing, it was absolutely impossible. So they were doing a lot for team was really, really, really stretched just because there were so many things that they they needed to make happen. But a lot of that stuff was just busy work, and then not seeing it come to assembly. It's just it's something that needed to happen just because of the way that things were set up. So that needed to be entered the same information in several places. So that's when different team members from different departments were accessing those spreadsheets they have up to date information the needed to ensure that your Everybody was available and the match was was done properly, they needed to make sure that the writer when they started, they had everything they needed to have to be able to start working with, with their coach. So there is there was simply a lot to do. And that was clear sign, the fact that the systems that they have in place, we're not ready for the growth that they wanted to experience. And once we restructured the way they were onboarding clients the way they will matching, now coaches and writers once we've consolidated all these data and put it into one single place, they were able to fly through every single application and in before it would take the team several hours over the course of the week to to finish this matching process. Now it takes only half an hour to that lead of their capacity just because now it's It's possible to work much more efficiently, much more faster and much more focused way. A lot of times it's simply looking at those places where where we are being inefficient to be able to understand. Okay, this is why it's taking me so long this is why I am so busy. And this is why I'm not able to make progress as quickly as I as I want to make it.



13:27

Yeah, I think there are a couple key points that you that you pulled out there. So in my mind, I'm kind of putting together this you know, flow of how this goes right? First, you will feel this pain, then it's usually you can feel it, it might feel like a capacity problem, right? And then you kind of have to ask your you have to have to make room to be able to, like study and ask questions and figure out what's wrong next, which I think is a place where, you know, with with anything in business, usually when we're looking for solutions, we're

looking for solutions. That will cause us no pain and no extra effort to implement. But that's not that's not how this works, I think you can't continue to grow or expand or make the progress that you want to without having some level of trade off. And it's either going to cost you time or money or both to figure it out. And so I think that's just like, that's just a reality. And I don't know if it's because we are, you know, in the time that we're in, and we're used to things just kind of changing instantly, or like making a switch being fairly easy or if it's just because we are people that work for themselves or who owned small businesses, like we're pretty used to, like just making things happen without a lot of you know, what I mean, like a lot like a lot of effort going into it, but I really think you really get to a point in your entrepreneurial journey or your business owner journey where, okay, any more growth is going to cost me something and it's probably going to be time and effort and maybe bringing in someone to ask the right questions and or hiring someone in my case to like hold space. So I For a working retreat called the work treat, but basically, it like part of that offer is really just holding three days aside so that owners can like have the time and space to think through these things, because that's a huge, that's a huge deal. It's really tough to do that without maybe out some outside help.



15:20

Hey there, we'll get back to the episode in just a minute. But first,



15:23

I have a quick question for you. Are you running your business or is it running you? You've gotten to where you are, because you've been willing to put in the hard work and the long hours, you've said yes to opportunity and have tried things even when you felt uncomfortable and now? Well, now you might find yourself feeling pretty chronically over committed. Your clients want a piece of you, team members want a piece of you and those lingering projects and last month, they want a PC, YouTube, and all the while you've got a much bigger goal in mind. The problem is finding the space to turn that all into a reality. All this month we're talking about carving up the space you need to focus on high level priorities. How would your life in business be different if you had the space to step out of your day to day activities, and devote yourself to making significant progress on the projects that really matter to you? I want to help you make the space to turn your goals into a reality. I want to help you carve out your very own white space and take a big leap forward with your small business. That is what the CO work tree is all about. I'll be your personal guide for a three day all inclusive working retreat, you bring your most important high level projects, and I'll bring my skills as a coach and project manager. I also bring my own team along to help you make extraordinary progress towards your

goal. By the end of our time together, you'll have worked on three of your most high priority projects, you have taken the time to recharge and have fun and encouraging environment, meaningful massively in control and accomplished. To learn more about working with me on a CO work treat, and schedule a free consultation. email me directly. I'm hailing At brain space optimize calm that's h AI le y at brain space optimized.com. Okay, back to the episode.



17:10

You know feeling that pain point, deciding you're going to do something about it making the space and gathering the resources to do something about it and then going through that change in your store you're talking about like, I'm sure it wasn't just like you flipped a switch and then all of the team was on the same page and everything worked perfectly No, there's like this time where everyone has to figure out what's going on and what are all the pieces involved in it. And you know, how does exactly this new tool work and getting all the new systems written down and the more and more I do this work, I want to be able to say like, Oh, it's going to be so easy. All you need is faster systems or all you need is this or that But truly, to do less you actually have to like do a little more first and then you can do this to keep moving.



17:52

That is so true. And I'm I'm glad that you brought this up here we because it is a lot of times We have to put this investment of time in the beginning to, to really work things. And the thing is that it's it's absolutely normal. What what we experience and the fact that from time to time we get to the point that our the way that we do things no longer supports us. And this is something that I think we simply we should stop thinking about this as a negative thing, right? Because as the business grows, and we offer more services, or there are more clients, systems become more complex in order to support a growing business a lot of times we we grow quickly, kind of figure out things on the fly and solutions on the fly and they're this temporary systems that are put in place in order to save the day and that's perfectly okay. But the day should come where you need to Slow down and just like yourself, take a break, look and analyze how things are working and unravel what was being created in that super quickly let's let's get this done and think about things tomorrow. It is very natural for for business as it grows to get more complex and more complex things require more complex structures. But in order for for us to work efficiently, we have to from time, stop and see how what we've built this complex thing that God created. How can you be simplified? Because we cannot we cannot grow eternally we cannot grow without limits without stopping him of simplifying things and

growing again. So it is a cycle. It is something that we have to grow expect that okay now that we've grown to this, let's let's stop, let's simplify let's optimize how we're doing things possibly replace more complex systems with more streamlined once or more complex tools. With better tools maybe now that we are doing the same, we will replace this five different tools that are doing all this individual things with just one now with the needs of the business have changed. And I think the keys just to normalize that the format is perfectly okay to experience it. Expected if your business is growing, expect that at some point, you will need to slow down, analyze things, find a way to simplify things, and that will allow you to grow further because if you continue growing and growing without taking the time to optimize the way things run, your business will collapse just because it will get too complex.



21:00

I love what you said about normalizing this as part of what it means to grow a business. I think so much that's out there on you know, on the internet and the online business space is like just grow, keep growing at customers like there's lots of courses for growing your list and growing and doing more. I think because online businesses such a new way of doing business like it's not as mature as what kind of brick and mortar businesses have been or whatever, like this whole world is still developing. And I don't know I could be making this up. But we we want to like separate like what our businesses are not like online or on like brick and mortar businesses. I think we lose some of the things that we just learned and traditionally what it means to run a business and that is these fluctuation points. It's not all just you know, shooting upward in an upward trajectory. There's times we have to slow down and times where you have to put your time and energy into, you know, the operational components and times in which it is time to sell more and whatever but I think just that phrase of like, normalize it And then expect it and then do something about it. So tell me about how do you suggest a business owner start doing this work? Right? They can hire somebody like us? Or you know, and do it over time, like over a quarter? Should they just like, stop and you know, take a week or take a weekend and like, go through everything like how do you normally suggest people start getting into this, this work of looking at the systems and kind of analyzing it?



22:28

Well, doing regular reviews definitely help. What I also read and in my experience, this is this is true is that every time our business triples, and the size of our team triples, it's the time to take that break and look again at all the systems and possibly rebuild your systems just because every time there's something magical number three, that every time

you go from zero to three team members or three to ignite all if we round up to 10 team members systems that you've had in place the communication systems and like the way things work and run, they break. And you have to we, we do this again, you're going to look at it as kind of revenue thresholds as well and it's not as clear cut but if you've been running your business and a lot of a lot of small businesses really have this intuitive feel for how their business grows because business is like like seasons it's know when when you are in this really really high growth season and when you're in that league feast, just go for it just do it and it's okay that you will be creating systems on the fly and finding solutions can kind of just like Duck Duck TV things that's but know that Once you once you're approaching that place where, okay, if I make one more step things can I just just take take the time to, to slow down and review what what you have and see where better and more profound repairs are needed. Simply Be on the lookout for for that period when, okay, now it's the time to actually step back a little bit and look at what needs to happen for me to be able them to get them to the next growth period. But a lot of times it is when we get to the new income level when we grow our team and all of a sudden things don't work as well as they used to.



24:46

Yeah, and I think you made a couple of good points. One is a rule of three which I hadn't heard before. So I think that's super useful. And then you know, whenever you hit a new income levels, another opportunity look for it, being able to identify growth periods versus Okay, we just had a growth period. And this is probably a good time for us to stop is good. But I think the other piece you said too, was kind of approaching this as something that you do. Because that's just how business goes, you know, like, that's just the seasons of business versus going into this work based on fear. Everything's not working. Let me just blow it all up and try again. And so I think making that distinction to and trying to go at this from a, this is just how business goes and not everything's falling apart. So let me which I mean to be perfectly candid. I've had those moments of like, none of this is working, I'm freaking out and let me just blow everything up and drag it. So let's say a small business owner is listening to this. And they feel like they are at this place of wanting to make some changes kind of based off of the things we talked about, maybe that a new income level or new team level. They want to take a measured approach to doing this. They're about to take their headphones out after You know, listening to our awesome episode, what do you tell them to do right now? Like, what if they're like, okay, I want to start this process today what's like the very first thing you tell them to do?



26:11

So the first thing that I, I always recommend my clients and this is how we, we look at things together when I'm simply doing an audit is that first I asked them about their goals where where do you want to be in two to three years and this is this is a great starting point just to ground yourself to make sure that you're very clear about what you want to achieve in into three years. And two, three is very arbitrary. If you're comfortable with five great if you're comfortable with one year, whatever that number is, but look at what what do you want to be in this equipment, what does next level look like? And then come back to today and look at how things are right now. And see, okay, if I want to be They are and this is where I'm at right now what needs to happen for me to actually achieve that? Well, let me give you a specific example. So general people, I spoke with them with really amazing lady and she is an editor. And she has a team of editors who she works with. However, most of her projects are, most of her work is project based. So it's every time one project finishes, she needs to find another. So for her, what she she was trying to achieve is in two to three years, be able to have enough time to actually start working on courses or digital products, something that would give her that quote unquote, passive income. So that wasn't over revenue was coming from projects. So when we looked at that, I asked her Okay, so if so, how are things today? Where Where do you spend Most of your time now, and she said that right now a lot of her time is spent working on client projects. She also project managers or editors. And there's also a lot of time spent talking to potential clients and making sure that they receive foods or she has sales calls with them. So different marketing activities. The key question for her, it's something that I saw and this this might be helpful to our listeners as well is to ask yourself, okay, if I see three years, I want to be doing less of this thing, but more of that thing, how much time do you do you actually need to have so for you to be able to do more of that thing x or for this lady? It was for her to be able to create courses and digital products, how much extra time would you need? And you can ask the same question about great So if you want to get to this new revenue level, what is that? What does it mean in terms of does it mean selling more of the items that you already have? Does it mean that you you will launch a new service or product? Does it mean that you will raise your prices? So get very specific. So if if you want that, and this is where you are right now, how does bridging the gap can look like? So for this lady, she told me that before her to be able to create this new products and courses she would need, she told me eight hours a week. So one day, I said, Okay, great. So let's look at where could we find these eight hours for you? And I asked her to kind of run me through her regular day to see where her time is going. And then we looked closer. We saw that a lot of time is spent on email again, going through the questions to this potential client Going through emails of existing clients doing work, doing editing work, and managing her other editors making sure that they know what they're supposed to be working on. So a lot of this was very, very logistical. So I asked her if she wanted to continue doing editing work, because that's that was important. Okay, I don't want to cut her what she



30:24

loves, but she said, No, actually, I don't care about editing work anymore. I'm perfectly okay with my team doing all that work. I said, Okay, great. So if you passed all these clients, if you currently have to your editors, how many hours would that free up for you? If you ask your assistant to be managing emails, and an even better look, if we first looked at your emails and determines how would you be able to receive less email in the first place? How much time would that free out for you if you had the more robust project management tool that doesn't require you to do all this back and forth with your editors, yourself and for them to be double checking with you, what are the priorities and what needs to happen? How much time would that free for you. And when we looked at those numbers that would free apathy 15 hours of her time, 15 hours a week, which would be more than what she she would need to create those courses. And then we put in place kind of like action steps that would ensure that she can delegate more of her current projects. That's what what she would need to do in order for her editors not to have such a close to provision in hand holding from her, how can she receive less email me that that can be and I want to explain this because somebody would say, Okay, how can you receive this email, you can actually can afford her. It looks like a Lot of inquiries that she was receiving from people who were not qualified or who did not who could not work with her for one reason or another financial or she was not a good match. And what was missing for her was really, really great process for screening for applicants just having an application on her page that would allow her to communicate her requirements and also help people who come to her site to self select Yeah, right. Even that it when when we looked at that, that would significantly cut the number of deals she was receiving and responding and paying attention to. So there are always ways but again, what you need to look at is your goal where you want to be and where you are today. And look at Okay, what actually needs to happen for you to be able to bridge that gap. So for this lady, when we look at it, when we look at all these numbers and steps that need to happen, it actually because Clear that you definitely need three years to to reach that if she if she's very focused, she can reach that in three to six months. So it is actually slowing down looking at what needs to happen. And once you have that plan of action, putting your blinders on and doing that, and then you'll be able to achieve so much more so much.



33:23

Yeah, well and I love that this conversation is kind of talking so much about you know, every everyone knows they should be doing less and, and whatever, right. That's a very common thing that is talked about in the online business world, but like just being able to stop and break down the process of how this works. And then I'm sure with her like, like you said, it wasn't like she flipped a switch and then magically, everything happened, it

was still you know, three to six months of how this can go down and just being ready to do the work of you know, it's going to be a little messy handing off this first set of projects back to her editors and like creating her new front end process for attracting clients or at least processing Your qualifying potential clients like that's going to take some work. And it's probably going to be messy. And it's probably not going to work the first time, you know what I mean? It's going to need some tweaking. But just being ready to do that having a plan, being ready to do that work. And knowing that six months, nine months, a year from now, two years from now, like you could be in a wildly different place. And so I think you and I are both on the same page of figuring out how to do less and expecting it to be a process is just that a process that does take time but it definitely means that you're going to be in a different place, you'll actually be in a different place a year from now instead of you know where you are now, except it'll be a year from now. You'll be at the same, you know, revenue level or team level and it'll also be a year later so. So I love that. Thank you for sharing all that you did. Okay, we're going to transition into our lightning round of questions. Are you ready?



34:49

Right, shoot.



34:51

All right. The first question is, What are you reading right now? It can be fiction, nonfiction. What are you reading?



34:58

I am Finishing right now, Murray for loose news book. Yeah, I've been following Marie as I mentioned many of



35:09

our listeners for for a long time and I was not expecting to like her book so much, but it's actually it's really amazing there. There's so much very down to earth advice. That sounds like something I should probably pick up. Okay. Question number two if you could come up with a made up superpower based off of things in your life you currently are good at or you know, people are telling you that you're good at these things. What would that superpower be?



35:37

So something that the comment that I've been receiving lately because I've been doing a lot of systems audits and other people that I speak with, who may not be experienced those audits, assistance therapy, so I think I'm really good system therapist. I'm actually considering labeling my new service as that is That's definitely gifts. Yeah, because it's something that I I can do very, very well is create order out of chaos of the system.



36:11

That's a lot of my clients have been complimenting me on. Okay, question number three. It's a zombie apocalypse and you are playing for your life. What are three things that you would take with you as you are going?



36:25

Oh, gosh, that's a tough one. Um, well, first thing that I've grabbed is my son. It's just yeah, that's that's why it's not it's not the thing that this is something like really, I can't go anywhere without him, especially when saving my life.



36:43

And the second thing I would I bring my laptop with me. Okay, maybe I can get very creative having a laptop with my spreadsheets.



36:58

My son and my laptop Be good, be good to go.



37:02

Yeah, but awesome. I love that. Okay, a big question number four is tell us about an exciting mission that you were on in your business or with your work that is just lighting you up making you excited?



37:15

Well, that is super geeky. But given what we've discussed so far, and the insights about

myself that I just shared, I wasn't surprised. But I'm going through a certification program right now, to learn more about measurement marketing, so basically, more numbers and what to do with them and how to use all this different numbers to actually make more intelligent, intelligent decisions about our business growth. Because this goes back to what we discussed very early in our conversation about the fact that there is data, overwhelm and data spread over there are so many tools That capture our data in different statistics, but because they are all over, and that can be the statistics, awake, our website visitors and who visits what, what page and how they interact with her, like Facebook analytics, for example. But it can be also as simple as who are my clients, where where do they come from? Who are my best clients, what clients, even the ones that I work with, actually make me money and which once I lose money on, like all that information is available to every single business owner and just a fraction of them uses this information in order to be able to to make decisions from their business and what we've been doing over the past few months because I've been transitioning from just pure systems work to actually building dashboards for our clients. And until recently, these dashboards were one process oriented so they were built To make processes easier and faster and bring the data all in one single place, but or the they would have metrics that were more around how the business performs financially, what marketing activities work and all that. So now we'll be adding this other elements of traffic and how your potential clients interact with your website and where those clients are falling off in the journey to become your client from prospect to client and that makes me super excited because that will allow me to give even greater insights to my clients so that they can grow faster in a very very focused way.



39:48

I love that I love that is your your geek Enos coming out but it's so good and it'll be so good for your clients too. So when it as a thank you so much for being on the podcast. Where can people find You online.



40:01

The best place is my website systems from God calm. But you can also find me on LinkedIn and Facebook at the moment. Those are the two so familiar platforms that I share a lot of content. So you can search for systems rock and you will find



40:19

find me on both platforms. Awesome. Well, thank you so much for coming



40:22

on and sharing. I know this is going to be just a



40:25

really great conversation for my audience.



40:27

So thank you. It's a pleasure. Thank you so much for having me, Haley.



40:31

It's been so much fun.



40:35

A big thanks to our guests for being on the podcast this week. Thank you to our producer Melanie Scroggins and ticket to tell us about anything we referenced in this episode. You can go to [brain.space/optimized.com/slash/podcast](https://brain.space/optimized.com/slash/podcast). We will see you in the next episode.