0:0:5.61 --> 0:0:8.581  
Luis Escobar  
Sure. Let me start, I guess by sharing putting up those notes.

0:0:12.561 --> 0:0:25.761  
Luis Escobar  
You know the the right now what I was able to like do over the last, you know, 24 hours is they were like extract all the you know existing content that you have inside of your your website on WordPress right.

0:0:26.651 --> 0:0:28.611  
Luis Escobar  
And just do a little.

0:0:30.241 --> 0:0:42.481  
Luis Escobar  
Also extraction of like some of the custom fields you have in there, some of the user flows, some of the engagements you have try to like come together with like a new approach for the website, right?

0:0:43.641 --> 0:0:46.921  
Luis Escobar  
I did like the the fake news that that Brian provided, right.

0:0:46.921 --> 0:0:49.41  
Luis Escobar  
So I also use that as a nice reference.

0:0:50.801 --> 0:0:53.921  
Luis Escobar  
I did begin doing some competitive research.

0:0:54.281 --> 0:0:56.161  
Luis Escobar  
I think more on the the national level.

0:0:57.511 --> 0:1:2.431  
Luis Escobar  
Share the document there. That compares the new to live course.

0:1:2.471 --> 0:1:5.951  
Luis Escobar  
And then there's another one that compares the new to.

0:1:7.481 --> 0:1:9.361  
Luis Escobar  
All right. My life force to ten of its competitors.

0:1:12.301 --> 0:1:14.301  
Luis Escobar  
Where that came across also.

0:1:20.301 --> 0:1:20.781  
Basement  
I didn't.

0:1:21.181 --> 0:1:22.221  
Basement  
I didn't get that.

0:1:22.221 --> 0:1:23.101  
Basement  
Did you get that?

0:1:24.911 --> 0:1:26.671  
Basement  
I saw it, but I don't.

0:1:26.671 --> 0:1:28.31  
Basement  
Who did you send that to?

0:1:29.601 --> 0:1:30.881  
Luis Escobar  
I shared it on teams.

0:1:32.321 --> 0:1:34.801  
Luis Escobar  
In in a group that I I added a few of us too.

0:1:33.761 --> 0:1:34.321  
Basement  
He's.

0:1:36.641 --> 0:1:39.361  
Luis Escobar  
But it's fine. I'll share it again.

0:1:36.841 --> 0:1:41.521  
Basement  
Oh, Oh yeah, it's on teams here in the group chat. OK OK.

0:1:43.31 --> 0:1:44.911  
Basement  
I'm the only one here without.

0:1:47.31 --> 0:1:47.711  
Basement  
A laptop.

0:1:47.991 --> 0:1:49.791  
Basement  
So sorry.

0:1:51.391 --> 0:1:53.911  
Basement  
I have a pen and 500 pieces of paper, right?

0:1:53.911 --> 0:1:55.951  
Basement  
I have a pen and paper.

0:1:56.71 --> 0:1:58.271  
Basement  
I'm killing drakes so.

0:2:1.281 --> 0:2:2.601  
Luis Escobar  
Gonna share my screen.

0:2:8.721 --> 0:2:9.441  
Luis Escobar  
That's gonna be.

0:2:23.241 --> 0:2:24.41  
Basement  
Hope everything is OK.

0:2:25.941 --> 0:2:26.141  
Basement  
Hello.

0:2:32.611 --> 0:2:33.571  
Basement  
Did this.

0:2:34.381 --> 0:2:35.21  
Basement  
Permit planning.

0:2:35.21 --> 0:2:35.901  
Basement  
Go on today.

0:2:37.391 --> 0:2:37.551  
Basement  
OK.

0:2:37.551 --> 0:2:38.591  
Basement  
So so you all.

0:2:39.111 --> 0:2:40.511  
Basement  
Who all was involved in that?

0:2:42.951 --> 0:2:56.911  
Basement  
Pretty much the whole marketing team, but we outlined everything, all of the main projects and then everyone's going in and adding their sub tasks and then Brian's gonna go in and put due dates in, OK. And what was Louis part of that?

0:2:57.351 --> 0:3:3.591  
Basement  
No, it was more of just like internal organization for what based off of what we talked about.

0:3:4.421 --> 0:3:7.261  
Basement  
So like the list that we made. Yeah. Yeah. OK.

0:3:7.541 --> 0:3:10.461  
Basement  
Yeah, I don't know if you've heard that.

0:3:10.461 --> 0:3:18.781  
Basement  
Have him look at it until we have like due dates and all the subtasks in and then Brian corrects me if I'm wrong.

0:3:18.781 --> 0:3:19.821  
Basement  
But then we were gonna.

0:3:21.471 --> 0:3:23.191  
Basement  
Tell Louis it was finished, right?

0:3:25.101 --> 0:3:26.221  
Brian Hyatt  
That's correct, yes.

0:3:26.691 --> 0:3:27.51  
Basement  
Yeah.

0:3:27.861 --> 0:3:32.861  
Basement  
Once we get like everything organized and then bring him into that conversation.

0:3:40.91 --> 0:3:42.51  
Basement  
But Louis, you already have access to click up.

0:3:42.51 --> 0:3:42.971  
Basement  
I think so.

0:3:43.171 --> 0:3:44.891  
Basement  
You can obviously look at it at any time.

0:3:57.221 --> 0:3:59.941  
Basement  
Your mic's off. Just FYI think.

0:4:7.981 --> 0:4:8.21  
Brian Hyatt  
S.

0:4:14.271 --> 0:4:14.751  
Luis Escobar  
That better.

0:4:14.751 --> 0:4:17.191  
Luis Escobar  
Can you hear me now? All right.

0:4:15.601 --> 0:4:16.961  
Basement  
Yep, Yep.

0:4:19.311 --> 0:4:22.751  
Luis Escobar  
Yeah, I I was inside of Clickup and I'm following along.

0:4:22.791 --> 0:4:28.71  
Luis Escobar  
You know, so we can do a deep dive into all those sprints.

0:4:28.71 --> 0:4:39.391  
Luis Escobar  
Exact I think you know, once we have this new 1.0 version of the of the site and and some of the the foundational things inside of our HubSpot, everything will come in line.

0:4:41.611 --> 0:4:45.211  
Luis Escobar  
What I did do is just like preliminary like research.

0:4:45.211 --> 0:4:46.291  
Luis Escobar  
Right on these competitors.

0:4:46.291 --> 0:4:52.91  
Luis Escobar  
So my life force function health inside tracker, my rec health own health. Next health.

0:4:53.671 --> 0:4:56.591  
Luis Escobar  
Biome Thrive Lab defi medical any of these?

0:4:59.261 --> 0:5:0.61  
Luis Escobar  
So familiar.

0:5:0.421 --> 0:5:3.301  
Basement  
Yeah. Yeah, yeah, yeah. Almost all of them.

0:5:3.91 --> 0:5:3.251  
Luis Escobar  
OK.

0:5:4.181 --> 0:5:4.541  
Luis Escobar  
Great.

0:5:5.861 --> 0:5:8.861  
Luis Escobar  
But yeah, I mean it's it seems like these are some.

0:5:10.351 --> 0:5:12.511  
Luis Escobar  
National you know, a players, right?

0:5:14.191 --> 0:5:17.951  
Luis Escobar  
You should, you know, try to pay attention to emulate or or.

0:5:19.591 --> 0:5:22.511  
Luis Escobar  
See, you know what we like from them and and replicate it right there.

0:5:22.511 --> 0:5:24.631  
Luis Escobar  
There's a lot to like from my life force.

0:5:25.31 --> 0:5:28.151  
Luis Escobar  
I think we've got a few like conversations about that, right?

0:5:31.181 --> 0:5:32.941  
Luis Escobar  
Just down to the branding, right?

0:5:33.141 --> 0:5:35.981  
Luis Escobar  
And branding is something I also wanna talk about in this meeting.

0:5:37.551 --> 0:5:41.911  
Luis Escobar  
Theeno.cothe.co is really it's just not working.

0:5:43.901 --> 0:5:45.381  
Luis Escobar  
It needs to be a.com.

0:5:48.61 --> 0:5:49.941  
Luis Escobar  
I know you guys have several domains.

0:5:52.71 --> 0:5:57.751  
Luis Escobar  
I did do some some research and I found a newlife.com is available.

0:6:0.771 --> 0:6:2.411  
Luis Escobar  
Ennulive.com.

0:6:4.621 --> 0:6:8.701  
Luis Escobar  
I feel like that could be a a the main domain right now.

0:6:8.941 --> 0:6:12.541  
Luis Escobar  
I know one of your competitors optimize U global for example.

0:6:12.581 --> 0:6:17.421  
Luis Escobar  
They have their main HQ website. It seems like optimized use centers.

0:6:18.541 --> 0:6:24.781  
Luis Escobar  
Then they have like individual sites for each location really, which is also a very smart idea, and we should do the same.

0:6:26.791 --> 0:6:34.311  
Luis Escobar  
But there should be a a synergy between all the websites and and life or of course enu brings it together.

0:6:34.311 --> 0:6:36.431  
Luis Escobar  
It's just. Can we buy the.com?

0:6:36.431 --> 0:6:36.791  
Luis Escobar  
Have we?

0:6:36.951 --> 0:6:38.671  
Luis Escobar  
Have you guys made an attempt?

0:6:39.481 --> 0:6:45.921  
Basement  
Yeah, we were at around 30,000, I think, which I thought was which I thought was high, so.

0:6:43.51 --> 0:6:43.371  
Luis Escobar  
OK.

0:6:47.671 --> 0:6:52.231  
Basement  
And and quite frankly, I wasn't at that time that much in love with the name anyway.

0:6:48.211 --> 0:6:48.731  
Luis Escobar  
You could try.

0:6:52.231 --> 0:6:54.311  
Basement  
So it was kind of.

0:6:56.501 --> 0:6:57.21  
Basement  
Oh yeah.

0:6:58.721 --> 0:6:59.441  
Luis Escobar  
I don't know.

0:6:59.561 --> 0:7:1.401  
Luis Escobar  
I mean, I'm not against it at first.

0:7:1.401 --> 0:7:3.761  
Luis Escobar  
I told you, I think we need a drastic.

0:7:5.271 --> 0:7:12.271  
Luis Escobar  
Brand facelift, but I mean the more I thought about it the you know it's it's not bad. Actually the logo's not bad.

0:7:12.271 --> 0:7:16.391  
Luis Escobar  
You guys did a good job actually with the the icon design.

0:7:18.271 --> 0:7:22.471  
Luis Escobar  
Maybe the the color schemes need to be adjusted?

0:7:22.951 --> 0:7:27.631  
Luis Escobar  
Maybe the the font of the Ennu needs to be adjusted, right?

0:7:29.51 --> 0:7:40.851  
Luis Escobar  
So we can continue paying on this and I think adding the word life, you know it just also my life force.com is you know, I know exactly what I'm getting when I when I land on that website or just thinking about the domain.

0:7:44.111 --> 0:7:48.871  
Luis Escobar  
You really have to think from like a direct marketing direct to consumer perspective, right?

0:7:49.711 --> 0:7:52.271  
Luis Escobar  
It's it's split second decisions, right that that.

0:7:54.581 --> 0:7:57.421  
Luis Escobar  
My life force like it makes perfect sense.

0:7:56.991 --> 0:8:3.711  
Basement  
Brian, Brian. Brian, did you you have access to our domain?

0:7:58.951 --> 0:7:59.551  
Luis Escobar  
You know.

0:8:4.761 --> 0:8:5.841  
Basement  
Purchasing on.

0:8:8.671 --> 0:8:9.151  
Basement  
Enam.

0:8:10.941 --> 0:8:11.821  
Basement  
Is there something?

0:8:11.861 --> 0:8:13.421  
Basement  
Are you on the road now, I guess.

0:8:13.891 --> 0:8:14.291  
Brian Hyatt  
Yeah.

0:8:15.281 --> 0:8:20.761  
Luis Escobar  
So I went ahead and just bought that domain in your-life.com before anybody else does.

0:8:18.431 --> 0:8:18.871  
Basement  
OK.

0:8:21.431 --> 0:8:21.591  
Basement  
OK.

0:8:22.471 --> 0:8:24.471  
Luis Escobar  
I bought it through Cloudfair.

0:8:24.471 --> 0:8:25.711  
Luis Escobar  
Do you guys have a cloud fair account?

0:8:27.171 --> 0:8:27.651  
Basement  
Now.

0:8:28.471 --> 0:8:29.271  
Luis Escobar  
OK so.

0:8:29.451 --> 0:8:29.491  
Renzo Mogrovejo  
I.

0:8:29.931 --> 0:8:33.811  
Renzo Mogrovejo  
I created one for for tripones.

0:8:31.681 --> 0:8:32.81  
Luis Escobar  
Yeah.

0:8:34.571 --> 0:8:35.11  
Luis Escobar  
OK.

0:8:35.531 --> 0:8:38.171  
Luis Escobar  
Well, I think I'll just use this new one, right.

0:8:38.171 --> 0:8:43.891  
Luis Escobar  
It'll be our our main Calvert account. Calculate will service our our our DNS provider.

0:8:45.351 --> 0:8:48.471  
Luis Escobar  
Also help with optimizing the cyber speed and security.

0:8:45.431 --> 0:8:45.831  
Renzo Mogrovejo  
OK.

0:8:50.431 --> 0:8:58.711  
Luis Escobar  
So and then furthermore has like a really like seamless integration with Google Workspace, which is another thing I would like to establish on this call.

0:8:50.911 --> 0:8:51.551  
Renzo Mogrovejo  
You got it? Yeah.

0:9:0.591 --> 0:9:1.871  
Luis Escobar  
And the the.

0:9:3.591 --> 0:9:8.631  
Luis Escobar  
Hosting that, we're gonna be using just for like this initial launch, right?

0:9:9.261 --> 0:9:10.501  
Luis Escobar  
It's a reliable host.

0:9:12.31 --> 0:9:16.431  
Luis Escobar  
No, we're not gonna be, you know, launching the members portal on Friday.

0:9:16.671 --> 0:9:18.631  
Luis Escobar  
We don't need to be HIPAA compliant on Friday.

0:9:20.271 --> 0:9:25.431  
Luis Escobar  
When it comes to being HIPAA compliant, we'll we'll utilize a A HIPAA compliant server, right?

0:9:25.431 --> 0:9:27.871  
Luis Escobar  
But right now we're just launching this this marketing website.

0:9:31.431 --> 0:9:39.471  
Luis Escobar  
Ted, I think I just need to connect with someone to, to or send them the link so they can put a payment method on file.

0:9:40.361 --> 0:9:40.721  
Basement  
Jump.

0:9:43.421 --> 0:9:47.181  
Basement  
Just send out the Trent or myself.

0:9:49.61 --> 0:9:49.781  
Luis Escobar  
OK, on it.

0:9:53.781 --> 0:10:0.781  
Luis Escobar  
And the other thing is, I started drafting a few ideas of mockups for what the website can look like.

0:10:10.41 --> 0:10:14.641  
Basement  
In a world so competitive.

0:10:16.711 --> 0:10:24.911  
Basement  
You know, you were able to instantly see 15 different folks that that all purport.

0:10:25.31 --> 0:10:30.151  
Basement  
I mean, the biggest concern is how do we stand out, right?

0:10:30.151 --> 0:10:32.631  
Basement  
I mean like 'cause we we are not.

0:10:34.391 --> 0:10:37.511  
Basement  
Life force. You know, we're we're not them.

0:10:37.901 --> 0:10:40.821  
Basement  
I mean, we do so much more.

0:10:42.831 --> 0:10:48.31  
Basement  
So, so, but yet people may not care that we do more.

0:10:49.711 --> 0:10:52.311  
Basement  
People you know, so I really need your take on that.

0:10:54.431 --> 0:10:55.71  
Basement  
Yeah. So.

0:10:54.991 --> 0:11:1.191  
Luis Escobar  
Yeah. No, I mean the the fact that you guys do more is actually it should make it easier to to stand out, right?

0:11:1.591 --> 0:11:4.951  
Luis Escobar  
However, sometimes less is more, right?

0:11:5.631 --> 0:11:11.591  
Luis Escobar  
So we really gotta dial in our, our, our messaging, right.

0:11:14.341 --> 0:11:25.901  
Luis Escobar  
Not just the the logo, the domain, but like the the catch phrase. The the mission statement, the every word on this website needs to be really well thought out.

0:11:27.711 --> 0:11:30.351  
Luis Escobar  
You know, the copywriters are like some of the unsung heroes.

0:11:30.471 --> 0:11:32.511  
Luis Escobar  
I mean, AI is really good right now.

0:11:32.511 --> 0:11:34.71  
Luis Escobar  
I'm not gonna lie, but.

0:11:36.1 --> 0:11:41.201  
Luis Escobar  
Have a person with copywriting background behind AI is is that really brilliant?

0:11:36.421 --> 0:11:36.581  
Basement  
OK.

0:11:43.421 --> 0:11:46.381  
Luis Escobar  
Just putting together, you know the right words, right?

0:11:46.541 --> 0:11:47.461  
Luis Escobar  
Not too much, not too little.

0:11:50.181 --> 0:11:51.821  
Luis Escobar  
You know, we, I know you guys offer a lot.

0:11:51.821 --> 0:11:53.541  
Luis Escobar  
It's it's a ton, which is great actually.

0:11:53.541 --> 0:11:56.701  
Luis Escobar  
It's gonna do wonders for our our SEO, right?

0:11:56.701 --> 0:12:3.501  
Luis Escobar  
Every single one of these factors should have its own page and and associated funnel essentially.

0:12:6.231 --> 0:12:11.311  
Luis Escobar  
You have a ton of reviews that we gotta really just capitalize on more and better in better ways.

0:12:14.201 --> 0:12:16.481  
Luis Escobar  
So this is one of the ideas that I have.

0:12:16.481 --> 0:12:27.321  
Luis Escobar  
This is more like a wireframe idea, but the the goal here is to achieve something that that that's like luxurious right? That's a premium.

0:12:27.881 --> 0:12:29.1  
Basement  
Designer brand.

0:12:29.151 --> 0:12:30.671  
Luis Escobar  
So designer brand correct.

0:12:30.831 --> 0:12:30.951  
Basement  
Yep.

0:12:33.451 --> 0:12:37.731  
Luis Escobar  
Yeah, we're gonna have separate landing pages. Of course, for like man.

0:12:39.271 --> 0:12:42.71  
Luis Escobar  
Feminine power and you know different ways to resonate with them.

0:12:43.791 --> 0:12:45.431  
Luis Escobar  
Right now what I want to just.

0:12:47.351 --> 0:12:50.71  
Luis Escobar  
Those up by Friday is kind of like a border plate, right?

0:12:50.71 --> 0:12:55.431  
Luis Escobar  
That I think it it should be very similar to what my life force is doing.

0:12:55.871 --> 0:12:56.511  
Luis Escobar  
I mean what?

0:12:57.231 --> 0:13:0.31  
Luis Escobar  
What is your guys take on this website overall?

0:13:5.101 --> 0:13:9.741  
Basement  
The space like I hate things. I hate things that are cluttered.

0:13:6.681 --> 0:13:6.881  
Luis Escobar  
Mm hmm.

0:13:9.981 --> 0:13:15.261  
Basement  
I love the way I love the design of it. The space? Yeah.

0:13:10.401 --> 0:13:10.601  
Luis Escobar  
Mm hmm.

0:13:14.831 --> 0:13:15.31  
Luis Escobar  
Mm hmm.

0:13:17.571 --> 0:13:17.771  
Luis Escobar  
Mm hmm.

0:13:22.61 --> 0:13:28.301  
Basement  
It's very evident that they focused not only on on, you know.

0:13:30.271 --> 0:13:30.591  
Basement  
Living.

0:13:33.271 --> 0:13:41.831  
Basement  
Longer, but they show you how to live better while you live longer. And I think that's part of our value as well, so.

0:13:43.921 --> 0:13:47.601  
Luis Escobar  
Yeah, and. And you know this, this app, they're already like, you know.

0:13:49.71 --> 0:13:50.991  
Luis Escobar  
Prepping you for this idea that you're gonna have it in hand.

0:13:54.351 --> 0:13:55.751  
Luis Escobar  
Right. And this breakdown right here.

0:13:55.231 --> 0:13:56.551  
Basement  
Oh, my God. That's what we did.

0:13:58.71 --> 0:13:58.911  
Basement  
That is legit what we did.

0:13:59.641 --> 0:13:59.881  
Luis Escobar  
Yeah.

0:14:1.971 --> 0:14:2.371  
Luis Escobar  
Great.

0:14:4.351 --> 0:14:6.631  
Luis Escobar  
Do you guys have some good stuff on your site too?

0:14:6.751 --> 0:14:13.671  
Luis Escobar  
You know, we're gonna use a lot of it. Just needs to be presented in a better format, better fonts, better styling.

0:14:18.571 --> 0:14:33.771  
Luis Escobar  
The imagery these these videos, they they make a big impact on the bringing the website to life. I believe we have a a Shutterstock account if I can have access to that too, I'm gonna start creating a folder of kinds of assets.

0:14:33.771 --> 0:14:34.651  
Luis Escobar  
I think we should start.

0:14:36.111 --> 0:14:36.671  
Luis Escobar  
Using.

0:14:36.421 --> 0:14:41.181  
Basement  
Purposely do they purposely on the main site?

0:14:42.911 --> 0:14:44.191  
Basement  
Remain gender.

0:14:45.781 --> 0:14:51.781  
Basement  
Agnostic. Basically, they're showing men and women both. I mean because.

0:14:50.41 --> 0:14:50.241  
Luis Escobar  
Mm hmm.

0:14:53.471 --> 0:14:56.751  
Basement  
The promise that they offer really does change, right?

0:14:56.751 --> 0:14:59.991  
Basement  
We're we're adding life to your years, you know.

0:15:2.111 --> 0:15:3.631  
Basement  
So so I like that.

0:15:5.471 --> 0:15:6.511  
Basement  
For for us.

0:15:8.501 --> 0:15:10.501  
Basement  
It's not as easy, right?

0:15:10.501 --> 0:15:19.741  
Basement  
Because we have aesthetics we, you know, we, we we have a different language that we speak. When when we're talking about aesthetics.

0:15:21.261 --> 0:15:22.381  
Basement  
Possibly right.

0:15:22.741 --> 0:15:28.901  
Basement  
Aesthetics for some men could be off putting when, when, when what they want is muscle mass.

0:15:29.141 --> 0:15:31.981  
Basement  
They want energy, sex, drive, whatever.

0:15:31.981 --> 0:15:44.821  
Basement  
And you see, you know, and you see 25 five year olds getting faith facials, you know? So, so that dichotomy, I think makes sense for us.

0:15:37.201 --> 0:15:37.721  
Luis Escobar  
Yeah.

0:15:40.381 --> 0:15:40.901  
Luis Escobar  
So.

0:15:45.101 --> 0:15:46.901  
Basement  
But they don't have to deal with that.

0:15:45.261 --> 0:15:45.461  
Luis Escobar  
Mm hmm.

0:15:46.901 --> 0:15:47.461  
Basement  
You know, I mean.

0:15:48.231 --> 0:15:52.311  
Basement  
Like I think part of their part of the beauty of their site and their company.

0:15:53.461 --> 0:15:56.461  
Basement  
Is the ability to hone in on and.

0:15:57.21 --> 0:15:57.221  
Luis Escobar  
Mm hmm.

0:15:58.431 --> 0:16:3.511  
Basement  
Focus on they don't have to worry about the gender necessarily, you know.

0:16:7.1 --> 0:16:8.881  
Luis Escobar  
So on the home page, right?

0:16:12.761 --> 0:16:19.681  
Luis Escobar  
I just typed in this into the browser, right my life force.com so it just took me to the home page. Which. Yeah, you're right, it is.

0:16:20.361 --> 0:16:22.601  
Luis Escobar  
You know it's neutral, right?

0:16:22.601 --> 0:16:24.561  
Luis Escobar  
It's inviting for for everyone, right?

0:16:24.921 --> 0:16:29.81  
Luis Escobar  
Then I I went to Google and I typed in live my life force for men.

0:16:29.441 --> 0:16:31.961  
Luis Escobar  
I clicked on the first ad and it brought me here.

0:16:32.561 --> 0:16:34.41  
Luis Escobar  
Add life to your ears.

0:16:34.521 --> 0:16:36.961  
Luis Escobar  
Here's like a, you know, older, gentle.

0:16:37.991 --> 0:16:38.751  
Luis Escobar  
Man surfing.

0:16:39.311 --> 0:16:40.191  
Luis Escobar  
That's amazing.

0:16:41.121 --> 0:16:44.321  
Luis Escobar  
Right. That's one way to add live tiriards.

0:16:46.131 --> 0:16:48.51  
Basement  
As long as you don't get eat by shark.

0:16:46.411 --> 0:16:46.891  
Luis Escobar  
I don't really.

0:16:47.811 --> 0:16:50.451  
Luis Escobar  
I don't even know what you're selling, but I want it.

0:16:50.671 --> 0:16:51.71  
Basement  
Yeah.

0:16:52.321 --> 0:16:55.41  
Luis Escobar  
Yeah, I want to go surfing too.

0:17:0.411 --> 0:17:1.331  
Basement  
Need a video?

0:17:0.531 --> 0:17:4.451  
Luis Escobar  
Right, the product matters, of course the product matters, right?

0:17:3.351 --> 0:17:3.551  
Basement  
Steve.

0:17:4.851 --> 0:17:7.891  
Luis Escobar  
But it's, you know, these everyone's visual right.

0:17:8.491 --> 0:17:9.851  
Luis Escobar  
We're all making snap decisions.

0:17:11.271 --> 0:17:11.911  
Luis Escobar  
Based on what we're seeing.

0:17:14.191 --> 0:17:15.751  
Luis Escobar  
Now you got my attention.

0:17:15.751 --> 0:17:16.911  
Luis Escobar  
And now I'm gonna read this.

0:17:17.311 --> 0:17:18.791  
Luis Escobar  
You know fine print here.

0:17:25.661 --> 0:17:33.621  
Luis Escobar  
These are publications on 3rd party websites that also is important.

0:17:34.181 --> 0:17:35.541  
Luis Escobar  
Do we have some of that already?

0:17:36.981 --> 0:17:38.341  
Basement  
I mean, we did.

0:17:36.991 --> 0:17:37.871  
Luis Escobar  
Like news outlets.

0:17:38.581 --> 0:17:45.541  
Basement  
We we did with the previous brand for for sure. I mean you know.

0:17:48.231 --> 0:17:48.351  
Basement  
CNN.

0:17:48.391 --> 0:17:53.31  
Basement  
ESPNNBC you know that.

0:17:53.31 --> 0:17:53.951  
Basement  
That kind of thing.

0:17:54.791 --> 0:17:55.231  
Luis Escobar  
OK.

0:17:56.31 --> 0:18:10.151  
Luis Escobar  
Yeah, I'll connect those with some like PR guys that I know that that can help us and also some like online services that some new AI services that are doing all the mitigating for you, all the brokering for you.

0:18:10.151 --> 0:18:14.871  
Luis Escobar  
It's a bunch of middle men, just like trying to like, you know, upsell these publications.

0:18:15.991 --> 0:18:17.231  
Luis Escobar  
You just need to get to the source.

0:18:23.251 --> 0:18:24.491  
Luis Escobar  
Across that bridge, when you get there.

0:18:24.491 --> 0:18:26.371  
Luis Escobar  
But yeah, and then I.

0:18:26.181 --> 0:18:29.21  
Basement  
What you could put in there though are.

0:18:30.671 --> 0:18:42.791  
Basement  
The memberships that we do have, which is with the the medical Board or the endocrin society, the American Anti aging, you know what I mean.

0:18:40.531 --> 0:18:40.731  
Luis Escobar  
Mm hmm.

0:18:42.831 --> 0:18:44.391  
Basement  
Other trust marks?

0:18:44.391 --> 0:18:45.311  
Basement  
You know, so.

0:18:45.741 --> 0:18:45.941  
Luis Escobar  
Mm hmm.

0:18:49.921 --> 0:18:50.321  
Luis Escobar  
Oh.

0:18:51.621 --> 0:19:4.301  
Luis Escobar  
You know, we can definitely build upon that for sure. And and to to the point you were making earlier, right, that you know, how do we stand out when we do so much more than life force actually, right?

0:19:5.831 --> 0:19:10.871  
Luis Escobar  
You know how? How can we condense everything that we do into, like different categories, right?

0:19:12.551 --> 0:19:18.231  
Luis Escobar  
Insomnia and fatigue reduce libido and brain fog, irritability and sadness.

0:19:19.911 --> 0:19:21.751  
Luis Escobar  
And I'm sure they offer a lot more than this.

0:19:22.821 --> 0:19:28.541  
Luis Escobar  
Right. The symptoms we treat, but there has to be a reason why they chose these five, right?

0:19:28.81 --> 0:19:31.961  
Basement  
Yeah, I mean, those are the five, those are probably.

0:19:33.471 --> 0:19:49.711  
Basement  
The only thing that isn't on there, but would probably be related to fatigue would be you know, I want to wake up and feel like I've got energy, you know? But but but but weight gain energy.

0:19:46.421 --> 0:19:46.621  
Luis Escobar  
Mm hmm.

0:19:51.511 --> 0:19:52.431  
Basement  
Are the two biggest.

0:19:54.391 --> 0:19:55.431  
Basement  
For girls, for sure.

0:19:57.71 --> 0:19:57.231  
Basement  
Women.

0:19:58.61 --> 0:19:58.261  
Luis Escobar  
Mm hmm.

0:19:59.221 --> 0:19:59.741  
Basement  
So.

0:20:1.321 --> 0:20:1.561  
Luis Escobar  
OK.

0:20:5.461 --> 0:20:9.581  
Luis Escobar  
So yeah, I mean right, right now the website has a lot of content.

0:20:12.451 --> 0:20:16.91  
Luis Escobar  
However, I think we got to get more content created, right?

0:20:16.241 --> 0:20:19.601  
Luis Escobar  
But I like to, I guess, establish that content creation project.

0:20:21.91 --> 0:20:21.371  
Luis Escobar  
And and.

0:20:22.641 --> 0:20:24.281  
Luis Escobar  
And the project manager.

0:20:25.771 --> 0:20:31.171  
Luis Escobar  
So we can just start tackling which are the high priority landing pages that we want published ASAP.

0:20:43.91 --> 0:20:45.131  
Luis Escobar  
And then the the lead magnets, right?

0:20:45.131 --> 0:20:47.11  
Luis Escobar  
What? What are the the lead magnets that?

0:20:48.491 --> 0:20:49.131  
Luis Escobar  
That we're gonna start promoting.

0:20:50.811 --> 0:20:52.531  
Luis Escobar  
I understand you had like a Wellness.

0:20:54.371 --> 0:20:56.971  
Luis Escobar  
Wellness blueprint assessment, right?

0:21:0.411 --> 0:21:3.371  
Luis Escobar  
Here we we have like one that was replicated by the AI.

0:21:3.371 --> 0:21:6.131  
Luis Escobar  
That's kind of asking the same questions.

0:21:9.331 --> 0:21:10.891  
Luis Escobar  
Primary Wellness school elevate.

0:21:10.891 --> 0:21:14.171  
Luis Escobar  
Energy and vitality optimize sleep and recovery.

0:21:15.91 --> 0:21:18.291  
Luis Escobar  
Enhance mental clarity and focus on its hormones.

0:21:18.291 --> 0:21:21.51  
Luis Escobar  
Naturally achieve ideal body composition.

0:21:21.91 --> 0:21:23.451  
Luis Escobar  
Revitalize intimate Wellness.

0:21:24.11 --> 0:21:26.131  
Luis Escobar  
Embrace longevity and anti aging.

0:21:26.331 --> 0:21:28.11  
Luis Escobar  
Maximize athletic performance.

0:21:28.571 --> 0:21:35.891  
Luis Escobar  
Maybe we should let them multi select like multiple or maybe just one, but based on that selection, right, we're gonna put them in a bucket.

0:21:36.611 --> 0:21:40.371  
Luis Escobar  
And work in the cater the marketing you know to those needs.

0:21:40.801 --> 0:21:42.641  
Luis Escobar  
It's right. You wanna speak to their pains?

0:21:44.831 --> 0:21:45.151  
Luis Escobar  
Oh yeah.

0:21:47.281 --> 0:21:53.121  
Luis Escobar  
If if there I need you to levels are low or if your sleep quality is average right.

0:21:53.121 --> 0:21:58.761  
Luis Escobar  
Well, all these factors will come into play into you know how we market to these individuals.

0:22:0.71 --> 0:22:1.991  
Luis Escobar  
You don't want to bombard them with questions, right?

0:22:1.991 --> 0:22:5.551  
Luis Escobar  
It's kind of like, not really a fan of these super long questionnaires.

0:22:6.971 --> 0:22:8.451  
Luis Escobar  
At first, we were gonna keep it simple.

0:22:8.451 --> 0:22:11.51  
Luis Escobar  
We're just gonna ask for your name, e-mail and phone number.

0:22:11.51 --> 0:22:14.11  
Luis Escobar  
I already know why you're here. 'cause you clicked on this ad.

0:22:15.601 --> 0:22:16.1  
Luis Escobar  
But.

0:22:16.561 --> 0:22:22.241  
Luis Escobar  
A little bit further down the journey, once we have a little more trust with them, we can start asking all these questions.

0:22:23.871 --> 0:22:24.191  
Luis Escobar  
No. Well.

0:22:25.921 --> 0:22:33.841  
Luis Escobar  
Getting conversions, you know, at a steady you know, you know, high percentage it it does.

0:22:33.841 --> 0:22:39.601  
Luis Escobar  
It'll trickle down if we have a high conversion rate at the lead source and the lead qualification then.

0:22:41.211 --> 0:22:43.91  
Luis Escobar  
And encourage a high conversion at the sales point.

0:22:57.911 --> 0:23:4.271  
Luis Escobar  
In regards to the the current state of like HubSpot, it's, it's actually pretty healthy, right?

0:23:4.431 --> 0:23:7.851  
Luis Escobar  
I I was asking earlier if are all the calls being recorded.

0:23:10.721 --> 0:23:15.321  
Luis Escobar  
All those sales calls are the customer support calls, yeah.

0:23:12.931 --> 0:23:13.891  
Ximena Livia  
I think so.

0:23:19.441 --> 0:23:23.441  
Basement  
I remember hearing that they were, but to be honest with you, I'm not positive. Brian, do you know?

0:23:24.351 --> 0:23:25.751  
Brian Hyatt  
Yeah. Yeah, they are.

0:23:25.751 --> 0:23:28.471  
Brian Hyatt  
And there's transcriptions as well.

0:24:9.921 --> 0:24:14.81  
Luis Escobar  
Yeah, you do have transcripts and calls, OK.

0:24:17.571 --> 0:24:17.691  
Luis Escobar  
Umm.

0:24:19.461 --> 0:24:21.941  
Luis Escobar  
So yeah, I'm gonna extract a lot of that too, right?

0:24:21.941 --> 0:24:23.981  
Luis Escobar  
And then start putting together.

0:24:25.411 --> 0:24:30.451  
Luis Escobar  
Some more resources that that's gonna help the AI agents the the live chat agents.

0:24:32.371 --> 0:24:34.291  
Luis Escobar  
I noticed you guys don't have one on your website, do you?

0:24:36.151 --> 0:24:38.271  
Brian Hyatt  
No, we did have one.

0:24:38.781 --> 0:24:38.981  
Luis Escobar  
Mm hmm.

0:24:39.31 --> 0:24:39.751  
Brian Hyatt  
That was.

0:24:39.751 --> 0:24:41.551  
Brian Hyatt  
I don't know when it was installed, but.

0:24:42.31 --> 0:24:42.231  
Luis Escobar  
Mm hmm.

0:24:43.51 --> 0:24:43.411  
Brian Hyatt  
It was.

0:24:43.531 --> 0:24:44.571  
Brian Hyatt  
It was kind of rough.

0:24:45.601 --> 0:24:46.1  
Luis Escobar  
Who is rob?

0:24:46.211 --> 0:24:51.891  
Brian Hyatt  
Didn't look good and the results that we were getting from it was they were pretty bad.

0:24:51.521 --> 0:24:51.961  
Luis Escobar  
Yeah.

0:24:53.741 --> 0:24:54.501  
Luis Escobar  
No, I hear you.

0:24:54.541 --> 0:24:58.221  
Luis Escobar  
Not the the the new ones are are actually rather good.

0:24:58.221 --> 0:25:1.421  
Luis Escobar  
The one I'm gonna recommend we use is called intercom.

0:25:4.1 --> 0:25:4.121  
Luis Escobar  
Umm.

0:25:6.461 --> 0:25:10.421  
Luis Escobar  
It used to be actually pretty pricey, but they really changed it.

0:25:10.701 --> 0:25:13.861  
Luis Escobar  
Now no ticket subscription.

0:25:15.491 --> 0:25:22.931  
Luis Escobar  
We just need 1C right now and then we need the AI agent to start this building more and more.

0:25:24.571 --> 0:25:34.411  
Luis Escobar  
Backlog and and knowledge base and so that's that brings me to my next point which is the knowledge base that that Google sorry that Dropbox you shared with me yesterday that was great.

0:25:36.131 --> 0:25:43.411  
Luis Escobar  
That's the kind of like insight that that we need to feed into the AI because it's gonna be able to then really come up with the best answers for us.

0:25:46.831 --> 0:25:53.831  
Luis Escobar  
The more data you can provide and the more recordings all these meetings that we're having, everything should be fed into the AI, right?

0:25:53.871 --> 0:25:58.431  
Luis Escobar  
And then at the at the end of this meeting, for example, we should, you know, have.

0:26:0.11 --> 0:26:2.651  
Luis Escobar  
Aii know teams has its own, you know, AI.

0:26:0.851 --> 0:26:1.171  
Brian Hyatt  
Open.

0:26:2.651 --> 0:26:7.931  
Luis Escobar  
But we can have something a little more sophisticated that goes and it it talks to the hotspot, right?

0:26:7.931 --> 0:26:11.371  
Luis Escobar  
And it finds out. Hey, here are some stats from HubSpot.

0:26:11.731 --> 0:26:13.571  
Luis Escobar  
Here are some stats from Intercom.

0:26:14.241 --> 0:26:20.121  
Luis Escobar  
Here are some stats from how your team is, you know, doing on texting platform.

0:26:20.681 --> 0:26:23.801  
Luis Escobar  
It combines all that into the the transcript of this meeting where.

0:26:26.601 --> 0:26:28.241  
Luis Escobar  
It's a little more contextual.

0:26:35.491 --> 0:26:36.571  
Luis Escobar  
But right now.

0:26:38.411 --> 0:26:38.731  
Luis Escobar  
How do?

0:26:38.731 --> 0:26:43.51  
Luis Escobar  
How do you feel about moving forward with theenewlive.com approach?

0:26:46.281 --> 0:26:51.641  
Basement  
I'm not opposed to itsoundslikethe.com's the way to go is was was there a certain price on that?

0:26:52.701 --> 0:26:53.621  
Luis Escobar  
It's 10 bucks.

0:26:54.11 --> 0:26:54.171  
Basement  
Bstf.

0:26:56.651 --> 0:26:57.611  
Basement  
10 bugs I don't know.

0:26:57.611 --> 0:26:58.211  
Basement  
I don't know.

0:27:2.61 --> 0:27:2.501  
Basement  
Yeah.

0:27:5.961 --> 0:27:10.41  
Luis Escobar  
Yeah, but here's some other ideas with like a more dark background, right?

0:27:10.801 --> 0:27:17.481  
Luis Escobar  
Something that we can have to put to the test dark background websites actually can perform well.

0:27:21.861 --> 0:27:24.941  
Basement  
I can't stand that thought, but other than that.

0:27:26.491 --> 0:27:27.131  
Luis Escobar  
Yeah, yeah.

0:27:28.871 --> 0:27:32.271  
Basement  
Did you go through all the mothers? I like the light one better.

0:27:32.711 --> 0:27:34.871  
Basement  
Yeah, there's I like these.

0:27:33.351 --> 0:27:33.751  
Luis Escobar  
Yeah.

0:27:35.831 --> 0:27:36.951  
Basement  
No, I did.

0:27:36.951 --> 0:27:37.591  
Basement  
You send these.

0:27:37.751 --> 0:27:39.271  
Basement  
Yeah, I didn't see them.

0:27:39.351 --> 0:27:42.871  
Basement  
It's on the teams. Yeah, you need to download teams app.

0:27:42.251 --> 0:27:42.411  
Brian Hyatt  
OK.

0:27:43.71 --> 0:27:43.911  
Basement  
No, it's on.

0:27:44.151 --> 0:27:46.991  
Basement  
It's on my my phone and oh, thanks.

0:27:48.771 --> 0:27:51.91  
Basement  
The daughter you were on team for like you're right.

0:27:51.91 --> 0:27:54.451  
Basement  
So it's like every other day.

0:27:56.771 --> 0:27:56.971  
Basement  
Oh God.

0:27:58.721 --> 0:28:3.961  
Luis Escobar  
We also really need to consider the the mobile design right so.

0:28:3.521 --> 0:28:4.761  
Basement  
Yes, yes.

0:28:5.81 --> 0:28:8.681  
Luis Escobar  
No, this right now is not mobile optimized. For example, right?

0:28:8.681 --> 0:28:9.641  
Luis Escobar  
This is just a rough.

0:28:11.171 --> 0:28:15.691  
Luis Escobar  
Draft that I had in AI do so you know, 70% of our traffic will be mobile.

0:28:16.761 --> 0:28:17.361  
Luis Escobar  
So.

0:28:18.141 --> 0:28:24.741  
Basement  
I will tell you the most visited site or page of our own site of our old site.

0:28:26.291 --> 0:28:28.211  
Basement  
Was people wanted to know what the.

0:28:31.211 --> 0:28:38.51  
Basement  
Process was so they they wanted to be able to see, you know what? What, what? Where do I start?

0:28:38.91 --> 0:28:39.251  
Basement  
What's the next step?

0:28:39.291 --> 0:28:40.91  
Basement  
Yada yada yada.

0:28:40.91 --> 0:28:46.811  
Basement  
So I know that that's a question that most folks have and quite frankly.

0:28:48.161 --> 0:28:50.441  
Basement  
Life Force does a pretty good job of it.

0:28:52.891 --> 0:29:0.491  
Basement  
Although it's almost too simplistic, really. I mean it doesn't tell you who's.

0:29:0.731 --> 0:29:2.931  
Basement  
You know what? Once you sign up.

0:29:4.651 --> 0:29:8.411  
Basement  
I don't know what it what it does, but I kind of want to know.

0:29:10.71 --> 0:29:12.671  
Luis Escobar  
I don't know what it does, but I know I'm gonna be surfing soon.

0:29:14.361 --> 0:29:16.721  
Basement  
Right, right, right.

0:29:16.141 --> 0:29:19.21  
Luis Escobar  
You know, that's what we gotta write.

0:29:18.171 --> 0:29:25.771  
Basement  
I also really like on their you just scrolled past it a second ago, but they have.

0:29:27.451 --> 0:29:28.571  
Basement  
Some symbol. I don't know what it is.

0:29:28.571 --> 0:29:35.771  
Basement  
It's like colors, but they put that next to the like life score. Yeah, and I don't.

0:29:35.791 --> 0:29:36.391  
Luis Escobar  
Listing.

0:29:35.811 --> 0:29:38.11  
Basement  
I mean, I know we have our story and things like that.

0:29:38.11 --> 0:29:42.731  
Basement  
Yeah, that. But they also put that on like their graphics on social.

0:29:43.81 --> 0:29:57.651  
Basement  
And like if they do a testimonial, they'll kind of put not all of them, but in some of them they'll put that symbol with the score next to it. I feel like that's a really good way, like to show someone's progress compared to them just saying like.

0:29:57.681 --> 0:29:58.681  
Basement  
Oh, I feel.

0:29:58.761 --> 0:30:8.281  
Basement  
I feel better, you know? So I think that would be a good something that we could explore and see what we can do, like make it our own, obviously.

0:30:9.211 --> 0:30:12.771  
Basement  
But to me, that's a really appealing like instead of just.

0:30:13.281 --> 0:30:18.841  
Basement  
Looking at all of my labs, I kind of just look at this one number, but I feel like they really highlight that.

0:30:18.881 --> 0:30:25.961  
Basement  
So and we, Justin, we we have something that's like version 1.0 of that. Yeah, right in the.

0:30:26.751 --> 0:30:29.431  
Basement  
Re review story, have you seen it?

0:30:29.821 --> 0:30:33.901  
Basement  
You know, so yeah. But but you're exactly right.

0:30:33.941 --> 0:30:42.621  
Basement  
I mean, I don't know what the algorithm is that they use to predict the scoring or what your.

0:30:45.111 --> 0:30:51.391  
Basement  
Logical age is relative to your chronological age, you know.

0:30:51.791 --> 0:30:54.591  
Basement  
But I think that's kind of neat too, right?

0:30:54.671 --> 0:30:57.511  
Basement  
You know, if I'm 55.

0:30:59.71 --> 0:30:59.191  
Basement  
But.

0:30:59.871 --> 0:31:6.711  
Basement  
You know the the longer I'm a member with them, the more optimal I am I can get down to 38.

0:31:6.911 --> 0:31:8.791  
Basement  
Yeah, kind of thing so.

0:31:10.141 --> 0:31:11.741  
Luis Escobar  
I think that's huge, yeah.

0:31:10.311 --> 0:31:11.791  
Basement  
I think that's a really good touch.

0:31:13.241 --> 0:31:15.881  
Luis Escobar  
And I don't think it should be that difficult to achieve either.

0:31:15.881 --> 0:31:20.801  
Luis Escobar  
No. We create the 10 point you know calculation, right.

0:31:22.481 --> 0:31:24.81  
Luis Escobar  
Assign these different variables to it and then.

0:31:25.681 --> 0:31:26.641  
Luis Escobar  
It it figures it out by itself, right?

0:31:28.241 --> 0:31:29.921  
Luis Escobar  
And the idea is to keep it simple, right?

0:31:29.921 --> 0:31:34.801  
Luis Escobar  
Nobody likes reading these lengthy they can if they want, they can always, you know, dive into it.

0:31:34.961 --> 0:31:39.441  
Luis Escobar  
But at a glance they wanna see a sample easy to digest.

0:31:41.271 --> 0:31:46.71  
Luis Escobar  
Report or or or number I. I think that's a great initiative.

0:31:44.221 --> 0:31:45.141  
Basement  
Well, and what what?

0:31:45.141 --> 0:31:46.101  
Basement  
You really want them?

0:31:46.501 --> 0:31:47.301  
Basement  
What? What, what?

0:31:47.301 --> 0:31:53.341  
Basement  
What you really want too is for them to always be looking to improve, right? So so you always gotta.

0:31:52.571 --> 0:31:52.771  
Luis Escobar  
Mm hmm.

0:31:53.541 --> 0:32:3.901  
Basement  
You always, always have to have that carrot out there saying you need us kind of thing, you know, you know, we're better off together, you know.

0:31:59.741 --> 0:31:59.941  
Luis Escobar  
Mm hmm.

0:32:4.421 --> 0:32:4.621  
Luis Escobar  
Mm hmm.

0:32:5.391 --> 0:32:12.391  
Basement  
It also serves as like a when you look at testimonials and see someone with like a high life score, whatever they call it.

0:32:13.111 --> 0:32:13.951  
Basement  
I feel like that.

0:32:14.981 --> 0:32:24.141  
Basement  
Creates kind of like a competitive isn't the right word, but like if someone with a really low score was looking at it instead of being like, oh, that Lady says that she feels this and this.

0:32:24.141 --> 0:32:26.821  
Basement  
It's like, oh, her life scores this much higher than mine.

0:32:26.821 --> 0:32:29.341  
Basement  
It gives you something to like strive for.

0:32:30.61 --> 0:32:31.61  
Luis Escobar  
Yeah, yeah.

0:32:30.831 --> 0:32:33.551  
Basement  
And like a just a straightforward like this is where they're at.

0:32:33.551 --> 0:32:38.431  
Basement  
This is where I want to be type of thing, but I know that's a future thing.

0:32:38.431 --> 0:32:38.871  
Basement  
Do you?

0:32:38.451 --> 0:32:39.11  
Luis Escobar  
Do you?

0:32:38.871 --> 0:32:42.271  
Basement  
Do you have any problem with anewlife.com on the aesthetic side?

0:32:39.11 --> 0:32:40.11  
Luis Escobar  
Do you have?

0:32:41.761 --> 0:32:41.801  
Luis Escobar  
A.

0:32:44.911 --> 0:32:46.111  
Basement  
Does that overcome?

0:32:46.421 --> 0:32:53.101  
Basement  
Or I don't think it does, but I'm asking you 'cause. I know you have a better sense on that.

0:32:54.871 --> 0:33:11.31  
Basement  
I mean the only thing I think that for either side, it doesn't really matter that much, but I'm just wondering like whenever I go to search life force, I always get a little tripped up because I just type in life force and that it like doesn't come up.

0:33:11.391 --> 0:33:13.991  
Basement  
First, because I'm I'm not putting my in front of it.

0:33:14.671 --> 0:33:17.431  
Basement  
It might come up like in there somewhere like the first thing.

0:33:17.781 --> 0:33:20.701  
Basement  
But do you think like that's a problem?

0:33:20.741 --> 0:33:23.61  
Basement  
What happens if you type in lifeforce.com?

0:33:23.541 --> 0:33:24.341  
Basement  
Does anything?

0:33:24.341 --> 0:33:26.21  
Basement  
Does it come up on Google or like?

0:33:27.471 --> 0:33:28.671  
Basement  
AI also know a lot of like.

0:33:28.901 --> 0:33:31.781  
Luis Escobar  
2nd through oh, they own that one too. Good for them.

0:33:31.311 --> 0:33:31.911  
Basement  
Yeah. Oh, OK.

0:33:33.551 --> 0:33:35.151  
Basement  
I think they used to.

0:33:35.551 --> 0:33:36.151  
Basement  
I don't know.

0:33:36.191 --> 0:33:47.231  
Basement  
Anyways, I was just wondering if that would get confusing, but then I also know a lot of even like retail brands do that and you kind of just type type it in until you find it.

0:33:47.581 --> 0:33:48.941  
Basement  
So we own.

0:33:48.521 --> 0:33:48.881  
Luis Escobar  
Yeah.

0:33:52.31 --> 0:33:53.191  
Basement  
Anew.com.

0:33:54.991 --> 0:33:58.431  
Basement  
Now that that's better, I'm just saying I think we own.

0:33:59.751 --> 0:33:59.951  
Luis Escobar  
Yeah.

0:34:0.111 --> 0:34:0.431  
Brian Hyatt  
Thank you.

0:34:0.191 --> 0:34:0.551  
Basement  
Quite a few.

0:34:2.391 --> 0:34:16.671  
Basement  
Variations. I don't if it's pointed toward a new deco yet, but I think as long as when you type in like Google search Anu that it comes up first and it doesn't make a difference really what the domain is in my opinion.

0:34:12.471 --> 0:34:12.671  
Luis Escobar  
Mm hmm.

0:34:14.341 --> 0:34:14.861  
Luis Escobar  
Yeah.

0:34:17.591 --> 0:34:18.551  
Luis Escobar  
No, for sure.

0:34:18.591 --> 0:34:21.711  
Luis Escobar  
Yeah, we'll we'll make sure that's well structured.

0:34:22.231 --> 0:34:29.951  
Luis Escobar  
Also on that note, I I would like to also just get access to all the Google brand accounts so that I can adjust them.

0:34:30.31 --> 0:34:35.871  
Luis Escobar  
We should have a, you know, a Google business listing here with reviews.

0:34:36.631 --> 0:34:40.231  
Luis Escobar  
You know, we we should have one for each location also.

0:34:40.941 --> 0:34:41.501  
Basement  
Don't we?

0:34:41.541 --> 0:34:42.261  
Basement  
We do.

0:34:42.751 --> 0:34:43.631  
Luis Escobar  
We do OK.

0:34:43.791 --> 0:34:45.31  
Basement  
Yeah, if you.

0:34:48.111 --> 0:34:50.671  
Basement  
Yeah. Yeah. When I if you type in just a new.

0:34:50.671 --> 0:34:53.391  
Basement  
I don't know why it's not, but he's in Miami, so.

0:34:53.391 --> 0:34:57.311  
Basement  
Oh, right. Yeah. OK. That makes more sense.

0:34:54.381 --> 0:34:55.61  
Luis Escobar  
Maybe that's why.

0:34:56.841 --> 0:34:58.401  
Luis Escobar  
You know new Lexington.

0:34:58.841 --> 0:34:59.681  
Luis Escobar  
Nah, it shows up.

0:34:59.111 --> 0:35:0.831  
Basement  
Yeah, we have one for all of them.

0:35:1.111 --> 0:35:3.351  
Basement  
You picked out one more worse one.

0:35:1.461 --> 0:35:2.701  
Luis Escobar  
For each location.

0:35:3.391 --> 0:35:6.951  
Basement  
Yeah, he picked out literally the worst one.

0:35:6.951 --> 0:35:9.271  
Basement  
Springhurst yeah, a new springhurst.

0:35:15.221 --> 0:35:20.221  
Luis Escobar  
Do you guys have a lot of families as clients like a husband and wife or?

0:35:21.721 --> 0:35:23.241  
Luis Escobar  
Family members all becoming clients.

0:35:26.661 --> 0:35:29.301  
Basement  
Definitely husband wife.

0:35:29.771 --> 0:35:30.811  
Luis Escobar  
Definitely help me and wife.

0:35:30.791 --> 0:35:40.631  
Basement  
But I like the family idea. I mean, if you have adult kids, I mean you, you know, look, what are the biggest things that we have to offer?

0:35:42.191 --> 0:35:43.551  
Basement  
Is medical access right?

0:35:43.551 --> 0:35:49.871  
Basement  
I mean, if you're sick, you're traveling for work, you're on vacation.

0:35:46.161 --> 0:35:46.361  
Luis Escobar  
Mm hmm.

0:35:49.991 --> 0:35:52.431  
Basement  
I mean, we are your concier doc.

0:35:52.431 --> 0:35:55.871  
Basement  
I mean we we we take take over so literally.

0:35:52.601 --> 0:35:53.161  
Luis Escobar  
Yeah.

0:35:56.821 --> 0:36:0.581  
Basement  
The app need you know if we get to that point.

0:35:57.61 --> 0:35:57.541  
Luis Escobar  
Yeah.

0:36:1.181 --> 0:36:6.261  
Basement  
I mean, you know the version 1.0 just needs to be accessibility, right?

0:36:6.261 --> 0:36:9.61  
Basement  
I mean, I can book online, I can.

0:36:9.381 --> 0:36:14.621  
Basement  
I can say I'm sick online and and start a synchronous type.

0:36:11.831 --> 0:36:12.31  
Luis Escobar  
Mm hmm.

0:36:15.861 --> 0:36:18.141  
Basement  
Health to visit that kind of thing.

0:36:18.711 --> 0:36:18.911  
Luis Escobar  
Mm hmm.

0:36:19.791 --> 0:36:19.951  
Basement  
Yeah.

0:36:22.51 --> 0:36:22.931  
Luis Escobar  
Gotcha. Gotcha.

0:36:23.91 --> 0:36:23.731  
Luis Escobar  
Yeah, definitely.

0:36:23.731 --> 0:36:24.971  
Luis Escobar  
We're gonna achieve that.

0:36:23.741 --> 0:36:27.541  
Basement  
I forgot to say to Yelp, Yelp, Steve Flores, and Yelp.

0:36:25.371 --> 0:36:26.531  
Luis Escobar  
See, I think you know.

0:36:28.81 --> 0:36:37.481  
Luis Escobar  
What I'm envisioning is like, you know, the the long term goals that like you, if you're a member of any location or you're a member of a new life, right.

0:36:37.481 --> 0:36:45.561  
Luis Escobar  
Obviously you you log in and you have your preferred location right? With content that is like relevant to that location, right?

0:36:47.241 --> 0:36:54.161  
Luis Escobar  
However, you know, as we expand and we start to get more and more, you know, regional and national, you know customers right.

0:36:55.71 --> 0:36:56.631  
Luis Escobar  
They'll still get that same.

0:36:58.121 --> 0:37:15.1  
Luis Escobar  
User experience right in the form of the app and and hopefully that you know it's it's able to convey a, you know a great user experience and it makes perfect sense for husband and the wife to like sign up for husband and wife and older adult children to.

0:37:15.1 --> 0:37:15.321  
Luis Escobar  
Sign up also.

0:37:15.791 --> 0:37:15.911  
Luis Escobar  
Umm.

0:37:18.351 --> 0:37:23.431  
Luis Escobar  
I think you know you bundle the prices or I don't know how you work it out, right.

0:37:21.51 --> 0:37:21.411  
Basement  
Yeah.

0:37:24.961 --> 0:37:31.241  
Luis Escobar  
That, and especially on the competitive side, I can see a husband and wife, you know, competing on like who's improving their score faster.

0:37:35.121 --> 0:37:36.441  
Luis Escobar  
You can make a challenge out of it.

0:37:38.1 --> 0:37:41.401  
Luis Escobar  
Just out of the creative ideas can come out of that.

0:37:48.941 --> 0:37:55.221  
Luis Escobar  
In regards to like the telehealth is, do you guys already have some technology that you're using?

0:37:57.831 --> 0:37:59.711  
Basement  
It's not not good.

0:37:59.751 --> 0:38:1.111  
Basement  
It needs a revamp for sure.

0:38:1.111 --> 0:38:3.111  
Basement  
We're using teams for it anyways.

0:38:3.151 --> 0:38:13.431  
Basement  
It's a lot of manual steps and, but if we have it, it's available we we we really do need to find an integrated EMR.

0:38:15.151 --> 0:38:15.791  
Basement  
For telehealth.

0:38:17.551 --> 0:38:18.231  
Basement  
Or you could save.

0:38:19.191 --> 0:38:21.631  
Basement  
Just take a better EMR overall.

0:38:23.191 --> 0:38:26.951  
Basement  
That can support telehealth and or brick and mortar and or aesthetics.

0:38:27.381 --> 0:38:28.461  
Basement  
You know, I mean.

0:38:30.311 --> 0:38:32.471  
Basement  
That that, that would be ideal.

0:38:34.271 --> 0:38:34.591  
Luis Escobar  
OK.

0:38:34.591 --> 0:38:41.31  
Luis Escobar  
I'll do some research, but is there any like, you know, industry leaders like at the HubSpot of EM Rs?

0:38:39.941 --> 0:38:47.661  
Basement  
Yeah. So so like there there's a EMR called healthy healthy.

0:38:49.71 --> 0:38:55.751  
Basement  
That is primarily for telehealth, but it does AI scribe it does.

0:38:55.751 --> 0:38:59.711  
Basement  
I mean, it's apparently extremely fluid.

0:39:1.871 --> 0:39:3.111  
Basement  
Very good.

0:39:4.421 --> 0:39:5.461  
Luis Escobar  
Yeah, yeah.

0:39:5.151 --> 0:39:8.951  
Basement  
EMR for telehealth. So we've also looked at.

0:39:9.341 --> 0:39:14.781  
Basement  
E Clinical Works mod Med patient now practice Q.

0:39:17.351 --> 0:39:17.911  
Basement  
Zenote.

0:39:21.391 --> 0:39:31.231  
Basement  
There was one one of the a lot of the a lot of the biggest draw draw drawbacks are the fact that they're not open source.

0:39:31.231 --> 0:39:35.991  
Basement  
Right. I mean, they're they're not really, we we we don't have any that.

0:39:35.991 --> 0:39:38.311  
Basement  
Yeah, that was API was just.

0:39:38.701 --> 0:39:40.861  
Basement  
Being able to migrate over all of our data.

0:39:42.391 --> 0:39:50.631  
Basement  
Into one of these systems and then just be able to extract data, yeah. And then if we were ever to move away again, to be able to get all that back out, I don't know.

0:39:50.631 --> 0:40:1.831  
Basement  
Yeah, well, but. But also if we designed our own app, it would need to be able to to update and or extract data from it, right?

0:40:1.831 --> 0:40:7.831  
Basement  
I mean, so, so. So I think some of those.

0:40:8.181 --> 0:40:10.981  
Basement  
Some of those Emrs were very closed.

0:40:12.431 --> 0:40:15.71  
Basement  
You know, they, they they didn't have a lot of it.

0:40:15.311 --> 0:40:16.431  
Basement  
But I connections correct.

0:40:16.871 --> 0:40:23.871  
Basement  
Yeah, I mean, well, most of them had pretty robust API connections. It was just like.

0:40:25.591 --> 0:40:33.191  
Basement  
Some of those that did either didn't have, like a lab integration or you prescribing integration built in or.

0:40:34.821 --> 0:40:35.941  
Basement  
Well, there there was.

0:40:35.941 --> 0:40:38.941  
Basement  
I don't think there was more.

0:40:38.941 --> 0:40:42.781  
Basement  
It was more so a concern about getting it all migrated over.

0:40:44.351 --> 0:41:1.511  
Basement  
We weren't really thinking about an app at that time, so that wasn't really a compound, but, but we were thinking about Pavlo, right, and and being able to because of the custom LabCorp and like the integration we have with LabCorp Open Dell.

0:41:3.541 --> 0:41:9.981  
Luis Escobar  
No, the fact that you guys have everything you know in your own private database is huge.

0:41:9.981 --> 0:41:13.61  
Luis Escobar  
Actually it gives a lot of freedom to what we can do.

0:41:13.381 --> 0:41:26.701  
Luis Escobar  
I think I'm gonna do, you know, some research on this. What these guys are are doing on their end and and how we can either maybe utilize one of the ones you recommended or a new one or try to emulate what they're doing, right, we we don't necess.

0:41:27.141 --> 0:41:29.341  
Luis Escobar  
We probably don't need all the bells and whistles.

0:41:30.151 --> 0:41:33.351  
Luis Escobar  
They usually over, you know, fill it with a bunch of features that we don't need.

0:41:35.181 --> 0:41:40.981  
Basement  
That's the only thing about open dental, too, is it's like $650 a month for all.

0:41:41.21 --> 0:41:42.461  
Basement  
Or yeah, it's super cheap.

0:41:42.621 --> 0:41:44.101  
Basement  
Yeah, it's it's very cheap.

0:41:44.851 --> 0:41:45.851  
Luis Escobar  
Yeah, yeah.

0:41:46.381 --> 0:41:57.701  
Basement  
Compared to the alternatives and it required and it's like just a. It's just a few database tables, basically pieced together in the back end. Very easy to like.

0:41:57.701 --> 0:42:0.61  
Basement  
You just set up AI agent loose on it and.

0:42:0.891 --> 0:42:1.451  
Luis Escobar  
Exactly.

0:42:2.671 --> 0:42:6.911  
Basement  
So what was I gonna say, chip?

0:42:8.471 --> 0:42:26.191  
Basement  
Yeah, a lot of the Emrs, the bigger ones, are really meant for for like medical offices that take insurance. So that there's a lot of billing and coding that we don't need.

0:42:26.271 --> 0:42:28.551  
Basement  
So, so, so you end up paying for.

0:42:29.71 --> 0:42:29.271  
Luis Escobar  
Mm hmm.

0:42:29.271 --> 0:42:29.831  
Basement  
A lot of that.

0:42:31.631 --> 0:42:31.831  
Basement  
Technology.

0:42:32.301 --> 0:42:33.701  
Basement  
That you really never use.

0:42:34.341 --> 0:42:35.181  
Luis Escobar  
Mm hmm mm hmm.

0:42:35.791 --> 0:42:40.231  
Basement  
And they're built for Staffs that just don't have the technical expertise to build in different plugins and stuff.

0:42:40.231 --> 0:42:42.151  
Basement  
They just be ready right out-of-the-box.

0:42:42.671 --> 0:42:45.591  
Basement  
Like but without probably the flexibility.

0:42:44.131 --> 0:42:44.531  
Luis Escobar  
I got.

0:42:47.441 --> 0:42:47.881  
Luis Escobar  
Gotcha.

0:42:51.261 --> 0:42:53.671  
Luis Escobar  
So yeah, I I did receive.

0:42:53.671 --> 0:42:53.681  
Luis Escobar  
I.

0:42:53.681 --> 0:42:56.421  
Luis Escobar  
I believe your e-mail in regards to getting access to the database.

0:42:58.111 --> 0:43:2.351  
Luis Escobar  
I'm gonna engage on that probably tomorrow at the earliest.

0:43:3.991 --> 0:43:18.311  
Luis Escobar  
Right. Tonight, I'm gonna get that. You know, initial deployment of of the staging website. So that start looking at something that's actually more in line with what you know the the 1.0 version is gonna be.

0:43:19.991 --> 0:43:26.831  
Luis Escobar  
From what I'm getting, I think we wanna go with that light. You know, design that sophisticated luxury approach.

0:43:30.591 --> 0:43:38.951  
Luis Escobar  
We want to, you know, use some of the takeaways from life force in, in terms of like the space and the less is more right.

0:43:38.951 --> 0:43:42.791  
Luis Escobar  
They're not saying too much, but they're saying a lot, especially with the with the imagery.

0:43:44.991 --> 0:43:52.431  
Luis Escobar  
So yeah, if I can get access to the Shutterstock, I'll start. You know, going in there, picking out a bunch of winners.

0:43:52.711 --> 0:43:58.431  
Luis Escobar  
I know we wanna, you know, get our own imagery done and shot and we can and we should.

0:43:58.551 --> 0:44:1.751  
Luis Escobar  
But for sure you know for the initial start, we'll.

0:44:2.861 --> 0:44:4.501  
Luis Escobar  
Try to stop would be more than sufficient.

0:44:6.331 --> 0:44:13.331  
Basement  
Do you think that I was chatting with our graphic designer for this? Do you think that Shutterstock is the best?

0:44:16.271 --> 0:44:34.551  
Basement  
Option we I was looking through life force their Instagram and I like so many things about it. But one of the things when they post like reels I don't know who the woman is. It's the blonde woman in that picture right there. But she'll make like selfie style.

0:44:21.511 --> 0:44:21.711  
Luis Escobar  
Mm hmm.

0:44:34.551 --> 0:44:34.871  
Basement  
Videos.

0:44:35.181 --> 0:44:46.781  
Basement  
In the cover photos that they use, they're pretty much all stock from what I can assume, and they look really nice. But do you think that they're getting those from Shutterstock?

0:44:46.821 --> 0:44:54.741  
Basement  
Because when we use stock photos, they feel very stock photo and they're not really doing what we want them to do.

0:44:55.341 --> 0:44:58.501  
Basement  
So we're kind of at a point right now.

0:44:55.441 --> 0:44:56.41  
Luis Escobar  
I hear you.

0:44:58.501 --> 0:44:59.861  
Basement  
Is there a higher level?

0:45:1.71 --> 0:45:5.111  
Basement  
Subscription maybe. I think we have the full access to everything.

0:45:5.301 --> 0:45:21.111  
Basement  
But it's just like the people in the photos that we see are just not what we would want to portray on anything or they just look super staged where like the photos, I see them use look real and maybe they're taking those photos. I would be surprised if.

0:45:20.201 --> 0:45:20.361  
Brian Hyatt  
OK.

0:45:21.111 --> 0:45:24.101  
Basement  
They are, but I just didn't know your opinion on that.

0:45:24.781 --> 0:45:33.221  
Luis Escobar  
There's a few different, you know, really good service providers even like Getty getting images as a subscription.

0:45:33.221 --> 0:45:34.741  
Luis Escobar  
That's sometimes really good.

0:45:36.791 --> 0:45:40.671  
Luis Escobar  
There's another one called a stack diary.

0:45:43.231 --> 0:45:48.271  
Luis Escobar  
I'll send a few links on the ones I think we can get some really high quality content from.

0:45:49.241 --> 0:45:49.561  
Basement  
OK.

0:45:50.71 --> 0:45:50.911  
Luis Escobar  
Yeah, yeah.

0:45:50.911 --> 0:45:52.871  
Luis Escobar  
So it doesn't have to be shorter stock.

0:45:53.811 --> 0:45:54.291  
Basement  
OK.

0:45:54.451 --> 0:45:59.851  
Basement  
Yeah, they have a lot of stuff, but I feel like half of their stuff isn't good, so.

0:45:54.761 --> 0:45:54.961  
Luis Escobar  
Mm hmm.

0:46:1.131 --> 0:46:3.931  
Luis Escobar  
Yeah. So it depends on, I think the niche for sure.

0:46:2.311 --> 0:46:2.471  
Basement  
Yeah.

0:46:3.931 --> 0:46:5.531  
Luis Escobar  
Yeah, some of it is cringe.

0:46:5.971 --> 0:46:7.331  
Basement  
Yeah, absolutely.

0:46:8.191 --> 0:46:8.511  
Luis Escobar  
Yeah.

0:46:10.821 --> 0:46:13.301  
Luis Escobar  
Alright, a film supply.

0:46:13.301 --> 0:46:14.341  
Luis Escobar  
That's another good one.

0:46:15.911 --> 0:46:19.31  
Luis Escobar  
It's like high end cinema type like cinematography.

0:46:19.441 --> 0:46:19.921  
Basement  
Yeah.

0:46:24.431 --> 0:46:26.231  
Luis Escobar  
I wanted to also ask about.

0:46:27.911 --> 0:46:28.31  
Luis Escobar  
The.

0:46:32.101 --> 0:46:34.541  
Luis Escobar  
The socials. Ted. I saw your e-mail.

0:46:35.421 --> 0:46:35.621  
Basement  
Mm hmm.

0:46:36.231 --> 0:46:37.991  
Luis Escobar  
Here you sent a few of these are already.

0:46:40.591 --> 0:46:44.351  
Luis Escobar  
So in your official, in your aesthetics, in your optimal health.

0:46:45.871 --> 0:46:46.191  
Luis Escobar  
Official in new.

0:46:49.761 --> 0:46:50.921  
Luis Escobar  
Last legacy account.

0:46:54.431 --> 0:46:55.351  
Luis Escobar  
The new official.

0:47:0.181 --> 0:47:7.141  
Luis Escobar  
Is someone actively in charge of, you know, posting every day and engaging with with the audience?

0:47:8.411 --> 0:47:9.51  
Basement  
Yes.

0:47:10.991 --> 0:47:13.151  
Basement  
That should not have zero post.

0:47:14.701 --> 0:47:15.981  
Basement  
We just looked at that yesterday.

0:47:17.471 --> 0:47:18.991  
Basement  
That's X, yeah.

0:47:19.21 --> 0:47:21.981  
Luis Escobar  
That's X Instagram.

0:47:22.881 --> 0:47:25.161  
Basement  
Yeah. We just looked at that yesterday though.

0:47:26.671 --> 0:47:28.351  
Basement  
Yeah, but did I look at the post?

0:47:28.471 --> 0:47:30.111  
Basement  
Yeah, we post on it three times a week.

0:47:31.751 --> 0:47:31.871  
Luis Escobar  
Aye.

0:47:31.791 --> 0:47:36.391  
Basement  
There should be post on there. I I saw them like yesterday when we were scrolling through.

0:47:36.431 --> 0:47:39.151  
Basement  
They don't get any engagement, but there's posts on there.

0:47:40.131 --> 0:47:43.131  
Luis Escobar  
No, it's fine. Yeah, basically, yeah.

0:47:41.891 --> 0:47:44.771  
Basement  
I just don't know why it's I haven't posted yet, but.

0:47:45.621 --> 0:47:50.741  
Luis Escobar  
Gotcha. Yeah, we'll you know, we're going to refine the whole social media strategy as well.

0:47:52.551 --> 0:47:57.391  
Luis Escobar  
I was mentioning to Brian like you know, we want to create like a content creation machine, right?

0:47:57.391 --> 0:48:6.111  
Luis Escobar  
So like we we we have maybe a week or or a few days out of the month where where we generate or produce a lot of ideas, right.

0:47:57.501 --> 0:47:57.861  
Basement  
Yeah.

0:48:6.111 --> 0:48:13.591  
Luis Escobar  
And we we hire the actors or we get the scenes shot internally or or whatever it takes.

0:48:14.201 --> 0:48:20.881  
Luis Escobar  
And but then we we have, you know, 3-4, six weeks of content that that we can rely on, right.

0:48:21.281 --> 0:48:22.481  
Luis Escobar  
So we're always like.

0:48:23.991 --> 0:48:25.831  
Luis Escobar  
We always have an abundance of content to use.

0:48:27.471 --> 0:48:28.871  
Luis Escobar  
That's like our failure content.

0:48:28.871 --> 0:48:31.711  
Luis Escobar  
That's how we get the algorithm to to pay attention to us.

0:48:32.71 --> 0:48:43.71  
Luis Escobar  
Then there's there's the organic stuff that's like more, you know, a little more thoughtful and and and and inline with. Maybe the current events, right?

0:48:43.991 --> 0:48:44.551  
Basement  
Yeah.

0:48:46.441 --> 0:48:49.111  
Luis Escobar  
What was that trend the other day? Oh.

0:48:49.661 --> 0:48:51.981  
Luis Escobar  
There's always these trends on Instagram, right?

0:48:51.981 --> 0:48:57.781  
Luis Escobar  
So you know, if we see something that's catching on, you know, just Ashton hag with the, with the ice.

0:48:58.551 --> 0:48:59.71  
Basement  
Thank you.

0:48:59.551 --> 0:49:1.431  
Luis Escobar  
Yeah, yeah, you know.

0:49:1.421 --> 0:49:5.61  
Basement  
Yeah, and one that I sent to you, I think.

0:49:6.711 --> 0:49:7.311  
Basement  
Sprayed it off.

0:49:7.311 --> 0:49:8.511  
Basement  
Yeah, I like that one.

0:49:8.631 --> 0:49:9.431  
Basement  
I thought that was cute.

0:49:9.471 --> 0:49:10.791  
Basement  
I mean, yeah, that was cool.

0:49:11.851 --> 0:49:17.451  
Luis Escobar  
So, like we, we should always like have the flexibility like to jump on those trends, right.

0:49:17.451 --> 0:49:22.891  
Luis Escobar  
Because they do build a buzz and we we we get an influx of, you know, new eyeballs or whatever.

0:49:25.461 --> 0:49:35.941  
Luis Escobar  
So a combination of always having you know constant content, you know ready to go and then always being you know on the lookout for for fresh new ideas that are gonna hopefully go viral.

0:49:37.1 --> 0:49:37.481  
Basement  
Yeah.

0:49:40.151 --> 0:49:42.351  
Luis Escobar  
And then these these holidays.

0:49:40.261 --> 0:49:41.941  
Basement  
Right, right now.

0:49:43.551 --> 0:49:50.151  
Basement  
Right, right. Right now the social is broken by, you know, health versus aesthetics.

0:49:50.751 --> 0:49:51.511  
Basement  
I don't mean.

0:49:53.421 --> 0:50:4.941  
Basement  
I don't necessarily mean against like me, but but that that that's the way we've got it broken out, one of the debates, one of the debates have been, you know, know your audience.

0:49:59.751 --> 0:49:59.951  
Luis Escobar  
Mm hmm.

0:50:4.981 --> 0:50:6.421  
Basement  
What voice you use?

0:50:6.421 --> 0:50:10.701  
Basement  
Color emotion, you know, is it better that you break it?

0:50:11.981 --> 0:50:21.181  
Basement  
Gender. You know, a new woman, a new man. You know that does. Is that better or worse than breaking it by service?

0:50:22.351 --> 0:50:22.871  
Basement  
So.

0:50:23.851 --> 0:50:24.531  
Luis Escobar  
We.

0:50:24.141 --> 0:50:25.101  
Basement  
On a social.

0:50:25.951 --> 0:50:26.991  
Luis Escobar  
Yeah. I mean, we have to.

0:50:27.511 --> 0:50:36.431  
Luis Escobar  
It depends on on you know if we have like an abundance of well-rounded content that we can cater to all the niches in in in one channel.

0:50:37.941 --> 0:50:39.461  
Luis Escobar  
No. If not you know it.

0:50:39.741 --> 0:50:43.141  
Luis Escobar  
Maybe it makes more sense to build our our foundation.

0:50:43.141 --> 0:50:55.821  
Luis Escobar  
Get a get a strong community of only men, only females, and you know there is definitely a higher chance that they're gonna follow an account. That's just all all women, right?

0:50:55.821 --> 0:50:57.101  
Luis Escobar  
Speaking about Women's Health.

0:51:3.871 --> 0:51:15.991  
Luis Escobar  
I think you know the the, the a new life idea. Me and Brian were saying earlier like I was mentioning to him like it sound it sounds a little like a new life, a new life, a new life, a new life.

0:51:18.591 --> 0:51:22.231  
Luis Escobar  
We can play with that. I'd you know those those word games.

0:51:23.201 --> 0:51:23.521  
Basement  
Right.

0:51:38.501 --> 0:51:43.261  
Luis Escobar  
Also, I just want to touch upon the the the e-commerce side.

0:51:43.261 --> 0:51:45.661  
Luis Escobar  
I know you have a Shopify website, right?

0:51:46.521 --> 0:51:49.441  
Basement  
Yeah, neither. We actually have two, I think.

0:51:50.911 --> 0:51:55.311  
Basement  
And neither are really being used. Much to my knowledge, right?

0:51:58.711 --> 0:52:2.151  
Basement  
Somebody bought a gift card through there somehow. I don't even know.

0:52:4.181 --> 0:52:4.941  
Basement  
So no more.

0:52:4.941 --> 0:52:5.901  
Basement  
I mean, we're not using it.

0:52:6.681 --> 0:52:7.601  
Luis Escobar  
What's the domain?

0:52:9.561 --> 0:52:11.471  
Renzo Mogrovejo  
Shop at eny.co.

0:52:12.201 --> 0:52:12.361  
Luis Escobar  
Stop.

0:52:15.731 --> 0:52:18.331  
Luis Escobar  
OK. So I mean, what was the idea?

0:52:18.331 --> 0:52:21.571  
Luis Escobar  
Here are. Is this still the intention to have also?

0:52:23.31 --> 0:52:26.471  
Luis Escobar  
This e-commerce out of CART shopping experience.

0:52:30.231 --> 0:52:43.231  
Renzo Mogrovejo  
That was the previous website we migrated almost all services to to indian.com and that was the preview in India that Co site.

0:52:33.841 --> 0:52:34.41  
Luis Escobar  
Mm hmm.

0:52:43.311 --> 0:52:46.231  
Renzo Mogrovejo  
So we changed the the domain.

0:52:47.41 --> 0:52:47.241  
Luis Escobar  
Mm hmm.

0:52:47.951 --> 0:52:50.311  
Renzo Mogrovejo  
And we set it like show that in.

0:52:52.641 --> 0:52:52.801  
Luis Escobar  
OK.

0:52:52.911 --> 0:52:53.911  
Renzo Mogrovejo  
Just not close down.

0:52:54.951 --> 0:53:4.111  
Luis Escobar  
But right now, like if I'm a customer that I like, this new bio serum firm like, what's the best way for me to get it again or?

0:53:6.361 --> 0:53:8.721  
Luis Escobar  
Restock it for myself.

0:53:9.471 --> 0:53:13.871  
Basement  
Almost all of our products are sold.

0:53:15.351 --> 0:53:19.751  
Basement  
Brick and mortar, you know, so they're all inventoried at the offices.

0:53:21.471 --> 0:53:25.831  
Basement  
But but, but that doesn't mean that it has to be like that, I mean.

0:53:27.471 --> 0:53:36.31  
Basement  
They're all medical grade. So. So you can't just go online and buy, buy, buy these anywhere. They have to be sold by.

0:53:38.671 --> 0:53:39.271  
Basement  
A medical.

0:53:39.581 --> 0:53:41.741  
Basement  
Facility, I guess if you will so.

0:53:42.941 --> 0:53:43.501  
Luis Escobar  
Got it.

0:53:45.111 --> 0:53:56.871  
Luis Escobar  
Yeah, I'm just thinking like, you know, if I log into my members portal and I, you know I can click a button that says I I need a renew my my serum or.

0:53:58.581 --> 0:54:4.501  
Luis Escobar  
The you know, I I come in to pick it up or or or I set the appointment to get the prescription.

0:54:4.901 --> 0:54:10.781  
Luis Escobar  
But essentially, yeah, do we wanna incorporate the entire product line, every single physical product?

0:54:10.781 --> 0:54:15.101  
Luis Escobar  
You guys, you know, use across all the locations.

0:54:18.751 --> 0:54:18.791  
Basement  
I.

0:54:18.791 --> 0:54:20.471  
Basement  
I don't see personally. Why not.

0:54:21.71 --> 0:54:22.551  
Basement  
Just just because it would.

0:54:22.631 --> 0:54:28.951  
Basement  
I mean, at the very least, you have one purchase, you know it's extra 100 few, $100 in revenue.

0:54:30.391 --> 0:54:32.231  
Basement  
Unless you're just cluttering up the the page.

0:54:33.521 --> 0:54:37.951  
Luis Escobar  
No, Sir. It makes a big difference if we have a card on file or not, right?

0:54:38.741 --> 0:54:41.261  
Luis Escobar  
So the conversion rate changes drastically.

0:54:38.991 --> 0:54:39.471  
Basement  
Yeah.

0:54:41.261 --> 0:54:46.861  
Luis Escobar  
Actually, you know, if you were asking someone to take out their credit card or sign up again, right?

0:54:46.901 --> 0:54:54.741  
Luis Escobar  
But if they already have a username and a password and their credit card was already put on file a long time ago and all they got to do is.

0:54:53.351 --> 0:54:55.191  
Basement  
Yeah, but, but but.

0:54:57.191 --> 0:54:58.71  
Basement  
We we could also add.

0:55:0.351 --> 0:55:4.71  
Basement  
What? What Apple Pay here too?

0:55:3.531 --> 0:55:3.731  
Luis Escobar  
Mm hmm.

0:55:4.71 --> 0:55:6.151  
Basement  
So if you're just a guest.

0:55:5.461 --> 0:55:5.941  
Luis Escobar  
Yeah.

0:55:8.231 --> 0:55:10.991  
Basement  
We we can add Apple Pay as a checkout.

0:55:11.351 --> 0:55:15.71  
Basement  
I love Apple Pay. I feel like having the products on there too.

0:55:12.11 --> 0:55:13.651  
Luis Escobar  
Yeah, yeah.

0:55:15.111 --> 0:55:24.711  
Basement  
We used to have like the supplements if we like really got telehealth going, I feel like that would be a good place for. Yeah, I mean it, it was never meant to be.

0:55:25.221 --> 0:55:48.871  
Basement  
Be a popular visited site but but. But I mean we would actually pick a prop product or service from Shopify and we would advertise that so so so it more more or less gave us a storefront to do that from that, that that in my mind I mean.

0:55:46.931 --> 0:55:47.451  
Luis Escobar  
I gotcha.

0:55:48.871 --> 0:55:51.581  
Basement  
Like we had membership we we were selling.

0:55:53.151 --> 0:55:54.151  
Basement  
Memberships.

0:55:54.921 --> 0:56:1.41  
Basement  
Through Shopify, before the way that we do it now, however we do it now.

0:56:1.321 --> 0:56:8.441  
Basement  
So we, you know, we were selling the assessment on you know on Shopify and then we we would add.

0:56:5.871 --> 0:56:6.71  
Luis Escobar  
Mm hmm.

0:56:11.871 --> 0:56:18.471  
Basement  
Discount code. You know if we were running a special offer, that kind of thing so.

0:56:17.951 --> 0:56:18.351  
Luis Escobar  
Mm hmm mm hmm.

0:56:21.651 --> 0:56:24.51  
Basement  
This is kind of not the most important thing.

0:56:24.51 --> 0:56:31.531  
Basement  
I'm just curious, like when it comes to the product page for like the physical things like the supplements and skin care.

0:56:33.511 --> 0:56:42.551  
Basement  
Would AI be able to like enhance those like the photos of the supplement bottles? And like the photos of the skin care?

0:56:43.151 --> 0:56:45.351  
Basement  
Like the photos that we have on there now.

0:56:43.881 --> 0:56:44.561  
Luis Escobar  
Yeah.

0:56:47.111 --> 0:56:50.831  
Basement  
Those, I think those are from their site, but of the skin care.

0:56:51.181 --> 0:56:56.301  
Basement  
Eris from like our neocutis like portal that they give us access to.

0:56:57.221 --> 0:57:5.701  
Basement  
So yeah, just curious because as the pictures as they are right now are not worth it to have on a product page just because they're not.

0:57:0.831 --> 0:57:1.231  
Luis Escobar  
No.

0:57:7.91 --> 0:57:8.291  
Luis Escobar  
Oh yeah. Good, good point.

0:57:8.291 --> 0:57:8.771  
Luis Escobar  
I agree.

0:57:8.851 --> 0:57:26.291  
Luis Escobar  
I mean, yeah, every aspect of of every, you know, the way we're presenting the product, it should be like really well presented on like a high quality image that that if it looks like it's like nobody put effort into it, people don't believe in it like.

0:57:26.301 --> 0:57:27.301  
Basement  
Yeah, for sure.

0:57:27.951 --> 0:57:34.991  
Luis Escobar  
Yeah. So yeah, for sure, we'll we'll definitely try to like improve the images that need improvement with with AI.

0:57:39.971 --> 0:57:48.251  
Luis Escobar  
Is is there. Also is are all those images like also stored in our in Dropbox?

0:57:49.81 --> 0:57:51.481  
Basement  
Of the like supplements and skin care.

0:57:51.641 --> 0:57:52.241  
Luis Escobar  
Yeah.

0:57:53.151 --> 0:57:54.831  
Basement  
Probably not, no.

0:57:54.831 --> 0:57:59.231  
Basement  
I don't actually know where the Renzo do you know where those photos of this?

0:58:0.31 --> 0:58:2.631  
Basement  
Oh well, you probably didn't even do that part.

0:58:2.631 --> 0:58:4.871  
Basement  
I don't know where the supplement photos came from.

0:58:4.871 --> 0:58:8.831  
Basement  
Did you turn these into black and white?

0:58:9.551 --> 0:58:11.311  
Basement  
Was this your idea?

0:58:11.791 --> 0:58:13.31  
Basement  
It's been like that for a while.

0:58:14.511 --> 0:58:15.351  
Basement  
I know you hate it.

0:58:15.431 --> 0:58:16.351  
Basement  
Well, no, no, no.

0:58:16.711 --> 0:58:21.151  
Basement  
I like it for certain things I I really don't like black and white.

0:58:21.661 --> 0:58:30.541  
Basement  
When you're bringing things to life, you know, I mean, I think black and white has A to me, you're missing out on on.

0:58:30.541 --> 0:58:40.341  
Basement  
I mean color is life, you know, to me, and I know these videos with color. And to me it'd be much more compelling, but.

0:58:40.971 --> 0:58:41.171  
Luis Escobar  
Mm hmm.

0:58:42.491 --> 0:58:49.171  
Basement  
But that's a design thing. Like, right? I mean, that's just there's a lot of things wrong with the this website.

0:58:43.121 --> 0:58:43.481  
Luis Escobar  
Yeah.

0:58:49.171 --> 0:58:52.491  
Basement  
So that was kinda just. That's not even meant to be on every page.

0:58:52.491 --> 0:58:56.931  
Basement  
That was just kind of a, you know, that's on, like the aesthetics home page.

0:58:57.651 --> 0:58:57.891  
Luis Escobar  
Uh H.

0:58:58.871 --> 0:59:1.191  
Basement  
So yeah, but I get what you're saying.

0:59:1.111 --> 0:59:1.471  
Luis Escobar  
All good.

0:59:1.471 --> 0:59:3.991  
Luis Escobar  
Yeah, we're. Yeah, we're gonna cover all that.

0:59:2.911 --> 0:59:6.671  
Basement  
But I can look for those supplement in skin care photos for you.

0:59:6.671 --> 0:59:8.591  
Basement  
I don't really know where to find them but.

0:59:7.21 --> 0:59:7.701  
Luis Escobar  
Yeah, please.

0:59:7.701 --> 0:59:8.621  
Luis Escobar  
That helps.

0:59:9.981 --> 0:59:14.61  
Luis Escobar  
Yeah, all all the imagery you can provide that that really helps.

0:59:15.61 --> 0:59:16.101  
Luis Escobar  
Just to move things along.

0:59:15.311 --> 0:59:16.71  
Basement  
Why don't?

0:59:16.71 --> 0:59:18.511  
Basement  
Why don't I send you some notes as well?

0:59:18.881 --> 0:59:19.41  
Brian Hyatt  
OK.

0:59:19.911 --> 0:59:29.791  
Basement  
On you know the the 92nd infomercial pre pre pre flight video that tells our brand story etc etc.

0:59:30.921 --> 0:59:31.601  
Luis Escobar  
Please do.

0:59:31.751 --> 0:59:35.191  
Basement  
I could start start to give you some insight into that.

0:59:36.951 --> 0:59:37.271  
Basement  
To where?

0:59:37.311 --> 0:59:41.911  
Basement  
Maybe we can have AI do a podcast script or whatever that we can follow.

0:59:46.701 --> 0:59:48.741  
Luis Escobar  
And and do we have like?

0:59:51.71 --> 0:59:51.271  
Luis Escobar  
Video.

0:59:51.981 --> 1:0:5.701  
Luis Escobar  
Recording of this 100 biomarker health assessment. Like I'm I'm, I'm picturing like like AB roll like a a 22nd slow motion B roll. But basically this girl and this guy were just video.

0:59:56.851 --> 0:59:57.771  
Basement  
Yeah, we.

1:0:9.381 --> 1:0:14.101  
Basement  
I would say there's some stuff that Gabo did when he was here.

1:0:14.101 --> 1:0:14.821  
Basement  
It's not.

1:0:14.821 --> 1:0:19.861  
Basement  
No, there's what she did with me. Like, I mean, I will sit in the chair.

1:0:19.861 --> 1:0:24.141  
Basement  
I mean, you know, I mean, I know she's filmed people.

1:0:24.141 --> 1:0:26.271  
Basement  
Yeah, I mean that, that's what I'm saying.

1:0:26.271 --> 1:0:29.61  
Basement  
I don't know where all this video that she's taken exists.

1:0:29.741 --> 1:0:31.981  
Basement  
It is all in Dropbox.

1:0:30.471 --> 1:0:30.871  
Luis Escobar  
Mm hmm mm hmm.

1:0:33.591 --> 1:0:33.671  
Basement  
OK.

1:0:33.791 --> 1:0:35.551  
Basement  
Well then, yes, I I we.

1:0:35.671 --> 1:0:37.511  
Basement  
I didn't know that we had that, but we do.

1:0:37.871 --> 1:0:39.311  
Basement  
I was thinking of the stuff that Gabriel.

1:0:39.741 --> 1:0:40.421  
Basement  
On the phone.

1:0:40.421 --> 1:0:43.981  
Basement  
And that was just, you know.

1:0:44.21 --> 1:0:45.661  
Basement  
No, you don't even need to take a look at those.

1:0:47.831 --> 1:0:48.551  
Basement  
But yeah.

1:0:48.441 --> 1:0:49.281  
Luis Escobar  
Alright, perfect.

1:0:49.281 --> 1:0:52.841  
Luis Escobar  
Perfect. That definitely will just keep building up on that.

1:0:53.861 --> 1:0:54.301  
Basement  
This week.

1:0:54.551 --> 1:0:55.231  
Luis Escobar  
Solid.

1:0:56.881 --> 1:1:8.401  
Basement  
But I mean, we have tons of, I don't know how organized right where we see Pam or Doctor Reyes or Vivien, we could definitely have instead of some stock photography.

1:1:8.521 --> 1:1:14.1  
Basement  
Doctor Who, we could definitely have one of our yeah providers there.

1:1:14.1 --> 1:1:21.881  
Basement  
Yeah. I think one also issue that we cannot have with some of the photos that we have is our providers offices aren't the most like.

1:1:22.991 --> 1:1:26.671  
Basement  
You know they have, like personal photos and and stuff like that.

1:1:27.501 --> 1:1:35.341  
Basement  
I think for the most part, we when we would shoot photos or videos or whatever, we would move a lot of the stuff out of the way.

1:1:35.841 --> 1:1:36.41  
Luis Escobar  
Mm hmm.

1:1:37.151 --> 1:1:47.191  
Basement  
But I think that like from a brick and mortar point of view, we could enhance their offices a little bit to make it easier for us to get content without having to rearrange the room first.

1:1:47.951 --> 1:1:56.231  
Basement  
That's kind of like a hard thing. I don't know. Like where we go with that because also it's their space that they work in every day. Yeah, but.

1:1:48.241 --> 1:1:48.561  
Luis Escobar  
For sure.

1:1:56.661 --> 1:1:58.61  
Basement  
We can definitely.

1:1:58.341 --> 1:2:10.821  
Basement  
I I will definitely we we can just make it a company policy like I mean honestly being German like things have a place.

1:2:10.891 --> 1:2:12.411  
Basement  
Less is more.

1:2:12.451 --> 1:2:17.571  
Basement  
I mean like, I'm a very \*\*\*\* kind of like that, that that's so so.

1:2:19.541 --> 1:2:21.621  
Basement  
I can easily make that a thing, I mean.

1:2:21.741 --> 1:2:22.581  
Luis Escobar  
Mm hmm mm hmm.

1:2:23.581 --> 1:2:25.461  
Basement  
Yeah, I mean, things have to look clean.

1:2:25.461 --> 1:2:27.541  
Basement  
They have to look well positioned, yeah.

1:2:27.901 --> 1:2:31.461  
Basement  
And you have like, a uniform, like everyone's office looks the same.

1:2:28.711 --> 1:2:29.71  
Luis Escobar  
Yeah.

1:2:30.541 --> 1:2:30.661  
Luis Escobar  
But.

1:2:31.501 --> 1:2:40.981  
Basement  
Yeah. And then I think it would make content a lot easier 'cause, you know, we won't have to say, oh, well, there's a picture of, you know, Pam's daughter in the background or.

1:2:36.101 --> 1:2:36.301  
Luis Escobar  
Mm hmm.

1:2:41.411 --> 1:2:49.931  
Basement  
I mean, if you step into our office, we have the same lighting, the same chandeliers, the same Scots, the same colors, the same desk.

1:2:50.171 --> 1:2:52.571  
Basement  
I mean so. So I mean we don't.

1:2:53.91 --> 1:3:5.971  
Basement  
I mean to to your point, we should accentuate that, you know, and make sure we were clean in every office because that's a big a big like, you know, appeal to our in office.

1:2:57.741 --> 1:2:58.141  
Luis Escobar  
Yeah.

1:3:1.891 --> 1:3:2.571  
Luis Escobar  
Yeah.

1:3:3.941 --> 1:3:4.341  
Luis Escobar  
So.

1:3:7.101 --> 1:3:7.861  
Luis Escobar  
Especially right here.

1:3:7.861 --> 1:3:10.61  
Luis Escobar  
This is the four step process right?

1:3:10.61 --> 1:3:13.421  
Luis Escobar  
It's just exactly what to expect essentially, right?

1:3:12.121 --> 1:3:12.921  
Basement  
Don't send me no.

1:3:14.981 --> 1:3:28.421  
Luis Escobar  
You know this should be like a also like a a slow MO video like a a person on their laptop or on their computer clicking Apple Pay and signing up to enuh health like nine second video clip.

1:3:16.491 --> 1:3:17.251  
Basement  
This is.

1:3:26.971 --> 1:3:27.651  
Basement  
This is.

1:3:30.91 --> 1:3:33.531  
Basement  
This is probably more of like the flow of our telehealth membership.

1:3:34.1 --> 1:3:34.201  
Luis Escobar  
Mm hmm.

1:3:35.101 --> 1:3:36.381  
Basement  
Oh, you're on the telehealth number, Ron.

1:3:36.381 --> 1:3:37.381  
Basement  
Sorry, yeah.

1:3:36.881 --> 1:3:37.801  
Luis Escobar  
I think so, yeah.

1:3:37.381 --> 1:3:55.101  
Basement  
So it looks a little different than the in person one, just because like in person they don't start with the purchase they purchase like at their and there there's no reason to have a photo of me and Lisa and Kagan on there.

1:3:55.101 --> 1:3:57.661  
Basement  
I mean that's that doesn't sell anybody.

1:3:57.661 --> 1:3:59.181  
Basement  
I don't think I don't.

1:3:59.381 --> 1:4:0.941  
Basement  
I think that that's part of.

1:4:1.211 --> 1:4:6.251  
Basement  
Story. But I mean, I don't think that that's enough to take up space.

1:4:5.571 --> 1:4:9.691  
Luis Escobar  
Oh, there's a there's a place on the website for that, right?

1:4:9.811 --> 1:4:10.691  
Luis Escobar  
So you wanna?

1:4:10.191 --> 1:4:10.591  
Basement  
Yeah.

1:4:10.691 --> 1:4:14.211  
Luis Escobar  
Yeah. We really wanna make use of every pixel.

1:4:14.871 --> 1:4:15.831  
Basement  
Yeah.

1:4:15.741 --> 1:4:16.61  
Luis Escobar  
All right.

1:4:18.811 --> 1:4:19.611  
Luis Escobar  
Yeah, I mean, right.

1:4:19.651 --> 1:4:22.691  
Luis Escobar  
So right here I'm looking at your in person membership.

1:4:29.221 --> 1:4:33.981  
Luis Escobar  
And so, I mean, nobody's landing on here and clicking this, right?

1:4:30.551 --> 1:4:30.631  
Basement  
I I.

1:4:33.501 --> 1:4:33.701  
Basement  
Don't.

1:4:35.951 --> 1:4:38.431  
Basement  
There was one scene.

1:4:38.431 --> 1:4:45.551  
Basement  
There are a shot where it says, you know, telehealth versus in person.

1:4:45.591 --> 1:4:51.911  
Basement  
It's almost like we're competing with each other. You know, telehealth is at a much lower, lower price.

1:4:56.151 --> 1:4:56.351  
Luis Escobar  
Mm hmm.

1:4:56.521 --> 1:5:3.201  
Basement  
But but I don't like the feeling of the look of on our site or comparing to each other, you know.

1:5:3.991 --> 1:5:4.191  
Luis Escobar  
Mm hmm.

1:5:5.301 --> 1:5:8.741  
Basement  
Even though you you want to sell both and you wanted to to display both.

1:5:12.31 --> 1:5:13.391  
Basement  
You know it needs to be.

1:5:15.381 --> 1:5:16.261  
Basement  
You know, we're really pick.

1:5:16.261 --> 1:5:19.501  
Basement  
Pick the service level that's right for you, I guess.

1:5:19.781 --> 1:5:23.141  
Basement  
But I don't like saying what's not included.

1:5:25.431 --> 1:5:30.231  
Basement  
Although you have to, I guess, be able to justify why you're charging more.

1:5:31.231 --> 1:5:31.631  
Basement  
So.

1:5:31.591 --> 1:5:32.231  
Luis Escobar  
Yeah, I know.

1:5:32.391 --> 1:5:35.471  
Luis Escobar  
We gotta make it more make sense, right?

1:5:37.181 --> 1:5:40.141  
Luis Escobar  
And and so look, I just made this image into a video.

1:5:41.901 --> 1:5:42.381  
Luis Escobar  
This image.

1:5:59.511 --> 1:6:0.231  
Basement  
How are you doing?

1:6:2.171 --> 1:6:2.611  
Basement  
Yeah.

1:6:3.581 --> 1:6:6.341  
Renzo Mogrovejo  
The user generated it right now.

1:6:7.151 --> 1:6:7.871  
Luis Escobar  
Yeah, just now.

1:6:9.11 --> 1:6:9.211  
Renzo Mogrovejo  
Wow.

1:6:12.301 --> 1:6:17.741  
Luis Escobar  
So yeah, if I can get my hands on all the imagery you have, right, and we'll, we'll make some videos out of them.

1:6:19.821 --> 1:6:23.701  
Luis Escobar  
It just expresses the message better. Right now I understand what.

1:6:26.51 --> 1:6:28.851  
Luis Escobar  
Expecting maybe the getting pinched is not the best.

1:6:31.171 --> 1:6:31.611  
Luis Escobar  
Video.

1:6:34.141 --> 1:6:36.861  
Luis Escobar  
But yeah, that's more video as much video as we can.

1:6:36.901 --> 1:6:38.861  
Luis Escobar  
We see life force has a bunch of video everywhere.

1:6:40.951 --> 1:6:45.71  
Basement  
It's a small thing, but the capitalization on our page drives me crazy too.

1:6:45.71 --> 1:6:46.31  
Basement  
I I yeah.

1:6:47.391 --> 1:6:47.871  
Luis Escobar  
Yeah.

1:6:54.901 --> 1:6:56.461  
Luis Escobar  
We're gonna revamp all this.

1:6:55.31 --> 1:6:56.191  
Basement  
Random capital letters.

1:6:57.861 --> 1:7:1.381  
Basement  
That's just random words capitalized.

1:7:4.521 --> 1:7:5.241  
Luis Escobar  
So.

1:7:6.971 --> 1:7:7.251  
Basement  
Hello.

1:7:7.741 --> 1:7:10.501  
Luis Escobar  
Does each does each location right now have their own website?

1:7:12.411 --> 1:7:13.91  
Basement  
No.

1:7:14.341 --> 1:7:14.701  
Luis Escobar  
OK.

1:7:15.901 --> 1:7:17.181  
Basement  
I'm speaking out of turn there.

1:7:19.411 --> 1:7:20.651  
Luis Escobar  
No, I believe, yeah, we should get.

1:7:23.101 --> 1:7:23.701  
Luis Escobar  
New life.

1:7:25.341 --> 1:7:30.61  
Luis Escobar  
Springhurst.com new life for creek.com newlifelexington.com.

1:7:34.91 --> 1:7:37.771  
Luis Escobar  
And really drive home the idea of new life, right?

1:7:37.771 --> 1:7:43.131  
Luis Escobar  
We we want these local members right, even though they're local, we want them to go home and tell their friends.

1:7:43.131 --> 1:7:44.931  
Luis Escobar  
Hey, you gotta download the new life app.

1:7:51.771 --> 1:7:52.811  
Luis Escobar  
What is it?

1:7:52.811 --> 1:7:53.11  
Luis Escobar  
It's a it's a.

1:7:53.11 --> 1:7:57.571  
Luis Escobar  
It's not a if you want a new life, you download the new Life app.

1:8:0.761 --> 1:8:4.681  
Luis Escobar  
We gotta start playing with these different, you know, different approaches, right?

1:8:14.741 --> 1:8:18.501  
Luis Escobar  
I was mentioning to Brian earlier that like you know, if we really just like.

1:8:20.391 --> 1:8:25.231  
Luis Escobar  
Work at a pretty good pace. We can have an app on the iOS store.

1:8:26.571 --> 1:8:29.931  
Luis Escobar  
Four to six months right 1.0 version.

1:8:32.301 --> 1:8:44.381  
Luis Escobar  
You know, maybe it doesn't have all the building features and whistles, but that's how we invite our the initial, you know, 100 Members, the friends and family, the loyal customers.

1:8:44.381 --> 1:8:51.61  
Luis Escobar  
And then we're gonna get all the feedback we need from them in regards to like, you know what they wanna see this app do? What?

1:8:51.461 --> 1:8:55.21  
Luis Escobar  
How they would like to see it designed or or.

1:8:56.501 --> 1:8:56.981  
Luis Escobar  
You know what?

1:8:57.21 --> 1:8:58.701  
Luis Escobar  
What kinds of features they would like to see?

1:8:59.761 --> 1:9:1.161  
Luis Escobar  
So it's kind of like my my.

1:9:15.871 --> 1:9:15.991  
Luis Escobar  
Umm.

1:9:19.711 --> 1:9:31.551  
Luis Escobar  
The 90 minute video also, that's sorry, the 92nd video Ted or or two-minute video, however long it is, it should just be a short video that really drives home the message of who we are and what we do.

1:9:33.61 --> 1:9:37.461  
Luis Escobar  
That's also a pretty crucial component of of the initial marketing, right?

1:9:37.461 --> 1:9:39.221  
Luis Escobar  
It's gonna set the tone for everything else.

1:9:44.421 --> 1:9:53.61  
Basement  
Do you see that VM like a fast-paced, fast moving energy type thing? Or is it more of a podcast?

1:9:54.581 --> 1:9:56.421  
Basement  
Conversation or?

1:9:54.791 --> 1:9:54.911  
Luis Escobar  
You.

1:9:56.651 --> 1:9:59.731  
Luis Escobar  
No more high. Yeah, fast-paced.

1:10:2.771 --> 1:10:3.891  
Luis Escobar  
Emotional triggers.

1:10:6.531 --> 1:10:9.131  
Luis Escobar  
Borderline like.

1:10:6.711 --> 1:10:7.71  
Basement  
Come.

1:10:10.541 --> 1:10:11.181  
Luis Escobar  
Wow. Amazing. Like.

1:10:11.821 --> 1:10:12.301  
Basement  
Yeah.

1:10:13.341 --> 1:10:14.541  
Luis Escobar  
Really don't.

1:10:14.541 --> 1:10:15.541  
Luis Escobar  
Not exaggerated, but it's it's.

1:10:15.741 --> 1:10:18.261  
Luis Escobar  
You know, it can look away.

1:10:20.771 --> 1:10:21.171  
Basement  
What?

1:10:25.871 --> 1:10:27.111  
Luis Escobar  
I'm happy to help with that, right?

1:10:27.111 --> 1:10:30.31  
Luis Escobar  
But if you can share your initial thoughts and and copyright.

1:10:31.701 --> 1:10:32.21  
Luis Escobar  
Give you my two cents.

1:10:33.141 --> 1:10:33.541  
Basement  
Jim.

1:10:37.931 --> 1:10:39.971  
Basement  
There there was an there was an.

1:10:38.81 --> 1:10:38.601  
Luis Escobar  
But yeah, I'm.

1:10:40.611 --> 1:10:45.811  
Basement  
There there was a video that we paid to have done that announced the brand change.

1:10:46.51 --> 1:10:47.931  
Basement  
I don't know where we put that.

1:10:47.931 --> 1:10:52.811  
Basement  
Did you see that it was at the end of that PowerPoint presentation I sent you before we met?

1:10:54.501 --> 1:10:58.181  
Basement  
On the very first PowerPoint, yeah, there was a drop box.

1:10:58.181 --> 1:11:2.101  
Basement  
There was a link to it at the on the very last page or second last page I believe.

1:11:6.21 --> 1:11:7.221  
Basement  
I don't know if that one.

1:11:7.931 --> 1:11:12.771  
Basement  
Maybe that similar vibe, but that one mentions 25 again and Nava's logo.

1:11:12.931 --> 1:11:22.11  
Basement  
It's different, meaning it's different but but, but it's a it's A and that that's a pretty in intense vibe.

1:11:14.841 --> 1:11:15.41  
Luis Escobar  
Mm hmm.

1:11:23.541 --> 1:11:26.421  
Basement  
You know where where this one would be more.

1:11:28.321 --> 1:11:30.81  
Basement  
Professional. Heartfelt.

1:11:32.541 --> 1:11:33.181  
Basement  
Kind of thing so.

1:11:34.741 --> 1:11:35.141  
Luis Escobar  
I got you.

1:11:39.91 --> 1:11:43.691  
Luis Escobar  
Can can we just set up the Google Workspace now? It takes like 2 seconds.

1:11:45.261 --> 1:11:45.781  
Luis Escobar  
Think I'll just.

1:11:47.941 --> 1:11:48.621  
Luis Escobar  
Here.

1:11:52.101 --> 1:12:0.861  
Luis Escobar  
We live, but I really wanna get you and and the team using Gemini. I mean that that little video I just generated that was Gemini.

1:12:8.861 --> 1:12:10.461  
Basement  
Dot coor.com there.

1:12:11.421 --> 1:12:11.781  
Luis Escobar  
OK.

1:12:44.301 --> 1:12:49.661  
Luis Escobar  
So. So the big thing with workspace. You see my screen. You see all these different drop downs.

1:12:51.181 --> 1:13:2.501  
Luis Escobar  
These are different team members from different companies basically, but I have a a way to like make sure that everyone has all the resources they need inside of their Chrome, right?

1:13:3.61 --> 1:13:5.181  
Luis Escobar  
And with Gemini, it just makes it so easy.

1:13:6.981 --> 1:13:13.141  
Luis Escobar  
You know, the idea is for every team member to have their own AI, basically helping them, you know, with their day-to-day operations.

1:13:13.971 --> 1:13:14.91  
Luis Escobar  
Yes.

1:13:16.941 --> 1:13:18.701  
Luis Escobar  
This is a Google Labs.

1:13:26.921 --> 1:13:28.441  
Luis Escobar  
All these are different AIS.

1:13:30.581 --> 1:13:33.421  
Luis Escobar  
For audio, for video recording.

1:13:36.651 --> 1:13:40.331  
Luis Escobar  
You know, like a a a 3D animation type video.

1:13:40.371 --> 1:13:42.771  
Luis Escobar  
That could be something to to think about.

1:13:45.811 --> 1:13:47.131  
Luis Escobar  
Now we have.

1:13:47.251 --> 1:13:49.411  
Luis Escobar  
You know it's it's a great time to create content.

1:13:49.411 --> 1:13:51.651  
Luis Escobar  
This was not possible eight months ago.

1:13:54.991 --> 1:13:55.871  
Basement  
Superco.

1:13:56.581 --> 1:13:57.421  
Luis Escobar  
Yeah, yeah.

1:13:58.301 --> 1:13:58.381  
Basement  
Nd.

1:14:3.741 --> 1:14:5.61  
Luis Escobar  
There's a lot of work to do.

1:14:6.581 --> 1:14:7.141  
Luis Escobar  
I got I got my.

1:14:7.181 --> 1:14:11.21  
Luis Escobar  
I got my plate pulled, but I'm excited guys starting just with the website, right?

1:14:11.21 --> 1:14:14.821  
Luis Escobar  
And then we're gonna evolve to the app and and all the other things.

1:14:17.61 --> 1:14:24.461  
Luis Escobar  
I I do wanna make sure that you know that the HubSpot is is getting all the data it needs.

1:14:25.221 --> 1:14:29.501  
Luis Escobar  
Can can we schedule a meeting tomorrow just for the data migration?

1:14:31.221 --> 1:14:31.901  
Luis Escobar  
Initiative.

1:14:33.721 --> 1:14:34.521  
Basement  
Sure.

1:14:35.121 --> 1:14:35.241  
Luis Escobar  
Mm H.

1:14:41.441 --> 1:14:43.561  
Luis Escobar  
What would be a good time?

1:14:44.891 --> 1:14:47.451  
Basement  
I think I just have something at 10 and that's.

1:14:49.51 --> 1:14:50.451  
Basement  
The only thing I have.

1:14:52.931 --> 1:14:54.51  
Basement  
Preferably after that.

1:14:55.121 --> 1:14:56.321  
Luis Escobar  
Preferably after.

1:14:58.91 --> 1:14:58.771  
Basement  
Oh yeah.

1:15:0.501 --> 1:15:1.741  
Luis Escobar  
I can do 11.

1:15:3.331 --> 1:15:3.931  
Luis Escobar  
I am.

1:15:5.341 --> 1:15:5.941  
Basement  
That works.

1:15:8.481 --> 1:15:8.841  
Luis Escobar  
Great.

1:15:8.831 --> 1:15:10.471  
Basement  
For those that work for you.

1:15:11.151 --> 1:15:11.791  
Luis Escobar  
Hours.

1:15:14.501 --> 1:15:14.621  
Luis Escobar  
Umm.

1:15:15.841 --> 1:15:15.921  
Renzo Mogrovejo  
Oh.

1:15:18.731 --> 1:15:19.731  
Renzo Mogrovejo  
Which one, sorry.

1:15:21.901 --> 1:15:24.261  
Basement  
11:00 AM does that work for you tomorrow, Renzo?

1:15:26.21 --> 1:15:26.101  
Renzo Mogrovejo  
Ed.

1:15:27.531 --> 1:15:27.971  
Renzo Mogrovejo  
Gemini.

1:15:30.271 --> 1:15:30.831  
Basement  
Yeah.

1:15:30.441 --> 1:15:31.161  
Luis Escobar  
11:00 AM.

1:15:34.471 --> 1:15:35.111  
Renzo Mogrovejo  
Oh yeah.

1:15:53.491 --> 1:15:54.131  
Basement  
OK so.

1:15:55.941 --> 1:15:56.861  
Basement  
Next steps as far as.

1:15:59.461 --> 1:16:2.381  
Basement  
Clickup is concerned. I guess we're gonna.

1:16:5.521 --> 1:16:8.881  
Basement  
We have to do something before proposing it to Louis.

1:16:10.741 --> 1:16:13.861  
Basement  
I mean, no, I don't think we're really like proposing it.

1:16:13.861 --> 1:16:17.741  
Basement  
We're kind of just like we just want you to take a look at it.

1:16:17.741 --> 1:16:19.621  
Basement  
We don't have the subtasks.

1:16:18.381 --> 1:16:18.581  
Luis Escobar  
Mm hmm.

1:16:19.661 --> 1:16:25.341  
Basement  
It's based off of what we talked about yesterday. So it's just kind of like the first steps.

1:16:22.901 --> 1:16:23.101  
Luis Escobar  
Mm hmm.

1:16:26.101 --> 1:16:26.301  
Luis Escobar  
Mm hmm.

1:16:26.821 --> 1:16:32.581  
Basement  
Obviously we have that admin access. That one's done. I think the bottom two are.

1:16:34.531 --> 1:16:44.131  
Basement  
Hang on, sorry. Let me look. I guess what I'm saying is like I view that as being like the one place where we can delegate, right?

1:16:44.131 --> 1:16:53.971  
Basement  
Delegate task, assign a date and make sure that that nobody's holding us up from achieving what we want to and the time that we think it should take.

1:16:54.51 --> 1:16:56.131  
Basement  
So. So that's right.

1:16:56.131 --> 1:16:59.931  
Basement  
Yeah. So, so the two tasks that we've put on there so far.

1:17:0.861 --> 1:17:3.821  
Basement  
Are the data migration slash integration?

1:17:4.211 --> 1:17:6.771  
Basement  
And then integrate AI for operations.

1:17:6.771 --> 1:17:20.171  
Basement  
So that's air call, chat bots, intercom, slack. Those are the top two from the list that we pulled from the like Louis tasks list.

1:17:11.341 --> 1:17:11.541  
Luis Escobar  
Mm hmm.

1:17:14.731 --> 1:17:15.211  
Luis Escobar  
OK.

1:17:20.211 --> 1:17:21.691  
Basement  
Those are the 1st 2 steps.

1:17:20.661 --> 1:17:20.861  
Luis Escobar  
Mm hmm.

1:17:23.141 --> 1:17:24.461  
Basement  
Anything else?

1:17:24.561 --> 1:17:26.41  
Luis Escobar  
Perfect. Yeah.

1:17:25.221 --> 1:17:31.701  
Basement  
What what you just said? The two tasks they're under to do right now. Oh, OK.

1:17:26.41 --> 1:17:27.441  
Luis Escobar  
And I already have the admin.

1:17:31.701 --> 1:17:33.101  
Basement  
So. So they're now on screen.

1:17:33.971 --> 1:17:42.691  
Basement  
There's huge set to Scroll down to the bottom OK and then we've all been kind of in meetings here and there all day.

1:17:42.691 --> 1:17:50.891  
Basement  
So I think that the adding of the subtasks will be done tomorrow, but like Steven and Renzo are going to go in together for those two.

1:17:52.341 --> 1:17:58.141  
Basement  
Because they're kind of going to be the ones leading that and Add all of the tasks that they need to do tomorrow 11:00 AM.

1:18:0.61 --> 1:18:0.621  
Basement  
And then.

1:18:2.381 --> 1:18:2.541  
Basement  
Yeah.

1:18:3.51 --> 1:18:7.131  
Basement  
Yeah, those are the first two that we have to start with before anything else happens.

1:18:7.971 --> 1:18:19.811  
Basement  
We also have like a task on the task list for the website, but we don't really have anything to contribute to the website yet until we get that like 1.0 version of it.

1:18:14.401 --> 1:18:14.481  
Luis Escobar  
Mm.

1:18:19.811 --> 1:18:22.291  
Basement  
So this is just kind of a starting point.

1:18:20.351 --> 1:18:20.551  
Luis Escobar  
Mm hmm.

1:18:24.141 --> 1:18:28.221  
Basement  
Before anything else happens, so and obviously this is for two weeks.

1:18:29.531 --> 1:18:30.51  
Luis Escobar  
Mm hmm mm hmm.

1:18:29.901 --> 1:18:31.581  
Basement  
So we also have tasks.

1:18:31.581 --> 1:18:33.341  
Basement  
We created a status that's ongoing.

1:18:34.811 --> 1:18:47.971  
Basement  
Steven already had some ongoing tasks that we moved to that status and then I'm sure a lot of the stuff that we're gonna start is gonna kind of live in that ongoing status because it's not gonna be done within a two week period.

1:18:52.511 --> 1:18:56.231  
Luis Escobar  
Noted. Noted. Yeah, no, this is taking good shape already.

1:18:56.311 --> 1:18:57.111  
Luis Escobar  
From what I can see.

1:19:0.711 --> 1:19:3.231  
Luis Escobar  
I'm curious about these no show automations.

1:19:5.21 --> 1:19:6.501  
Luis Escobar  
That that is a high priority.

1:19:8.231 --> 1:19:14.71  
Basement  
Yes, I got that on there. It it kind of like works in a little.

1:19:15.741 --> 1:19:22.621  
Basement  
Right now what we're doing is taking for like our aesthetic booking page. We're taking $25.00 deposit fee.

1:19:22.621 --> 1:19:37.381  
Basement  
The idea was change that to where we're taking a no show fee afterwards, but we need to get where it's communicating. A broken appointments correctly so that we could send an invoice in HubSpot and then we're also trying to make sure that we can save that card.

1:19:37.381 --> 1:19:37.741  
Basement  
On file.

1:19:38.331 --> 1:19:44.691  
Basement  
And charge it. I think we should have a problem saving the card on file.

1:19:44.691 --> 1:19:50.51  
Basement  
I I'm pretty sure we have that enabled now, but yeah, we're just trying to get that set.

1:19:46.101 --> 1:19:46.261  
Brian Hyatt  
OK.

1:19:50.51 --> 1:19:54.371  
Basement  
So we we don't charge the $25 at the time of the booking.

1:19:54.371 --> 1:20:2.171  
Basement  
We do OK, but I wanted to change it where it would be like AI. Think it the way it would have to work would be a $1.00 like card verification fee.

1:20:2.171 --> 1:20:3.611  
Basement  
That would hopefully would set.

1:20:4.381 --> 1:20:9.741  
Basement  
Your set like maybe some custom field like oh we have a card on file or existing customer.

1:20:9.891 --> 1:20:10.771  
Basement  
Or something like that.

1:20:10.771 --> 1:20:21.651  
Basement  
And HubSpot and then we would know not to send them to that payment link, but just to let them book and then we could charge the card on file if they if they broke the appointment but.

1:20:13.431 --> 1:20:14.151  
Luis Escobar  
Yeah.

1:20:22.571 --> 1:20:24.851  
Luis Escobar  
So I I do.

1:20:23.421 --> 1:20:26.341  
Basement  
Yeah, that kind of got pushed off. Sorry, go ahead.

1:20:26.661 --> 1:20:32.901  
Luis Escobar  
Yeah, I do know that HubSpot requires at at least a $0.50 transaction to save the card on file.

1:20:33.801 --> 1:20:42.921  
Basement  
Right. Yeah, that was that was the idea with the like, the one time card verification fee. And I I just don't know if we can like set.

1:20:44.461 --> 1:20:54.581  
Basement  
Set some custom field or like check to see if there is a card on file to know like to not send them to the payment link or to send them to directly the booking page.

1:20:54.581 --> 1:20:55.541  
Basement  
I don't really know but.

1:20:57.421 --> 1:21:3.661  
Basement  
That was kind of a part of a bigger integration to where whether the appointment would be completed or not.

1:21:4.211 --> 1:21:9.91  
Basement  
Code the well the the No show status.

1:21:10.501 --> 1:21:10.901  
Basement  
Would if.

1:21:10.901 --> 1:21:17.781  
Basement  
There, if it was an aesthetic appointment, you supposed to, we would be taking the no show fee after we change that around.

1:21:19.541 --> 1:21:22.981  
Basement  
And then send them like create some tasks, send an e-mail.

1:21:24.581 --> 1:21:25.781  
Basement  
That like, sorry we missed you.

1:21:27.701 --> 1:21:29.301  
Basement  
Click here to reschedule.

1:21:29.501 --> 1:21:34.221  
Basement  
Or if it was a if it was a like a baseline for like a health assessment appointment that was broken.

1:21:34.451 --> 1:21:41.91  
Basement  
Then should have or. We wanted to create a task for one of the MC as to reach out immediately to that person.

1:21:42.541 --> 1:21:56.221  
Basement  
And then likewise, if it's like a continuing medical appointment, it should. We want it to be able to notify the practice manager somehow, although they should already know that they didn't know show because they work in the office. But.

1:21:58.61 --> 1:22:6.181  
Basement  
Yeah. And then on the on the other side of that, if they did show up, we well regardless of if they showed up or not, we would wanna update the deal.

1:22:6.491 --> 1:22:18.251  
Basement  
Amount on that was created when they purchased with the total amount of the payments that are attached to the procedures that are on that appointment procedures.

1:22:18.251 --> 1:22:23.51  
Basement  
It's like whether it's services or products, we have procedures, procedure codes.

1:22:23.811 --> 1:22:45.61  
Basement  
So that was that was part of that was kind of the bigger automation was like whenever the whatever the appointment is completed or no showed whatever move whatever relevant information we need to HubSpot basically whether that's creating a task or updating a status or charging the no.

1:22:24.681 --> 1:22:25.201  
Luis Escobar  
I follow.

1:22:39.501 --> 1:22:39.941  
Luis Escobar  
Mm hmm mm hmm.

1:22:45.51 --> 1:22:45.291  
Basement  
Show fee.

1:22:46.541 --> 1:22:52.661  
Luis Escobar  
Gotcha. Gotcha. And so the the OM that's the the database.

1:22:46.851 --> 1:22:47.91  
Basement  
So.

1:22:53.191 --> 1:22:56.471  
Basement  
Yeah. We open open medical.

1:22:56.471 --> 1:22:57.871  
Basement  
It's really open dental.

1:22:57.871 --> 1:23:1.111  
Basement  
We just call it open medical because we're a medical practice.

1:23:1.151 --> 1:23:4.191  
Basement  
It's open dental on every website you'll ever see.

1:23:1.811 --> 1:23:2.291  
Luis Escobar  
Got it.

1:23:4.311 --> 1:23:7.431  
Basement  
No one calls it open medical besides us, so.

1:23:5.81 --> 1:23:5.201  
Luis Escobar  
Hmm.

1:23:7.991 --> 1:23:8.271  
Luis Escobar  
Got it.

1:23:10.331 --> 1:23:10.571  
Luis Escobar  
OK.

1:23:10.571 --> 1:23:15.451  
Luis Escobar  
Yeah, I'm. I'm curious to see just the inner workings of it that API and how it works, right?

1:23:17.91 --> 1:23:18.371  
Luis Escobar  
I think there's a lot we can do there.

1:23:20.691 --> 1:23:24.651  
Luis Escobar  
We may need to bring in to the play like Stripe.

1:23:24.651 --> 1:23:26.11  
Luis Escobar  
Do you guys have a stripe account?

1:23:29.181 --> 1:23:32.141  
Basement  
Yes, I think, yeah, yeah, yeah.

1:23:32.631 --> 1:23:34.311  
Luis Escobar  
You do OK, 'cause.

1:23:34.311 --> 1:23:38.751  
Luis Escobar  
Yeah, the the HubSpot Commerce API is is a fairly new.

1:23:40.251 --> 1:23:40.371  
Luis Escobar  
API.

1:23:40.371 --> 1:23:46.251  
Luis Escobar  
It's, you know, they they just released this like a year or two ago. And it's they're just using.

1:23:46.251 --> 1:23:49.91  
Luis Escobar  
They're building on top of the the stripe technology.

1:23:49.91 --> 1:23:50.731  
Luis Escobar  
Actually, they're just a stripe reseller.

1:23:52.531 --> 1:23:55.131  
Luis Escobar  
So there's a few advantages of when we're using the.

1:23:57.611 --> 1:24:0.771  
Luis Escobar  
The core stripe account has the the source.

1:24:1.821 --> 1:24:5.621  
Basement  
You do have to layer stripe with another.

1:24:7.491 --> 1:24:11.771  
Basement  
Something another if you're gonna self pharmaceutical.

1:24:13.571 --> 1:24:19.491  
Basement  
Because Stripe will disallow any sale of, you know meds, so.

1:24:20.501 --> 1:24:21.181  
Luis Escobar  
I figured.

1:24:23.761 --> 1:24:33.801  
Basement  
So for like tribe Tri pods, the whole idea behind Tri Pods was kind of an asynchronous that this is what I want.

1:24:24.401 --> 1:24:24.961  
Luis Escobar  
That's it.

1:24:34.321 --> 1:24:43.401  
Basement  
Or, you know, good, good, better, best kind of for hair. Erectile function, much like hims and hers kind of thing.

1:24:45.941 --> 1:24:49.221  
Luis Escobar  
Gotcha. I'll do some research on that. It makes sense.

1:25:2.521 --> 1:25:6.921  
Basement  
You need what do you need from us or from me specifically?

1:25:8.471 --> 1:25:15.551  
Luis Escobar  
Well, yeah. When? When? When you have those notes on that 90. Oh, second video. 2 minute video. Can you share that?

1:25:15.441 --> 1:25:15.801  
Basement  
Go, go.

1:25:17.51 --> 1:25:21.411  
Luis Escobar  
For the website I I I have what I need for now.

1:25:24.331 --> 1:25:28.331  
Luis Escobar  
Kather new life domain that I've been connect now to the Google Workspace.

1:25:33.881 --> 1:25:37.121  
Luis Escobar  
Yeah, I I try free for 14 days. Just do that.

1:25:39.831 --> 1:25:44.151  
Luis Escobar  
Trenton, I can reconvene on, on e-mail and then we can put a card on file.

1:25:59.671 --> 1:26:0.871  
Luis Escobar  
Put all this in there.

1:26:5.891 --> 1:26:7.971  
Luis Escobar  
One looks like it won't let me proceed without it.

1:26:11.251 --> 1:26:18.251  
Luis Escobar  
Trent Eno, you now. I guess. Or or you want to share the card or do you want to log in yourself and do it?

1:26:19.891 --> 1:26:19.971  
Luis Escobar  
Or.

1:26:22.911 --> 1:26:24.271  
Basement  
But I'm sorry.

1:26:26.561 --> 1:26:27.481  
Basement  
Sorry man, I was.

1:26:27.521 --> 1:26:29.761  
Basement  
I was looking at something real quick. What was that question?

1:26:30.961 --> 1:26:35.681  
Luis Escobar  
Regards to adding the payment method or the Google Workspace that we need.

1:26:36.861 --> 1:26:38.61  
Basement  
Oh yeah, I can.

1:26:38.461 --> 1:26:43.901  
Basement  
You can either send me a link, I can get it set up, or I can share card information. Whatever. Yeah, whatever works.

1:26:45.191 --> 1:26:47.791  
Luis Escobar  
Yeah, if you don't just sharing it and then I can just punch it in.

1:26:50.281 --> 1:26:56.121  
Basement  
Let me send you a I'll just text you a picture of it front and back.

1:26:55.531 --> 1:26:57.171  
Luis Escobar  
Perfect. Perfect.

1:26:58.101 --> 1:26:58.701  
Basement  
Let me go.

1:26:59.561 --> 1:27:0.521  
Luis Escobar  
Yeah, I'll get that.

1:27:1.201 --> 1:27:2.521  
Luis Escobar  
I'll get that all sorted.

1:27:1.931 --> 1:27:3.291  
Basement  
Oh, here, here. You all do it.

1:27:6.1 --> 1:27:7.41  
Basement  
Sorry, it's upstairs.

1:27:9.731 --> 1:27:15.971  
Luis Escobar  
And the overall like you know site map that that was in that document that I shared, right?

1:27:19.111 --> 1:27:22.471  
Luis Escobar  
Essentially, we we wanna have all these URLs right?

1:27:23.71 --> 1:27:25.431  
Luis Escobar  
And they should all be SCO optimized.

1:27:31.771 --> 1:27:32.651  
Luis Escobar  
Services.

1:27:34.131 --> 1:27:34.731  
Luis Escobar  
Needing that.

1:27:45.621 --> 1:27:57.101  
Luis Escobar  
Do do you guys have any like calculators? Like kinda like the idea we're referring to earlier about like the the point system. But do you have any existing calculators?

1:27:59.31 --> 1:28:1.311  
Basement  
Wasn't there abmi?

1:28:2.231 --> 1:28:4.631  
Basement  
Yeah, calculator that we had.

1:28:4.631 --> 1:28:20.111  
Basement  
And then the questionnaire that it took you through basically telling you whether or not you're pre qualified for semaglutide or whatever. But it and it took into account your height and weight and your and basically what about the like hormone health survey it would.

1:28:14.121 --> 1:28:14.281  
Brian Hyatt  
OK.

1:28:19.581 --> 1:28:21.101  
Ximena Livia  
We have also one for TRT.

1:28:23.41 --> 1:28:24.761  
Basement  
And one for TRT as well.

1:28:24.761 --> 1:28:29.721  
Basement  
Yeah. So, So what was cool about the hormone health survey?

1:28:29.921 --> 1:28:33.81  
Basement  
And it looks bad.

1:28:33.81 --> 1:28:46.921  
Basement  
It's it's a wonky if you go to 25 fiveagain.com the hormone surveys on there. What's cool is you complete it and it tells you whether.

1:28:47.851 --> 1:28:51.891  
Basement  
You're likely probable or whatever.

1:28:53.601 --> 1:28:58.121  
Basement  
Hormone So what?

1:28:58.121 --> 1:29:1.761  
Basement  
You get out of it is actually really good.

1:29:1.841 --> 1:29:5.841  
Basement  
I mean and and it gives us a lot to market on, right?

1:29:5.881 --> 1:29:8.481  
Basement  
So if we know that they don't sleep well.

1:29:10.11 --> 1:29:22.91  
Basement  
It literally takes, you know, several, several minutes to to go go through but it but but what it what it gives back to them is really cool.

1:29:17.261 --> 1:29:17.381  
Luis Escobar  
Mm H.

1:29:22.921 --> 1:29:29.641  
Basement  
And like honestly, you can almost create an AI podcast result of it.

1:29:30.81 --> 1:29:34.321  
Basement  
I mean, because we say, OK.

1:29:34.321 --> 1:29:39.761  
Basement  
Yeah, we we ask this but but when you get into like the the meat of it.

1:29:41.371 --> 1:29:47.371  
Basement  
Like you know, we know whether you sleep well, whether you, you know, whatever, so.

1:29:49.151 --> 1:29:50.631  
Luis Escobar  
Brilliant. Yeah, I'm gonna.

1:29:52.211 --> 1:29:53.411  
Luis Escobar  
Use this for sure.

1:29:54.441 --> 1:29:58.281  
Basement  
Now we have something on one of our pages too. That said, it's like.

1:29:59.931 --> 1:30:4.731  
Basement  
Your potential weight loss with with a GLP one or something like that.

1:30:4.811 --> 1:30:5.571  
Basement  
That's what we did.

1:30:5.651 --> 1:30:8.371  
Basement  
I don't really know what that's based off of, but.

1:30:10.351 --> 1:30:11.31  
Basement  
Yeah.

1:30:12.691 --> 1:30:13.931  
Basement  
That might be what runs over say.

1:30:14.971 --> 1:30:15.971  
Renzo Mogrovejo  
Exactly the same.

1:30:17.401 --> 1:30:22.1  
Renzo Mogrovejo  
That one is the GLP calculator.

1:30:21.101 --> 1:30:21.221  
Luis Escobar  
Mm H.

1:30:23.851 --> 1:30:25.651  
Renzo Mogrovejo  
I just cherry in the chat.

1:30:27.631 --> 1:30:33.151  
Luis Escobar  
Yeah. So we should have all these fields also being documented in HubSpot, right?

1:30:34.741 --> 1:30:35.701  
Brian Hyatt  
Yes, they are.

1:30:38.111 --> 1:30:38.751  
Luis Escobar  
Fantastic.

1:30:39.251 --> 1:30:45.51  
Basement  
Well, don't. Don't pay nothing for all of them. \*\*\*\*. We have to have something wrong. Wrong with you.

1:30:44.811 --> 1:30:45.891  
Luis Escobar  
Oh yeah, you're right.

1:30:46.691 --> 1:30:49.451  
Basement  
I mean we we need, we can't.

1:30:53.131 --> 1:30:53.771  
Luis Escobar  
That's funny.

1:31:5.461 --> 1:31:19.781  
Basement  
I had kind of on my like backlog tasks and what's not really something that's like possible right now, but like it would be like a membership savings calculator where hopefully for like especially aesthetic patients.

1:31:21.251 --> 1:31:26.691  
Basement  
They could like enter in like how many hydrofacials they normally get each year or something like that.

1:31:26.851 --> 1:31:28.331  
Basement  
Great Run bundle type thing.

1:31:28.411 --> 1:31:33.331  
Basement  
Yeah, and basically show them what their total savings would be with like their membership discount.

1:31:34.931 --> 1:31:35.251  
Basement  
And then.

1:31:36.121 --> 1:31:47.841  
Basement  
Also, like maybe talking about, yeah, maybe thinking about like computing like free, like the average membership saving that that you saved like for with your membership discount overall.

1:31:49.291 --> 1:31:54.11  
Basement  
Your aesthetic services and products, or whether it's medications or something else but.

1:31:53.851 --> 1:31:54.51  
Luis Escobar  
Mm hmm.

1:31:56.951 --> 1:31:58.191  
Basement  
We don't really have that data.

1:31:59.311 --> 1:32:1.871  
Luis Escobar  
I think it's AI think it's a good idea for sure.

1:31:59.651 --> 1:31:59.971  
Basement  
Or that's.

1:32:3.411 --> 1:32:6.891  
Luis Escobar  
If you have some notes on that already, we can share on it.

1:32:6.891 --> 1:32:8.651  
Luis Escobar  
We can definitely.

1:32:10.251 --> 1:32:11.531  
Luis Escobar  
Bring that project back to life.

1:32:13.371 --> 1:32:19.731  
Basement  
As you can see, we can make this much better looking, but much more intuitive.

1:32:20.891 --> 1:32:24.531  
Luis Escobar  
Yeah, it's for sure, but I like it.

1:32:24.961 --> 1:32:26.321  
Luis Escobar  
You guys have the right idea.

1:32:25.521 --> 1:32:35.601  
Basement  
Well, well. The result that that you get is really kind of cool because all these questions mean something.

1:32:37.171 --> 1:32:40.251  
Basement  
Well, the yeah, it doesn't look like yesterday.

1:32:40.251 --> 1:32:42.171  
Basement  
They can condense this, but.

1:32:44.931 --> 1:32:45.331  
Basement  
So yeah.

1:32:46.891 --> 1:32:52.571  
Basement  
It it gives you probable deficiencies, possible deficiencies.

1:33:0.531 --> 1:33:14.731  
Basement  
This project no, but I mean it's super cool though, especially if you run. If you run these results through AI, you know you you can be able to see.

1:33:5.211 --> 1:33:5.731  
Luis Escobar  
Yeah, yeah.

1:33:13.321 --> 1:33:14.641  
Luis Escobar  
Yeah, is.

1:33:14.641 --> 1:33:17.841  
Luis Escobar  
There is there documentation on when this was built.

1:33:16.451 --> 1:33:16.531  
Basement  
It.

1:33:19.371 --> 1:33:20.571  
Luis Escobar  
Or whoever built it or.

1:33:21.591 --> 1:33:26.951  
Basement  
You should should be able to see the back, end it on word, word, word press.

1:33:27.241 --> 1:33:27.561  
Luis Escobar  
OK.

1:33:28.451 --> 1:33:28.731  
Basement  
I mean.

1:33:29.51 --> 1:33:30.811  
Luis Escobar  
Yeah, I'll extract everything from there.

1:33:30.731 --> 1:33:31.331  
Basement  
Yeah.

1:33:32.641 --> 1:33:34.441  
Luis Escobar  
Not sure if I got that log in.

1:33:35.901 --> 1:33:36.981  
Basement  
I can get it for you.

1:33:38.251 --> 1:33:38.371  
Luis Escobar  
See.

1:33:38.451 --> 1:33:39.91  
Luis Escobar  
Ya ya, I'll need that.

1:33:39.521 --> 1:33:43.401  
Brian Hyatt  
We'll see. I think I may have put it on that sheet yesterday, but.

1:33:44.931 --> 1:33:46.131  
Brian Hyatt  
That we shared internally.

1:33:50.141 --> 1:33:51.581  
Basement  
Not that one.

1:33:53.891 --> 1:33:54.11  
Basement  
The.

1:33:54.881 --> 1:34:0.441  
Renzo Mogrovejo  
I can share with you a safe link so you can you can see the credentials.

1:34:1.881 --> 1:34:2.321  
Luis Escobar  
OK.

1:34:7.681 --> 1:34:9.201  
Luis Escobar  
But yeah, that's that's huge.

1:34:9.201 --> 1:34:11.441  
Luis Escobar  
So that that's a lead magnet right there, right?

1:34:11.731 --> 1:34:15.211  
Basement  
No, no, that that was our biggest one.

1:34:15.211 --> 1:34:16.251  
Basement  
I mean, it was really.

1:34:18.211 --> 1:34:18.491  
Basement  
You know.

1:34:20.571 --> 1:34:26.891  
Basement  
And and we have all that information, if it was, if it was pulled over from suite CRM.

1:34:28.971 --> 1:34:41.51  
Basement  
No. Yeah. Suite. Yeah. Suite suite. CRM is where all the leads went over. If all the qualitative data about their dry skin, their.

1:34:41.701 --> 1:34:43.541  
Basement  
Their sex drive all that.

1:34:43.541 --> 1:34:47.981  
Basement  
I mean, that's all stuff that we we could use, I mean.

1:34:45.181 --> 1:34:45.381  
Luis Escobar  
Mm hmm.

1:34:47.801 --> 1:34:48.961  
Luis Escobar  
Great. Great.

1:34:47.911 --> 1:34:48.351  
Brian Hyatt  
Thank you.

1:34:49.521 --> 1:34:54.721  
Luis Escobar  
Yeah, let's definitely get our hands on that and just aggregate all this data.

1:35:8.511 --> 1:35:17.71  
Luis Escobar  
The other idea with the AI chat bots that whenever you're on the website, it's also gonna understand, you know your the the.

1:35:18.721 --> 1:35:30.721  
Luis Escobar  
His selections you made right on all these questions, so it'll be able to, you know, present you an offer or or a discount or or something that I know that you're interested in or relevant, you know upgrade.

1:35:23.731 --> 1:35:23.891  
Brian Hyatt  
Good.

1:35:34.11 --> 1:35:38.411  
Luis Escobar  
I really think that the, you know, the holidays are a really good opportunities.

1:35:35.521 --> 1:35:35.681  
Brian Hyatt  
Good.

1:35:38.411 --> 1:35:42.411  
Luis Escobar  
There's quite a few of them in a year. Count em, right?

1:35:42.931 --> 1:35:45.451  
Luis Escobar  
And then, you know, prepping for the holiday, right?

1:35:47.681 --> 1:35:49.201  
Luis Escobar  
What's the next one Labor Day?

1:35:52.471 --> 1:35:52.671  
Luis Escobar  
So.

1:35:52.641 --> 1:35:54.761  
Basement  
No July 4th.

1:35:55.811 --> 1:35:57.571  
Luis Escobar  
Right, right.

1:35:58.371 --> 1:36:8.651  
Luis Escobar  
Well, you know, a good, you know, 7 to 10 days prior to the holiday and then you can still milk it for another 4 to maybe even 10 more days after the holiday.

1:35:59.681 --> 1:35:59.841  
Brian Hyatt  
OK.

1:36:10.291 --> 1:36:10.691  
Luis Escobar  
Right.

1:36:12.451 --> 1:36:15.451  
Luis Escobar  
If we can get all you know the the marketing.

1:36:17.131 --> 1:36:18.411  
Luis Escobar  
Campaigns prepared well in advance.

1:36:20.371 --> 1:36:23.491  
Luis Escobar  
I don't know if you guys already have something planned for 4th of July.

1:36:23.461 --> 1:36:26.501  
Basement  
There should be a. There should be a holiday.

1:36:28.571 --> 1:36:31.131  
Basement  
Workflow that we've already spoken about.

1:36:29.511 --> 1:36:29.991  
Luis Escobar  
Yeah.

1:36:32.731 --> 1:36:32.851  
Basement  
But.

1:36:34.801 --> 1:36:36.761  
Basement  
Brian, do you know or?

1:36:36.501 --> 1:36:42.981  
Brian Hyatt  
Yes, there there is. And I know that Marissa has specifically for July 4th and July.

1:36:42.981 --> 1:36:45.741  
Brian Hyatt  
They're starting to work on that, so.

1:36:46.631 --> 1:36:47.591  
Luis Escobar  
Great. Great.

1:36:59.671 --> 1:37:5.151  
Luis Escobar  
And then Brian shared with me a few of the like local competitors, right?

1:37:7.411 --> 1:37:8.771  
Luis Escobar  
You can see my screen here.

1:37:11.111 --> 1:37:12.431  
Luis Escobar  
Thank you for Max.

1:37:14.571 --> 1:37:15.411  
Luis Escobar  
Gout aesthetic.

1:37:18.701 --> 1:37:27.541  
Basement  
I don't see all the competitors from like the surrounding. I mean I see a lot that we could add for sure.

1:37:19.431 --> 1:37:19.911  
Brian Hyatt  
Thank you.

1:37:28.691 --> 1:37:28.891  
Luis Escobar  
Mm hmm.

1:37:30.321 --> 1:37:32.401  
Luis Escobar  
Yeah, if there's not anymore, you can add.

1:37:32.401 --> 1:37:37.121  
Luis Escobar  
Please share that with me. But yeah. Is there any like like?

1:37:38.571 --> 1:37:41.51  
Luis Escobar  
Key ones that that really stand out that are like.

1:37:42.731 --> 1:37:43.491  
Luis Escobar  
They're they're local.

1:37:43.491 --> 1:37:45.571  
Luis Escobar  
They're not like life force, but they are.

1:37:46.901 --> 1:37:50.301  
Basement  
Yeah, yeah, yeah, none of those.

1:37:47.441 --> 1:37:47.561  
Brian Hyatt  
Yep.

1:37:50.381 --> 1:37:54.221  
Basement  
So I don't think any of the ones on the optimal health.

1:37:55.771 --> 1:37:59.211  
Basement  
Are a national brand, except for game game day.

1:37:59.411 --> 1:38:1.251  
Basement  
I know they have a lot.

1:38:3.811 --> 1:38:6.291  
Basement  
Optimized. Use a bigger one around here.

1:38:6.291 --> 1:38:7.771  
Basement  
A lot of people on that.

1:38:9.531 --> 1:38:10.171  
Basement  
On the optimal health.

1:38:14.331 --> 1:38:17.131  
Basement  
Yeah, marsials.

1:38:17.641 --> 1:38:21.401  
Basement  
Down in Lexington and they've expanded up here.

1:38:21.441 --> 1:38:26.721  
Basement  
So Marshall's lifestyle, medicine and find that.

1:38:30.401 --> 1:38:31.481  
Luis Escobar  
Gotcha. Gotcha.

1:38:34.91 --> 1:38:34.211  
Basement  
2.

1:38:44.811 --> 1:38:45.771  
Basement  
Someone starts with an R.

1:38:47.611 --> 1:38:50.611  
Basement  
What one starts with an R and then we'll write back graders.

1:38:52.51 --> 1:38:54.691  
Basement  
We'll revitalize that. That's.

1:38:55.841 --> 1:38:59.121  
Basement  
Maybe just one that might be worth putting on there, yeah.

1:39:0.981 --> 1:39:5.491  
Luis Escobar  
And so are are you guys getting a lot of bookings through through the system right now?

1:39:6.871 --> 1:39:16.751  
Basement  
I think recently we've seen a little bit of an uptick after working with our a person that's been optimizing the meta ads, but nothing sustainable.

1:39:17.151 --> 1:39:20.951  
Basement  
Yeah, I mean, I'd say like an average of like maybe one a day.

1:39:17.811 --> 1:39:18.171  
Luis Escobar  
All right.

1:39:22.451 --> 1:39:23.171  
Basement  
Through this?

1:39:22.601 --> 1:39:22.921  
Luis Escobar  
OK.

1:39:24.491 --> 1:39:24.971  
Luis Escobar  
OK.

1:39:26.561 --> 1:39:28.121  
Basement  
Yeah, we, we have a lot of.

1:39:30.1 --> 1:39:32.201  
Basement  
Capacity. Let's just put it like that so.

1:39:36.961 --> 1:39:42.1  
Luis Escobar  
Yeah, let's think about those like that, that bundle idea like, right?

1:39:42.401 --> 1:39:44.321  
Luis Escobar  
Nobody comes in just for one thing.

1:39:45.601 --> 1:39:45.721  
Luis Escobar  
Umm.

1:39:47.321 --> 1:39:49.481  
Luis Escobar  
Do you guys have like packages already like?

1:39:54.241 --> 1:39:59.241  
Basement  
There's like packages of like 3 micro needling injections or like 3.

1:39:59.201 --> 1:39:59.361  
Brian Hyatt  
OK.

1:40:0.691 --> 1:40:6.611  
Basement  
I think they did a it's not advertised well and the fact that you're asking looking through our products probably tells you enough.

1:40:6.611 --> 1:40:9.291  
Basement  
I don't think we do at least effectively.

1:40:8.691 --> 1:40:8.891  
Luis Escobar  
Mm hmm.

1:40:9.291 --> 1:40:12.451  
Basement  
Yeah, I mean right. So.

1:40:15.901 --> 1:40:17.221  
Basement  
But you're right though we.

1:40:16.171 --> 1:40:25.171  
Luis Escobar  
Is it just like trying to figure out the, you know, the the the whole cost profit ratio trying to make sure it makes sense?

1:40:28.231 --> 1:40:32.751  
Luis Escobar  
Or is it just trying to figure out which combination of products?

1:40:28.521 --> 1:40:30.681  
Basement  
Yeah. Well, no.

1:40:30.881 --> 1:40:45.401  
Basement  
I think it's more, yeah, just figuring out like a combination. I feel like that makes sense for people because so much on the aesthetic side is like personal choice. And like, you know, OK, your skin would be good for the.

1:40:45.401 --> 1:40:58.321  
Basement  
I don't know a lot. I feel like a lot of people don't get filler or do get injectables or like creating your own package. Almost like dragging and dropping the services to like your package and then it it'll add up like the savings at the bottom.

1:40:58.481 --> 1:41:0.681  
Basement  
As you're adding to it. Yeah, got it. Yeah.

1:41:2.51 --> 1:41:3.251  
Luis Escobar  
I'm loving that idea.

1:41:2.371 --> 1:41:14.291  
Basement  
Yeah. So, so, so along those lines, if we knew what their goals were and we knew what their conditions were, say, dry skin, I went fuller lips.

1:41:14.291 --> 1:41:15.931  
Basement  
I've got sagging cheeks.

1:41:17.891 --> 1:41:18.931  
Basement  
I feel bad.

1:41:18.931 --> 1:41:20.891  
Basement  
I mean, you know, we we could.

1:41:21.11 --> 1:41:24.691  
Basement  
We could custom design or propose a package.

1:41:26.811 --> 1:41:28.211  
Basement  
You know for for them.

1:41:28.601 --> 1:41:30.441  
Basement  
And that's what what we do.

1:41:31.971 --> 1:41:39.531  
Basement  
When when they come in, we see what? What they're. You know what what their goals are, right.

1:41:39.531 --> 1:41:45.411  
Basement  
I mean, so if they want to lose weight, they want fuller lips, they want yo yada, yada.

1:41:45.771 --> 1:41:55.211  
Basement  
I mean we we we certainly introduce them and talk about things that that that that that will help achieve those goals.

1:41:55.331 --> 1:41:58.411  
Basement  
I will also say one thing with the the packages especially.

1:41:58.681 --> 1:42:15.201  
Basement  
For aesthetic stuff is they've been like the aesthetic providers, especially a push back really hard at prepayments for some of this stuff because it's like really hard to estimate the amount that they'll need for like filler or for like the the different neurotoxins.

1:42:15.241 --> 1:42:23.561  
Basement  
It's like variable based off of everyone's different face like somebody might use one vial. Somebody might use two for the same service.

1:42:24.251 --> 1:42:25.691  
Basement  
So I don't know.

1:42:25.781 --> 1:42:25.901  
Luis Escobar  
MMM.

1:42:25.971 --> 1:42:33.971  
Basement  
Didn't want to get into a circumstance where people are, you know, either overpaying or underpaying and thinking that that was all their cost.

1:42:26.491 --> 1:42:26.571  
Luis Escobar  
Oh.

1:42:34.291 --> 1:42:37.771  
Basement  
So but but but in a sense you're right.

1:42:37.811 --> 1:42:51.491  
Basement  
I mean, like Hermosa's book talks about creating a package that nobody else can offer, or you know where where you you're not commodity, right? Like a Hydra facial.

1:42:52.261 --> 1:42:55.381  
Basement  
A unit of talks. All of those are things that you can shop around.

1:42:55.851 --> 1:43:6.451  
Basement  
Right. But if we created a package that included some intent, tangible type things you know?

1:43:8.821 --> 1:43:11.181  
Basement  
Then then you you can compare it.

1:43:12.301 --> 1:43:12.741  
Luis Escobar  
Yeah.

1:43:12.981 --> 1:43:17.221  
Basement  
And be able to brand something and make it uncom.

1:43:19.541 --> 1:43:21.61  
Basement  
Parable in the marketplace.

1:43:22.941 --> 1:43:25.421  
Basement  
It's certainly that designer feel.

1:43:25.691 --> 1:43:29.91  
Basement  
You know that unique experience?

1:43:30.781 --> 1:43:31.461  
Basement  
You know, so.

1:43:31.461 --> 1:43:32.901  
Basement  
So yeah, I mean I think.

1:43:34.491 --> 1:43:38.171  
Basement  
You know, and you, you'll get a higher margin too.

1:43:39.31 --> 1:43:40.351  
Luis Escobar  
Yeah. Yeah, no, I agree.

1:43:43.211 --> 1:43:50.171  
Luis Escobar  
This should also have like a a rewards program. After you spend 1000 bucks you get something.

1:43:51.941 --> 1:43:52.981  
Luis Escobar  
Or something like that.

1:43:56.681 --> 1:43:58.1  
Basement  
A lot of the specific.

1:43:59.531 --> 1:44:3.531  
Basement  
Product brands do have their own rewards.

1:44:6.221 --> 1:44:8.421  
Basement  
But, but that's not very well explained.

1:44:10.301 --> 1:44:12.541  
Basement  
And quite frankly, you're you're right.

1:44:13.701 --> 1:44:14.261  
Basement  
I I kind of hate.

1:44:20.261 --> 1:44:22.701  
Basement  
Promoting other brand names.

1:44:24.221 --> 1:44:27.21  
Basement  
When we should have our own, you know.

1:44:28.701 --> 1:44:28.941  
Basement  
Rewards.

1:44:29.571 --> 1:44:31.411  
Basement  
Type thing so.

1:44:32.721 --> 1:44:34.761  
Luis Escobar  
I get it for sure.

1:44:38.731 --> 1:44:44.971  
Luis Escobar  
Yeah, I'm gonna continue my work and then we can reconvene tomorrow.

1:44:43.421 --> 1:44:43.581  
Basement  
OK.

1:44:49.281 --> 1:44:50.1  
Luis Escobar  
Let me see I got.

1:44:50.1 --> 1:44:51.561  
Luis Escobar  
Yeah, I got everything I need for now.

1:44:53.811 --> 1:44:59.411  
Luis Escobar  
Oh, one thing I wanted to ask, do you is there any recordings of the in person visit?

1:45:1.471 --> 1:45:2.911  
Luis Escobar  
Like from start to finish.

1:45:4.711 --> 1:45:9.311  
Basement  
The in person ones? No, not start to finish or no.

1:45:7.361 --> 1:45:7.561  
Luis Escobar  
Mm hmm.

1:45:10.211 --> 1:45:11.531  
Luis Escobar  
'Cause basically like.

1:45:13.61 --> 1:45:17.141  
Luis Escobar  
If if we can replicate, you know, all those questions, all that you know.

1:45:18.861 --> 1:45:22.221  
Luis Escobar  
User experience that that people are are experiencing in the office, right?

1:45:22.221 --> 1:45:27.61  
Luis Escobar  
We'll get an idea of what those questions should be or shouldn't be, or how to ask them.

1:45:27.761 --> 1:45:28.641  
Luis Escobar  
Went to Aston.

1:45:30.501 --> 1:45:34.341  
Luis Escobar  
It could influence the way we we present those those questions on the website, right?

1:45:35.951 --> 1:45:43.271  
Basement  
Have you been given and look, this is a very it's old, but have you been given a final?

1:45:44.941 --> 1:45:52.221  
Basement  
Story kind of like like the output. Have we given him like a a good example of what our finished product is.

1:45:54.341 --> 1:46:4.221  
Basement  
You probably need to see that for sure because you know that is the work product, at least for for for now.

1:45:58.491 --> 1:45:58.691  
Luis Escobar  
Mm hmm.

1:46:5.141 --> 1:46:5.541  
Basement  
Of what?

1:46:5.541 --> 1:46:7.421  
Basement  
The health assessment is.

1:46:8.791 --> 1:46:11.71  
Basement  
Yeah. And I think it's.

1:46:11.71 --> 1:46:12.351  
Basement  
I don't know.

1:46:12.351 --> 1:46:30.301  
Basement  
It's really like the best kind of touch point we have with our customers in between appointments is like this, like big document that summarizes all their blood test levels and information that they put on their forms and makes different recommendations based off of their different their active proble.

1:46:30.791 --> 1:46:32.431  
Basement  
Or symptoms of family history.

1:46:34.181 --> 1:46:36.261  
Basement  
And black walks through like what?

1:46:36.261 --> 1:46:39.541  
Basement  
Their how they compare to the optimal range is.

1:46:39.971 --> 1:46:44.11  
Basement  
And like, what symptoms could be caused by that supposed to?

1:46:40.791 --> 1:46:40.991  
Luis Escobar  
Mm hmm.

1:46:44.51 --> 1:46:56.171  
Basement  
And we can we can put all these rules and share it with some kind of like AI mean, you know, where where it could really be super.

1:46:56.291 --> 1:47:2.171  
Basement  
I'm starting to really think about how we like, like, wanna read kind of reorganize this.

1:46:56.711 --> 1:46:56.911  
Luis Escobar  
Mm hmm.

1:47:2.171 --> 1:47:4.771  
Basement  
I mean, it's like almost to the point where it's not.

1:47:5.501 --> 1:47:8.941  
Basement  
I guess not as much worth trying to figure out how it's built and updating it.

1:47:9.371 --> 1:47:14.171  
Basement  
More so, just like take the useful parts out that we like and then rebuild it around.

1:47:14.811 --> 1:47:32.781  
Basement  
So whether that's in Tableau or somewhere else or just just just just making sure that the rules are are correct, you know, I mean what what the optimal values are or are not and do they fall in line with you mean sharing all the rules based that that?

1:47:23.391 --> 1:47:23.591  
Luis Escobar  
Mm hmm.

1:47:32.781 --> 1:47:34.531  
Basement  
You already have, right? Yes, for sure.

1:47:34.531 --> 1:47:35.131  
Basement  
For sure.

1:47:35.331 --> 1:47:39.371  
Basement  
I just mean in terms of like adding on or maintaining.

1:47:39.451 --> 1:47:45.731  
Basement  
And updating it like I think, just the way that it's set up right now, there's almost surely better ways to be doing this.

1:47:45.731 --> 1:47:51.811  
Basement  
And like I don't know the changes that you've wanted me to make or taking like so much longer than what they should.

1:47:51.811 --> 1:47:53.11  
Basement  
You know, like what?

1:47:53.11 --> 1:47:56.651  
Basement  
I'm sure like a a current system would be capable of, you know, of doing.

1:47:56.791 --> 1:47:57.271  
Luis Escobar  
No.

1:47:58.61 --> 1:47:59.341  
Basement  
So just basically modifying like.

1:48:1.21 --> 1:48:7.661  
Basement  
The related tables, the custom tables on the database side and making sure all the IDs match basically.

1:48:8.761 --> 1:48:9.161  
Luis Escobar  
Mm hmm mm hmm.

1:48:9.781 --> 1:48:9.941  
Basement  
But.

1:48:10.211 --> 1:48:13.91  
Basement  
I'm sure that there's like an easier way to do this. Where?

1:48:14.11 --> 1:48:22.611  
Basement  
We could have just drop downs with options so that Ted could go and do it instead of having to write SQL queries or whatever.

1:48:17.471 --> 1:48:18.71  
Luis Escobar  
Yeah.

1:48:23.171 --> 1:48:23.971  
Luis Escobar  
No, for sure.

1:48:24.51 --> 1:48:29.691  
Luis Escobar  
I think that's that's we can have a a deep type meeting just on this, right?

1:48:30.411 --> 1:48:37.331  
Luis Escobar  
You know it's we just need to figure out the right template, the right approach to figure out one time and then we can duplicate that, right?

1:48:38.821 --> 1:48:41.301  
Luis Escobar  
As long as we have a really strong and stable foundation.

1:48:44.461 --> 1:48:46.381  
Luis Escobar  
Yeah, I'm. I'm on the same page on that.

1:48:48.111 --> 1:49:3.141  
Basement  
And another thing that like I've kind of thought that like we may want to switch away from. We're currently like doing all of our forms through open dental like which is I guess the idea is to have it in the same place to the charts and because their.

1:49:3.141 --> 1:49:12.911  
Basement  
Story is pulling from all these tables and open dental open dental database, but it's it's a terrible way to create forms like it's just.

1:49:13.741 --> 1:49:17.181  
Basement  
So like you have to go and set create each check box set.

1:49:17.651 --> 1:49:34.341  
Basement  
Set it to a reportable field in the database. You know, like each static box like it's impossible for like. I don't know, it's a full time job basically creating and updating forms. I feel like if we were if we were to do that through open data also I.

1:49:21.431 --> 1:49:21.551  
Luis Escobar  
No.

1:49:30.41 --> 1:49:30.201  
Luis Escobar  
Yeah.

1:49:34.341 --> 1:49:34.531  
Basement  
Don't know.

1:49:34.531 --> 1:49:42.531  
Basement  
At some point, thinking about yeah, the user doing itself journey, the user's journey should be much.

1:49:43.701 --> 1:49:44.141  
Basement  
Better, I mean.

1:49:44.701 --> 1:49:45.381  
Luis Escobar  
For sure.

1:49:45.381 --> 1:49:45.661  
Luis Escobar  
For sure.

1:49:46.501 --> 1:49:46.741  
Basement  
Yeah.

1:49:48.131 --> 1:50:6.261  
Luis Escobar  
Yeah, we're going to streamline that. Think, yeah, eventually we're going to have our own, just proprietary, you know, system that that's making the best of of you know the data that makes sense that it's actually beneficial. And I'm sure there's a lot of data that also doesn't really.

1:49:48.321 --> 1:49:48.681  
Basement  
Yeah.

1:50:6.291 --> 1:50:9.651  
Luis Escobar  
Help us. And so we we wanna like declutter.

1:50:9.651 --> 1:50:12.131  
Luis Escobar  
Yeah, that's the other thing with the AI. Right? Like we wanna.

1:50:13.21 --> 1:50:19.21  
Luis Escobar  
Like, really be like very specific with the instructions we're giving it, right.

1:50:19.531 --> 1:50:20.91  
Luis Escobar  
And and.

1:50:21.931 --> 1:50:26.451  
Luis Escobar  
The kind of data that's in the knowledge base should be highly relevant, right?

1:50:27.941 --> 1:50:29.461  
Luis Escobar  
It would just hallucinate, right?

1:50:45.571 --> 1:50:45.691  
Luis Escobar  
Umm.

1:50:52.211 --> 1:50:59.851  
Luis Escobar  
Yeah, there's a there's a. There's a few more services we're gonna have to also sign up to, right? But not immediate. Will probably end the next day or two.

1:50:59.851 --> 1:51:4.411  
Luis Escobar  
And I can just share that with you as well. Ted and Trent, I can handle that on the next meeting.

1:51:10.421 --> 1:51:15.301  
Renzo Mogrovejo  
One additional thing I would like to to check with you Luis is.

1:51:17.61 --> 1:51:18.101  
Renzo Mogrovejo  
If it's OK.

1:51:18.701 --> 1:51:21.861  
Renzo Mogrovejo  
If we keep using hot spot payments.

1:51:23.581 --> 1:51:36.381  
Renzo Mogrovejo  
Or we start using a stripe because we want to save the credit card without doing any charge and we can do that with HubSpot payments.

1:51:31.1 --> 1:51:31.601  
Luis Escobar  
Yeah.

1:51:36.901 --> 1:51:38.981  
Renzo Mogrovejo  
Maybe there is a workaround?

1:51:40.411 --> 1:51:40.771  
Luis Escobar  
Wait.

1:51:41.331 --> 1:51:48.611  
Renzo Mogrovejo  
We charge a $1.00 and then make a refund, but it it is not recommendable, right?

1:51:49.911 --> 1:51:52.791  
Luis Escobar  
I don't like it either that HubSpot causes us to do that.

1:51:50.61 --> 1:51:50.261  
Renzo Mogrovejo  
But.

1:51:54.31 --> 1:51:54.471  
Renzo Mogrovejo  
Yeah.

1:51:54.581 --> 1:51:56.701  
Luis Escobar  
Have that conflict with another project and.

1:51:58.941 --> 1:52:7.421  
Luis Escobar  
I you know, I like the idea that, you know, Housewa also has the plate options so people can pay with their bank account and just connect their ACH.

1:52:9.501 --> 1:52:10.861  
Luis Escobar  
That's really great also.

1:52:11.771 --> 1:52:11.971  
Renzo Mogrovejo  
Mm hmm.

1:52:13.621 --> 1:52:26.861  
Luis Escobar  
I encourage my customers to like, you know, my clients to give their customers a discount if they pay with ACH just because it's it's a more guaranteed payment. You know, you can't really do chargebacks on ACH.

1:52:29.991 --> 1:52:30.591  
Renzo Mogrovejo  
Yeah.

1:52:30.701 --> 1:52:34.181  
Luis Escobar  
Actually the Holy Grail is Apple Pay, right?

1:52:34.461 --> 1:52:37.941  
Luis Escobar  
The only way we can achieve Apple Pay is with right now is with Stripe.

1:52:38.551 --> 1:52:39.391  
Renzo Mogrovejo  
Yes.

1:52:39.511 --> 1:52:39.991  
Luis Escobar  
Yeah.

1:52:41.631 --> 1:52:44.711  
Luis Escobar  
So yeah, I think we should. I think we should sign up to Stripe.

1:52:41.891 --> 1:52:42.451  
Renzo Mogrovejo  
Yes, yes.

1:52:46.731 --> 1:52:49.51  
Renzo Mogrovejo  
Yeah, we we have an account.

1:52:49.411 --> 1:52:52.531  
Renzo Mogrovejo  
We I don't know if we are using that account to.

1:52:50.221 --> 1:52:50.381  
Luis Escobar  
Yeah.

1:52:53.581 --> 1:52:58.21  
Renzo Mogrovejo  
For in your payments, but we were using that for tripones.

1:52:59.421 --> 1:53:0.181  
Basement  
Yeah. OK.

1:53:0.181 --> 1:53:6.141  
Basement  
So that I've allowed that to be suspended only because.

1:53:5.291 --> 1:53:5.611  
Renzo Mogrovejo  
OK.

1:53:8.781 --> 1:53:14.21  
Basement  
Well, we we would just have to respond back to them and disconnect.

1:53:14.301 --> 1:53:17.181  
Basement  
Try tripods because.

1:53:18.711 --> 1:53:25.351  
Basement  
Right, right. Right now it's showing that we're selling meds online, which is in a strict.

1:53:26.751 --> 1:53:30.831  
Basement  
Violation. So we we we can move the account.

1:53:32.671 --> 1:53:37.351  
Basement  
And and certify that we're no no longer selling selling meds.

1:53:39.671 --> 1:53:40.351  
Basement  
Would it?

1:53:40.431 --> 1:53:43.271  
Basement  
Would it conflict with any of the aesthetic that like like?

1:53:46.381 --> 1:53:46.741  
Basement  
No.

1:53:58.411 --> 1:53:59.51  
Basement  
I do have to go.

1:53:58.491 --> 1:54:2.11  
Luis Escobar  
Did did HubSpot give you a hard time to get approved?

1:54:3.711 --> 1:54:7.191  
Basement  
It it I was doing it directly through Stripe.

1:54:7.191 --> 1:54:15.151  
Basement  
My, my, my communication, my communication was directly with Stripe.

1:54:7.731 --> 1:54:9.971  
Luis Escobar  
Who strad. OK.

1:54:15.691 --> 1:54:17.91  
Luis Escobar  
I have an account manager side.

1:54:17.91 --> 1:54:20.691  
Luis Escobar  
I'm. I'm gonna give him a ping and and see what he can tell me about.

1:54:22.351 --> 1:54:27.471  
Luis Escobar  
The the medical side of things, I know, I know there are some restrictions there.

1:54:28.91 --> 1:54:31.331  
Basement  
Yeah, but. But I do think that he'll tell you.

1:54:31.331 --> 1:54:42.891  
Basement  
She'll tell you that that there is that they do work with like a third party vendor that does manage the high risk.

1:54:38.941 --> 1:54:39.141  
Luis Escobar  
Mm hmm.

1:54:44.591 --> 1:54:46.191  
Basement  
Online sales of meds.

1:54:46.191 --> 1:54:48.991  
Basement  
So I think it's possible.

1:54:50.991 --> 1:54:51.591  
Basement  
But.

1:54:52.371 --> 1:54:57.851  
Luis Escobar  
But yeah, hopefully they support the Apple Pay because it will make a difference to the bottom line.

1:54:58.681 --> 1:55:5.681  
Basement  
But but but I think one of the things that they were trying to do though was you're trying to capture the card on file, right?

1:55:7.191 --> 1:55:9.991  
Basement  
But and Stripe won't allow you to do that.

1:55:11.631 --> 1:55:12.551  
Basement  
I thought I read that too.

1:55:13.711 --> 1:55:16.551  
Basement  
But Renzo, this thing just died.

1:55:16.141 --> 1:55:17.261  
Luis Escobar  
No you can.

1:55:17.301 --> 1:55:25.781  
Luis Escobar  
With Apple Pay, you can you can capture the initial payment and then it'll also do the renewal on that. If Apple Pay transaction.

1:55:26.561 --> 1:55:26.841  
Basement  
OK.

1:55:26.881 --> 1:55:27.881  
Basement  
It's a MasterCard.

1:55:28.491 --> 1:55:28.971  
Luis Escobar  
No.

1:55:28.641 --> 1:55:31.1  
Basement  
Your applic or what?

1:55:28.811 --> 1:55:36.811  
Brian Hyatt  
There I have the name of of the third party that hams and hers uses.

1:55:29.161 --> 1:55:29.321  
Renzo Mogrovejo  
Yeah.

1:55:31.1 --> 1:55:33.201  
Basement  
Whatever card you have a file here.

1:55:36.811 --> 1:55:39.111  
Brian Hyatt  
I have that written down, so I'll share that with you all.

1:55:40.141 --> 1:55:40.661  
Luis Escobar  
Perfect.

1:55:40.251 --> 1:55:40.491  
Basement  
OK.

1:55:41.941 --> 1:55:48.261  
Luis Escobar  
Yeah, let's, let's get that ball rolling and then hopefully we get approved by the time the sites live.

1:55:50.801 --> 1:55:54.41  
Luis Escobar  
But yeah, I'll let you go. Ted, I know you gotta go.

1:55:54.81 --> 1:55:55.241  
Luis Escobar  
I also have to go.

1:55:55.241 --> 1:55:57.201  
Luis Escobar  
But yeah, we'll we'll reconnect.

1:56:1.21 --> 1:56:2.981  
Basement  
Perfect. And you can always hit me up for anything you need.

1:56:2.981 --> 1:56:4.901  
Basement  
I work 24/7 so.

1:56:5.921 --> 1:56:7.201  
Luis Escobar  
Awesome. Awesome. Right on.

1:56:8.471 --> 1:56:10.231  
Basement  
Guys, thank you very very much.

1:56:8.671 --> 1:56:9.311  
Luis Escobar  
Thank you guys.

1:56:10.511 --> 1:56:11.431  
Basement  
Thank you.

1:56:11.591 --> 1:56:12.511  
Brian Hyatt  
Thank you.

1:56:13.231 --> 1:56:13.551  
Luis Escobar  
Bye now.

1:56:14.441 --> 1:56:14.801  
Ximena Livia  
Thank you.

1:56:14.861 --> 1:56:14.981  
Basement  
Bye.

1:56:15.221 --> 1:56:16.701  
Renzo Mogrovejo  
Thank you, guys. See you tomorrow.

1:56:17.141 --> 1:56:18.421  
Basement  
Bye bye Siri, look up.