0:0:8.528 --> 0:0:8.768  
Ted Ennenbach  
OK.

0:0:16.968 --> 0:0:17.8  
Ted Ennenbach  
Uh.

0:0:17.48 --> 0:0:17.328  
Ted Ennenbach  
Yes.

0:3:30.168 --> 0:3:30.288  
Ted Ennenbach  
But.

0:3:48.8 --> 0:3:49.648  
Luis Escobar  
Hey, what's up, Ted?

0:3:52.208 --> 0:3:52.528  
Ted Ennenbach  
OK.

0:4:3.648 --> 0:4:3.768  
Ted Ennenbach  
OK.

0:4:6.48 --> 0:4:8.928  
Ted Ennenbach  
Hey, I'll be right there, OK?

0:4:8.448 --> 0:4:10.408  
Luis Escobar  
Yeah, take your time. All good.

0:5:17.128 --> 0:5:19.808  
Ted Ennenbach  
OK, so how did your meeting go with?

0:5:25.328 --> 0:5:27.168  
Ted Ennenbach  
Mr. Cliff.

0:5:27.808 --> 0:5:45.248  
Luis Escobar  
So the meeting went pretty good. I mean All in all. However, I mean you know, I think the strongest value that that that we can get from Cliff is, is in terms of like the storytelling and and the.

0:5:31.888 --> 0:5:32.208  
Ted Ennenbach  
OK.

0:5:45.568 --> 0:6:4.728  
Luis Escobar  
Copywriting specifically. I wanted to, you know, get his take on copywriting because I really do feel like copywriting is is a really huge factor in making these campaigns work. I mean, I've been part of some pretty, you know, successful campaigns. I did a couple of 6 figures in a short time frame.

0:6:5.168 --> 0:6:11.928  
Luis Escobar  
For weeks even. And I the thing they all have in common is just like really strong copywriting, yeah.

0:6:14.368 --> 0:6:21.608  
Ted Ennenbach  
When you say copywriting and you say campaigns, we're specifically talking about the web website, right? And.

0:6:20.608 --> 0:6:34.8  
Luis Escobar  
No, yes and no. I'm talking about the all the words, the words that are written, the words that are spoken on the videos and the scripts and and the words in in the captions of the social media.

0:6:35.408 --> 0:6:37.688  
Luis Escobar  
all the copywriting. Right?

0:6:38.168 --> 0:6:39.88  
Ted Ennenbach  
Yeah, yeah.

0:6:41.208 --> 0:6:50.808  
Ted Ennenbach  
So from a design aspect, like the shading, the colors, you don't feel as comfortable with that or what?

0:6:51.488 --> 0:7:7.128  
Luis Escobar  
I I do think he'll provide great value there too, but I also think like and I think he agrees too that like it's it's it's going to come alive when we really pick out those videos right and add a few of those images of like you know, industry related.

0:7:7.328 --> 0:7:23.328  
Luis Escobar  
Right. All in all, the the the theme that we're using is a is a really, you know, well structured theme that allows us to move things very easily, right. I can just show you an example, but once we, you know.

0:7:23.608 --> 0:7:40.928  
Luis Escobar  
Have the first storyline nailed. It's gonna be very easy to replicate the rest, right? And that's where him and I agree that like, you know, he he's, he's gonna write to you, but basically he thinks that like, you know, he can assist with building out this main storyline essentially.

0:7:41.8 --> 0:7:41.728  
Luis Escobar  
And.

0:7:43.88 --> 0:8:0.208  
Luis Escobar  
What we really mean by that is like the the the story of I was telling him how we really need that multiple stories. We need, you know, when you click on the aesthetics page from the very top to the bottom, you know it's taking you through a story right that that really resonates with someone.

0:7:43.608 --> 0:7:43.888  
Ted Ennenbach  
Yes.

0:8:0.408 --> 0:8:19.448  
Luis Escobar  
You know, interested in on the on the aesthetic side of things and then when you click on you know men, it's also you know from top to bottom. It's another story. You know are these stories similar in framework? Yes, right. And and then of course the home page story where which basically should encapsulate.

0:8:11.88 --> 0:8:11.248  
Ted Ennenbach  
Just.

0:8:20.48 --> 0:8:36.248  
Luis Escobar  
You know, the overarching message, which is men, women, you know, a new life for men and women utilizing, you know, advanced medicine and and advanced aesthetics or modern aesthetics, you know.

0:8:36.768 --> 0:8:47.768  
Luis Escobar  
These are the things that I think help us differentiate us from my life force, which we were also talking about for quite a bit, you know, and I was telling him, you know how, how.

0:8:48.888 --> 0:9:3.408  
Luis Escobar  
You know a new life kind of like my idea behind it was just cause like life force is really a strong brand in terms of like it it clearly sounds like what it does and and.

0:9:4.688 --> 0:9:24.88  
Luis Escobar  
It's it's an easy pitch. When you look at the website, it all makes perfect sense that we're speaking about life course, even though it's kind of like a odd word. People don't really go around saying life course. You get it, you immediately get it. And when you look at this website, yeah, it's nothing really special. It's just, you know, we just got to spend.

0:9:16.848 --> 0:9:17.8  
Ted Ennenbach  
Right.

0:9:18.128 --> 0:9:18.608  
Ted Ennenbach  
Mhm.

0:9:24.408 --> 0:9:27.688  
Luis Escobar  
30 minutes and find some good videos, honestly.

0:9:27.448 --> 0:9:34.208  
Ted Ennenbach  
Yeah, I I love the idea of.

0:9:29.88 --> 0:9:29.128  
Luis Escobar  
Oh.

0:9:35.528 --> 0:9:52.768  
Ted Ennenbach  
Like when you say telling a story and you're so like the brand itself has its own story, right? And so that that story needs to be told. It can be told one of two ways, either by the founders or the.

0:9:38.448 --> 0:9:38.968  
Luis Escobar  
Mhm.

0:9:50.128 --> 0:9:50.488  
Luis Escobar  
Yeah.

0:9:53.808 --> 0:10:7.768  
Ted Ennenbach  
Providers or it can be told by the people that it serves, right? I mean kind of one of two ways or or both honestly. So, so, so, so, so, so we really have to to define.

0:9:58.888 --> 0:9:59.368  
Luis Escobar  
Mhm.

0:10:1.848 --> 0:10:2.648  
Luis Escobar  
No.

0:10:9.328 --> 0:10:18.648  
Ted Ennenbach  
Who and how we're going to tell that story, whether that's in a cinematic 90 second long form, 30 seconds shorter.

0:10:18.688 --> 0:10:20.528  
Ted Ennenbach  
30 seconds shorter.

0:10:21.408 --> 0:10:30.688  
Ted Ennenbach  
Exciting flash type form, really upbeat kind of thing. What you How are we doing that?

0:10:31.808 --> 0:10:51.408  
Ted Ennenbach  
But but but but before I do that, I mean I guess I'm just really trying to get get an understanding of how you see the web website flowing like like like what's the user journey is it that's the that's kind of the mapping that I.

0:10:46.928 --> 0:10:47.448  
Luis Escobar  
Mhm.

0:10:51.408 --> 0:10:52.888  
Ted Ennenbach  
I'd love to understand.

0:10:53.168 --> 0:11:3.928  
Luis Escobar  
The the overarching. So there's multiple. The way I see it is that you know we have multiple entry points right into our ecosystem, this one being.

0:11:1.888 --> 0:11:9.488  
Ted Ennenbach  
Yeah, so, so like, that's like, like the hair, ED, weight, weight, weight loss, that kind of thing.

0:11:9.808 --> 0:11:24.728  
Luis Escobar  
Those are our different entry points, right? Our lead magnets, right? This is our primary lead magnet, which is our simple registration flow. We're not really asking for too many questions. At the very most, we're just asking you what your goals are.

0:11:12.248 --> 0:11:14.328  
Ted Ennenbach  
OK, OK, OK.

0:11:21.288 --> 0:11:21.568  
Ted Ennenbach  
Yeah.

0:11:25.248 --> 0:11:29.208  
Ted Ennenbach  
And then what? What's the end result of these?

0:11:25.768 --> 0:11:26.168  
Luis Escobar  
Right. Um.

0:11:31.488 --> 0:11:42.248  
Ted Ennenbach  
Magnets. Do you want it to be a score or like an age or like a like a, you know, this is where you're at now. This is how we can help you.

0:11:43.248 --> 0:11:58.408  
Luis Escobar  
That's exactly where we're going. Yeah. You know, the the initial, you know, 1.0 version that that that we're gonna get, you know, very soon, it's just gonna be a simple, you know, calculation giving you a number, right?

0:11:58.688 --> 0:12:13.408  
Luis Escobar  
But this needs to evolve, right? To really diving into like, you know, this is going to keep evolving, right? How? How can we just keep adding more value to someone who says they want to improve their mood, right?

0:12:4.488 --> 0:12:4.568  
Ted Ennenbach  
You.

0:12:11.568 --> 0:12:28.248  
Ted Ennenbach  
So what's what's interesting is life force breaks it down to you know those 12345678 things. Longevity, vitality.

0:12:14.488 --> 0:12:14.648  
Luis Escobar  
The.

0:12:19.768 --> 0:12:19.888  
Luis Escobar  
Yeah.

0:12:28.728 --> 0:12:33.128  
Ted Ennenbach  
Sexual health, hormones, weight loss, cardiac strength and brain.

0:12:33.288 --> 0:12:33.848  
Luis Escobar  
Mhm.

0:12:35.168 --> 0:12:35.528  
Luis Escobar  
Yeah.

0:12:35.768 --> 0:12:50.8  
Ted Ennenbach  
And and then if you expand, I don't know where that's at on the home site, but it's somewhere there. Well, I thought, yeah, yeah, so, so here if you expand one.

0:12:44.408 --> 0:12:44.728  
Luis Escobar  
Mm.

0:12:47.208 --> 0:12:47.448  
Luis Escobar  
Yeah.

0:12:51.608 --> 0:12:53.848  
Ted Ennenbach  
You know, yeah, so those symptoms.

0:12:55.88 --> 0:13:1.928  
Ted Ennenbach  
Those symptoms, similar symptoms can all be found in different ways. They're asking the same thing.

0:13:3.488 --> 0:13:18.768  
Ted Ennenbach  
That you know, you could almost give them a life score or in a new score based on how they because like all those same biomarkers are the same exact things that we're going to test as well.

0:13:18.768 --> 0:13:29.968  
Ted Ennenbach  
So not not only could you do the Ed, the hair, the weight loss, the energy, those things you could actually.

0:13:18.968 --> 0:13:19.528  
Luis Escobar  
Mhm.

0:13:31.8 --> 0:13:41.928  
Ted Ennenbach  
Give them a really good take on on where they score based on these eight different things and how what symptoms they say that they have.

0:13:44.328 --> 0:13:58.448  
Ted Ennenbach  
So, so, so, so what I'm saying is like, like we can give them a preview of what they're likely gonna be of we we could, we could say, hey, we can pre predict.

0:13:44.728 --> 0:13:45.288  
Luis Escobar  
Mhm.

0:13:52.488 --> 0:13:53.128  
Luis Escobar  
Mhm.

0:13:59.408 --> 0:14:18.688  
Ted Ennenbach  
Within a pretty close measure, if you're having these symptoms, you're low on these biomarkers. So, so, so, so if you're having low energy reduced whatever, you're low on testosterone period. I mean we, we, I mean we can almost guarantee it so, so.

0:14:7.568 --> 0:14:7.928  
Luis Escobar  
Yeah.

0:14:20.8 --> 0:14:35.488  
Ted Ennenbach  
So what I'm saying is we could have them fill out a similar magnet where they mark these things and we could give them a, we could give them a score based on.

0:14:26.608 --> 0:14:27.608  
Luis Escobar  
Mhm, mhm.

0:14:30.248 --> 0:14:30.568  
Luis Escobar  
Yeah.

0:14:35.568 --> 0:14:39.368  
Ted Ennenbach  
Brain vitality, whatever. It literally just.

0:14:40.928 --> 0:14:50.488  
Ted Ennenbach  
You know, do just that. Give them a preview to their health story.

0:15:1.808 --> 0:15:1.968  
Ted Ennenbach  
Cool.

0:15:2.8 --> 0:15:2.248  
Luis Escobar  
Um.

0:15:4.848 --> 0:15:21.728  
Luis Escobar  
What we have right now is actually the beginning of it, right? As as soon as somebody, you know, gets their username and password on a newlife.com, right, they get a user profile, right? And you see right here, we're already starting to build their profile.

0:15:22.168 --> 0:15:35.688  
Luis Escobar  
Or or collecting their date of birth, their gender. And then here's that welcome assessment, right? What are your health goals? So these will all be checked marked based on their selections and if somebody.

0:15:26.88 --> 0:15:26.368  
Ted Ennenbach  
Yeah.

0:15:34.728 --> 0:15:37.728  
Ted Ennenbach  
But then you get their symptoms too, right? I mean.

0:15:39.128 --> 0:15:53.608  
Luis Escobar  
At that I mean we we we also want to you know be good marketers and and we the name of the game is get as many emails and phone numbers as quickly as possible, right. This is just one of the seven ways we're going to be doing that.

0:15:48.168 --> 0:15:49.168  
Ted Ennenbach  
Yeah, yeah, yeah.

0:15:54.648 --> 0:15:55.528  
Luis Escobar  
Or or 17 blades.

0:15:55.128 --> 0:16:10.288  
Ted Ennenbach  
I'm just saying what what what what was so impactful is somebody saying like like like we we we we we would say on our old site take this hormone quiz.

0:16:10.568 --> 0:16:11.88  
Luis Escobar  
Mhm.

0:16:12.288 --> 0:16:21.528  
Ted Ennenbach  
And and and we will tell you if you're, you know, good.

0:16:23.8 --> 0:16:38.448  
Ted Ennenbach  
Probably low or you're likely low. Based on the answers that you give us, we can basically write a pool plan of care. So, so be like, so, so, so give us your information, give us your information and we'll send you the.

0:16:32.688 --> 0:16:33.168  
Luis Escobar  
Mhm.

0:16:40.168 --> 0:16:55.408  
Ted Ennenbach  
Results. Therefore, they actually took the time. I mean, thousands and thousands of folks took, took, took this test because because it wasn't just saying what are your goals or whatever. It was saying we're we're going to tell you where you're low.

0:16:42.88 --> 0:16:42.248  
Luis Escobar  
M.

0:16:55.848 --> 0:17:15.528  
Ted Ennenbach  
Like right now, don't worry about going to get getting a test. We're going to say this is, but you know this is where you're likely. This is where you need help. Then you say that the next step is to confirm it, right? So, so, so, so you were giving them something of a.

0:17:15.888 --> 0:17:29.168  
Ted Ennenbach  
Tangible like, oh \*\*\*\*, OK, I mean, I'm 98% positive or whatever and I'm low in this, this and this. So, so, OK, that's something of value.

0:17:30.328 --> 0:17:41.248  
Ted Ennenbach  
I just want that that that that's all I'm saying. But I mean what life force kind of get gives us a key to to to to make it even more.

0:17:30.488 --> 0:17:31.608  
Luis Escobar  
Definitely.

0:17:44.408 --> 0:17:55.728  
Ted Ennenbach  
Maybe even better by by by asking them their symptoms and then we could correlate it to those hormones.

0:17:56.728 --> 0:17:58.48  
Luis Escobar  
Yeah, literally.

0:17:58.488 --> 0:18:18.168  
Ted Ennenbach  
I mean like like literally I mean like well like I could I could average weight, I could average weight each of these symptoms and and tie it to these hormones and a plan of care. So, so, so of course they're not going to know what their total T is, but they're going to know.

0:18:1.8 --> 0:18:1.168  
Luis Escobar  
Yeah.

0:18:18.248 --> 0:18:35.928  
Ted Ennenbach  
If they have fatigue, low energy, frequent illnesses and then we could correlate that to their longevity score, vitality score and we could give them a a look at where they score now and say, hey, you know you you tell us that you're.

0:18:36.128 --> 0:18:52.168  
Ted Ennenbach  
49 but but what we're seeing you're you know you're you're not doing so well. But the good news is, but the great news is, is that we can make you feel much better and we can lower that score to.

0:18:43.808 --> 0:18:44.728  
Luis Escobar  
I'm going to them.

0:18:52.528 --> 0:18:54.88  
Ted Ennenbach  
A possible whatever.

0:18:56.8 --> 0:18:58.608  
Luis Escobar  
I love that, yeah.

0:18:56.408 --> 0:19:12.208  
Ted Ennenbach  
So, so, so, so, so then the next steps are to confirm it with labs, right? I I mean that that to me is value like like like like right there is if I could you know because many of these symptoms.

0:19:14.168 --> 0:19:25.528  
Ted Ennenbach  
Are the same, right? I mean like longevity, you go in like chronic, I mean low, low, low energy I think is the same one, you know.

0:19:27.128 --> 0:19:45.168  
Ted Ennenbach  
I mean, I think you see that several places, right? Low energy, low, low, low energy. I mean, so so you, you, you, you, you would only ask it once, right? But but but it would score in both your longevity and vi vi vi vitality. So what whatever they.

0:19:30.648 --> 0:19:31.888  
Luis Escobar  
Yeah, yeah.

0:19:46.728 --> 0:20:3.688  
Ted Ennenbach  
If they say yes, I have low energy very often a five. Well, you know, so it'd be one to five, one being I never have it. Five, I always have it right. Whatever symptoms they.

0:20:3.688 --> 0:20:21.48  
Ted Ennenbach  
These are so, so it can be one to one or it can be one to many, right? So low, low energy at least relates to one to many, right? It it relates to longevity and vibe, vibe, vibe, vibe, vitality.

0:20:13.728 --> 0:20:15.888  
Luis Escobar  
For sure, for sure.

0:20:21.128 --> 0:20:36.728  
Ted Ennenbach  
So I mean you you could just go through it and have a 20 question or you'll mark the symptoms that you have and you'll get a longevity, vitality, but it is a score, heart, heart score, everything. This is your projected age.

0:20:37.488 --> 0:20:44.128  
Ted Ennenbach  
Right. I mean, I mean, how cool would would that be? We we we give them a a projected age.

0:20:45.728 --> 0:21:1.128  
Luis Escobar  
This is totally in line with like my philosophy on like good marketing, right? So it's you want to give pretty much 99% of of the value, right? And then just ask them to pay for that remaining 1%. And then I mean they're gonna.

0:21:1.368 --> 0:21:9.568  
Luis Escobar  
They're already so happy with all the value we just gave them, right? They're not even going to think about, you know, questioning whatever it is.

0:21:4.48 --> 0:21:5.488  
Ted Ennenbach  
Right, right.

0:21:8.488 --> 0:21:23.728  
Ted Ennenbach  
But I think if we can get their age up front, it's sort of like the lady that's reading the tarot cards on the corner. You know, she, she, she sees.

0:21:13.8 --> 0:21:13.768  
Luis Escobar  
Mhm.

0:21:21.728 --> 0:21:22.368  
Luis Escobar  
Right.

0:21:23.928 --> 0:21:41.728  
Ted Ennenbach  
A 30 year old walking up with a three-year-old girl, you know? Well, I see in your future, Minnie Slick was like, you know, like, come on, I mean, tell me something. I don't already know. So, so I mean, but I mean, we're going to do kind of the same thing, right?

0:21:41.848 --> 0:21:55.928  
Ted Ennenbach  
If we already know, know your age, and we know that you're marking these things, damn it. I mean, it's pretty easy to tie one and one together, you know, and we could come up with, we can come up with.

0:21:52.48 --> 0:21:52.728  
Luis Escobar  
Mhm.

0:21:56.648 --> 0:22:14.448  
Ted Ennenbach  
I mean, we could literally come up with a longevity, vitality. I mean, we could literally just use same words and come up with, I mean, even before life. I mean, why even go to life force? Because we're going to give you the value up front and just confirm it with serum levels on the back end.

0:22:1.208 --> 0:22:1.568  
Luis Escobar  
Yeah.

0:22:4.848 --> 0:22:5.408  
Luis Escobar  
Mhm.

0:22:15.568 --> 0:22:35.168  
Luis Escobar  
Exactly, exactly. Like literally just, I mean this is how we undermine them like in every way and aspect. Another differentiator is like life force doesn't have aesthetics and that works to our favour. I mean aesthetics are a part of like your well-being, right? Of course you know your the way you feel and.

0:22:27.848 --> 0:22:28.328  
Ted Ennenbach  
Mhm.

0:22:31.808 --> 0:22:31.968  
Ted Ennenbach  
Yep.

0:22:35.368 --> 0:22:45.688  
Luis Escobar  
The way your your health is, of course it's all very important, but also like just the way you look, it's it's not a non-zero, you know, it's not a zero factor.

0:22:43.928 --> 0:22:58.968  
Ted Ennenbach  
No, no, no, no, no, no, no, not not at all. And in fact, even, I mean, you could even. Yeah. So, so I've got ideas on that too. But, but, but, but I mean, there's. Yes, yes.

0:22:47.728 --> 0:22:47.808  
Luis Escobar  
Oh.

0:22:54.328 --> 0:23:2.248  
Luis Escobar  
Yeah. Yeah. So it all plays into each other, right? The aesthetic marketing, the medical marketing, the the symptom marketing.

0:23:0.608 --> 0:23:11.688  
Ted Ennenbach  
But but I'm saying right right now though on our page we could say get, get your, get, get your.

0:23:13.168 --> 0:23:27.208  
Ted Ennenbach  
Biological age now. And then for them to go, oh \*\*\*\*, you know, yeah, I mean, say, say, say it comes back, you know, I'm, I'm, I'm, I'm forty-nine. It comes back that I'm forty-nine.

0:23:16.768 --> 0:23:17.368  
Luis Escobar  
Mhm.

0:23:28.928 --> 0:23:46.888  
Ted Ennenbach  
But I don't want to feel, you know, so you you you would say say, well, I don't want to feel 49, right? I mean, you know our goal is to make you feel 25, right? Which is why I still love the the name 25555 again, but but.

0:23:36.608 --> 0:23:37.88  
Luis Escobar  
Mhm.

0:23:46.88 --> 0:23:46.368  
Luis Escobar  
Correct.

0:23:47.128 --> 0:23:58.368  
Ted Ennenbach  
But I mean, but I mean our so, so, so, so, so like maybe that is bringing out your best is more specific. It's more like no, we are.

0:24:0.208 --> 0:24:19.608  
Ted Ennenbach  
We're going to, we're going to replenish the the youth both health and aesthetic wise as much as we possibly can and and that's that's different for different folks, right. I mean but but but I mean you know the goal would be for someone to look and feel as young as they possibly can.

0:24:19.688 --> 0:24:23.168  
Luis Escobar  
Totally. Totally. Yeah.

0:24:21.88 --> 0:24:21.848  
Ted Ennenbach  
And that's our goal.

0:24:22.648 --> 0:24:42.568  
Ted Ennenbach  
That's our goal. So, so I mean if we could somehow put these common symptoms into a weighted scoring, I can tell you, I can tell you for sure if they're vitamin D by by the way is a hormone and we and we and we we actually know what it does.

0:24:42.568 --> 0:24:58.888  
Ted Ennenbach  
So, so if you look at just the longevity markers here, I can say you're you're you're likely high or low in the C reactive protein vitamin D.

0:24:43.128 --> 0:24:43.648  
Luis Escobar  
Mhm.

0:25:9.968 --> 0:25:10.528  
Luis Escobar  
Yeah.

0:25:10.568 --> 0:25:11.568  
Ted Ennenbach  
That's playing.

0:25:11.528 --> 0:25:28.768  
Luis Escobar  
For sure. More than they knew before they, you know, clicked on the ad. Yeah, we just got to like, overwhelm them with a good amount of value. Like, you know, even though they were just seeking some insight, we just give them, you know, a bunch more like just step.

0:25:13.368 --> 0:25:13.568  
Ted Ennenbach  
3.

0:25:15.488 --> 0:25:19.168  
Ted Ennenbach  
Right, right. But but but.

0:25:28.368 --> 0:25:44.208  
Ted Ennenbach  
So get get get get your a new life score right now. Get get it right now. I mean get get a get a seven or eight page you know based on longevity, vitality, strength, whatever cardiac. I mean we could give them their score right now today.

0:25:37.8 --> 0:25:37.248  
Luis Escobar  
Hmm.

0:25:42.808 --> 0:25:58.688  
Luis Escobar  
Yeah, that's the other thing. So yeah, I wanna, I think we should, you know, run with the a new life score. That's the official like branding of the the official main score that that people pay for.

0:25:59.88 --> 0:26:14.848  
Luis Escobar  
So if you you come in the door for your free hair, hair score right now you know that your hair is a 7 out of 10, which you know usually correlates with your age, your hair age being, I don't know, 10 years.

0:26:16.8 --> 0:26:35.408  
Luis Escobar  
Older than it should be. You know, how would you like to find out your a new life score, your your comprehensive a new life score? Or if you're not interested in that, you can also just take the our free hormone assessment or take our free skin assessment so you can get your skin score and now you got your free hair score.

0:26:35.608 --> 0:26:51.568  
Luis Escobar  
You got your free skin score. Pretty pretty soon you're gonna acquire all of our free scores from all our different, you know, lead magnets. And I mean something's gonna convince you to obviously pay for the a new live score, right? The comprehensive 1 unless you just want.

0:26:50.768 --> 0:26:56.328  
Ted Ennenbach  
And the more and the the more quizzes they take, the more we know about them.

0:26:56.248 --> 0:27:11.768  
Luis Escobar  
Yeah, yeah, correct. And so that's what I was just showing you here. And this is the actual like, you know, this is every member of our website will have these fields, right. So based on, you know, if they answered the skin assessment, what is your skin type?

0:27:12.328 --> 0:27:13.728  
Luis Escobar  
Oily and you know.

0:27:14.968 --> 0:27:28.728  
Ted Ennenbach  
So, so, so do do we, do we go ahead and create a long, long, longevity, vitality, sexual health, hormone, weight loss, cardiac strength and brain as well? I mean, do do we?

0:27:27.168 --> 0:27:27.408  
Luis Escobar  
Yeah.

0:27:29.608 --> 0:27:29.968  
Luis Escobar  
Yeah.

0:27:29.688 --> 0:27:35.448  
Ted Ennenbach  
I don't. I don't know that I want to have them all separate. Like I kind of want to tie these.

0:27:33.128 --> 0:27:49.208  
Luis Escobar  
Well, we don't have to. Some of these might make sense to just keep them together, right? But it also doesn't hurt and it doesn't take too much energy to also build out those. So if somebody just happens to, you know, land on our strength page and is really.

0:27:39.968 --> 0:27:40.88  
Ted Ennenbach  
Right.

0:27:49.408 --> 0:27:55.488  
Luis Escobar  
You know, wants to do a deep dive on his strength. We have a forum for you, I guess.

0:27:58.8 --> 0:28:9.248  
Luis Escobar  
We we want, you know, we can't pretend we know what's going to work right now. We need to throw a lot of things at the wall and see what sticks, right? We're going to find the.

0:28:7.448 --> 0:28:23.688  
Ted Ennenbach  
I do do know what what what did what did work in the past was like you said was like you said give them something of high value give them. They will give you more information the more high value you give them.

0:28:13.928 --> 0:28:14.568  
Luis Escobar  
Sure, sure.

0:28:19.128 --> 0:28:19.328  
Luis Escobar  
Yeah.

0:28:23.848 --> 0:28:29.808  
Ted Ennenbach  
So, so, so I don't think that that'll ever change though.

0:28:24.168 --> 0:28:26.768  
Luis Escobar  
For sure, for sure.

0:28:29.968 --> 0:28:46.888  
Luis Escobar  
Yeah, I agree. Depends. What I mean is like the set the the the angle that we're approaching it at, right. It's all the same spiel really. We're just coming at it from a skin angle or a hair angle or a hormone angle, right?

0:28:47.288 --> 0:28:50.328  
Luis Escobar  
You know, different people get triggered by different things.

0:28:48.328 --> 0:29:3.808  
Ted Ennenbach  
So what? What is the home page? So what? What is the home page look like then? Is it very similar to life force just with men and women up top? Men, women aesthetics up top? Yeah.

0:29:2.88 --> 0:29:4.88  
Luis Escobar  
Uh, yeah.

0:29:5.48 --> 0:29:10.48  
Luis Escobar  
I would say so. It would, you know, try to like encompass our.

0:29:6.8 --> 0:29:7.408  
Ted Ennenbach  
Think so.

0:29:10.888 --> 0:29:22.528  
Luis Escobar  
Our entire spectrum, right? Just we're we're about men, we're about women, we're about medicine, we're about aesthetics, we're we're about, you know, those are the four pillars for a new life.

0:29:23.568 --> 0:29:23.648  
Luis Escobar  
Oh.

0:29:24.648 --> 0:29:40.488  
Ted Ennenbach  
Yeah, yeah, yeah, yeah, yeah. OK, what? So what's the next step then? Like, what did Cliff say as far as timing? What? What? What? I mean, I just don't want to get stuck in some \*\*\*\*\*\*\*.

0:29:25.608 --> 0:29:25.888  
Luis Escobar  
Yeah.

0:29:37.688 --> 0:29:39.8  
Luis Escobar  
It it seems.

0:29:41.8 --> 0:29:47.968  
Ted Ennenbach  
You know, I want to have an option this year to where we don't have to.

0:29:47.328 --> 0:30:6.208  
Luis Escobar  
Yeah, no, I think, I think Cliff is a great guy and I think he he he can add a lot of value. He did say that he really doesn't know how much time he can commit to this. It seems like he has a lot of commitments right now. And so like the earliest he would even engage in like the early, you know, steps of this would be like next week.

0:30:6.488 --> 0:30:25.928  
Luis Escobar  
I I expressed to him that I'm I'm really trying to you know move the needle right now really fast. I mean we you know we're we're we're pretty much over a lot of the heavy lifting with the back end right. We can get you know some traction going ASAP and that's why I was actually.

0:30:26.168 --> 0:30:32.688  
Luis Escobar  
Making some moves last night with getting your stripe connected and running some tests there, making sure.

0:30:31.408 --> 0:30:43.888  
Ted Ennenbach  
So so OK so so yeah the the stripe is confusing because the the link link that I got was.

0:30:45.688 --> 0:30:47.8  
Ted Ennenbach  
Sorry.

0:30:47.288 --> 0:30:50.688  
Luis Escobar  
Yeah, if you want to share your screen, I can walk you through it.

0:30:52.848 --> 0:30:55.88  
Ted Ennenbach  
Well, it wasn't even.

0:31:1.128 --> 0:31:10.448  
Ted Ennenbach  
Yeah, it just says join, join, join, join account. So so it's almost like did did did you create like?

0:31:6.248 --> 0:31:7.408  
Luis Escobar  
Yeah.

0:31:12.368 --> 0:31:13.888  
Ted Ennenbach  
A new one or?

0:31:13.768 --> 0:31:29.408  
Luis Escobar  
Yeah, so it's this is called, it's not Stripe, it's Woo Payments and it's basically a white label of Stripe, right? It's a WooCommerce direct integration with Stripe.

0:31:21.808 --> 0:31:22.48  
Ted Ennenbach  
What?

0:31:29.968 --> 0:31:30.48  
Luis Escobar  
Bye.

0:31:31.608 --> 0:31:39.48  
Luis Escobar  
There are some benefits to this, right? And especially when it comes to the in person payments.

0:31:31.728 --> 0:31:32.88  
Ted Ennenbach  
OK, uh.

0:31:40.888 --> 0:31:57.248  
Ted Ennenbach  
So oh so so but but I got a notification from Stripe so so so then do I do I have to lo lo lo log in and in my Stripe account and join it? Is that what what's going on?

0:31:46.488 --> 0:31:48.648  
Luis Escobar  
Yeah, yeah, it'll it'll say that.

0:31:57.448 --> 0:32:14.48  
Luis Escobar  
Yeah, I I sent the invite to your Ted at enu.co e-mail. So yeah, if you just, you know, log in using that e-mail, it's probably gonna ask you to like verify some information.

0:32:11.848 --> 0:32:18.408  
Ted Ennenbach  
Yeah, that's a pro problem. We didn't. When I set up that stripe, we didn't even have that.

0:32:19.848 --> 0:32:23.768  
Ted Ennenbach  
OK, so I just need to change that to what it actually is.

0:32:23.368 --> 0:32:30.328  
Luis Escobar  
You you can keep it as is though. I mean if if you can have two different Stripe accounts with different emails too if if that's.

0:32:31.408 --> 0:32:41.568  
Ted Ennenbach  
Well, I could, I could, but then don't I have to then get it FSA and HSA approved and I mean go through that whole thing?

0:32:31.848 --> 0:32:33.128  
Luis Escobar  
You know the case.

0:32:43.48 --> 0:32:58.608  
Luis Escobar  
I'm looking into this as well. There, you know there is not a direct FHA or FSA integration with Stripe, right? We're we're gonna have a separate service or solution for those situations.

0:32:58.408 --> 0:33:12.208  
Ted Ennenbach  
I believe that that the credit card processor, OK, yeah, I'm pretty sure that whether it's Stripe or somebody else, we are completely able to accept HSA and FSA cards.

0:32:59.568 --> 0:32:59.728  
Luis Escobar  
Right.

0:33:9.248 --> 0:33:9.728  
Luis Escobar  
Mhm.

0:33:13.568 --> 0:33:13.608  
Ted Ennenbach  
Uh.

0:33:14.248 --> 0:33:30.448  
Luis Escobar  
OK. Yeah, we can dial that Lynn. What I would say is just like we it's it's definitely good to have multiple processors, right. I some of the e-commerce sites I work with, we they'll have three, you know, just as backups.

0:33:16.88 --> 0:33:17.888  
Ted Ennenbach  
I I would just think.

0:33:28.888 --> 0:33:29.88  
Ted Ennenbach  
Yes.

0:33:30.568 --> 0:33:32.768  
Ted Ennenbach  
Yeah, yeah, yeah, yeah.

0:33:30.808 --> 0:33:50.128  
Luis Escobar  
So, so yeah, I also I was gonna suggest, you know, get get PayPal. PayPal is very convenient. People, you know, use it often and we should apply for that Klarna and after a firm as well. I I have a feeling there.

0:33:51.88 --> 0:33:55.408  
Luis Escobar  
There's a chance you you guys will get approved, you know.

0:33:53.488 --> 0:33:57.288  
Ted Ennenbach  
OK, so so so Stripe sent me a notification.

0:33:58.568 --> 0:34:11.88  
Ted Ennenbach  
Patient that you I guess set up so that I want to go through that joint joint account set up right? OK, I guess.

0:34:3.488 --> 0:34:4.8  
Luis Escobar  
Mhm.

0:34:8.848 --> 0:34:9.768  
Luis Escobar  
Yeah.

0:34:12.288 --> 0:34:25.488  
Ted Ennenbach  
OK, so I'll do do that. I guess it doesn't matter if if there's multiple stripe accounts all tying to the same checking account number.

0:34:23.848 --> 0:34:26.408  
Luis Escobar  
No, no, I I have like 6 accounts.

0:34:26.928 --> 0:34:27.248  
Ted Ennenbach  
OK.

0:34:30.8 --> 0:34:45.848  
Ted Ennenbach  
Good. All right. Well, what? What else needs to be done? I'm going to, I'm going to start working on kind of buzzwords, phrases.

0:34:46.248 --> 0:34:46.608  
Ted Ennenbach  
Brand.

0:34:48.888 --> 0:35:1.488  
Ted Ennenbach  
Qualities, that kind of things that maybe we could potentially throw into like a a like AI script writing for that 92nd, you know, type thing.

0:35:3.288 --> 0:35:3.328  
Ted Ennenbach  
Oh.

0:35:3.768 --> 0:35:16.488  
Luis Escobar  
Absolutely, absolutely. Yeah. I mean, once we have like, you know, the the framework dialed in and we we let, we can just let AI really just help us put everything together.

0:35:16.528 --> 0:35:31.968  
Ted Ennenbach  
But but I will kind of go back to and not forget about. I really do like the idea of taking the symptoms that life force has and recreating a a new life score.

0:35:32.128 --> 0:35:32.208  
Ted Ennenbach  
Um.

0:35:34.288 --> 0:35:35.328  
Ted Ennenbach  
Is that what you're?

0:35:35.288 --> 0:35:39.168  
Luis Escobar  
As we were as we were speaking, I was just having AI run this.

0:35:37.448 --> 0:35:39.808  
Ted Ennenbach  
Sweet, sweet, sweet.

0:35:42.648 --> 0:35:57.568  
Luis Escobar  
Overlap, overlapping symptoms analysis. Low energy appears in longevity, vitality and hormones. Poor sleep appears in longevity, vitality, hormones and weight loss. Let me change this. I think this is everything we need.

0:35:45.288 --> 0:35:45.528  
Ted Ennenbach  
Yeah.

0:35:55.408 --> 0:36:0.888  
Ted Ennenbach  
Yeah. So I mean, look, you would just ask about that. I mean, you would literally just ask.

0:36:3.168 --> 0:36:7.728  
Ted Ennenbach  
Once those and then ask all the other ones and do.

0:36:8.528 --> 0:36:10.368  
Ted Ennenbach  
One to one, right?

0:36:10.248 --> 0:36:10.888  
Luis Escobar  
Mhm.

0:36:11.968 --> 0:36:14.968  
Ted Ennenbach  
Vitamin K Can you send me that please?

0:36:15.848 --> 0:36:17.608  
Luis Escobar  
Yeah, yeah.

0:36:19.568 --> 0:36:21.168  
Ted Ennenbach  
That's super \*\*\*\*\*\*\* cool.

0:36:22.328 --> 0:36:23.568  
Luis Escobar  
Biomarker Simpson.

0:36:26.128 --> 0:36:28.448  
Luis Escobar  
National Library.

0:36:28.288 --> 0:36:35.288  
Ted Ennenbach  
Yeah, we we don't need that. I'm more interested in just their, their.

0:36:36.768 --> 0:36:37.448  
Ted Ennenbach  
You know.

0:36:38.848 --> 0:36:41.968  
Ted Ennenbach  
I don't want to get too deep in the woods, but.

0:36:41.608 --> 0:36:56.48  
Luis Escobar  
Yeah, but yeah, no, I'm already making headway on, you know, this scoring system we're calling it, right? There's there's a scoring system involved at the basic assessment level.

0:36:48.488 --> 0:36:48.808  
Ted Ennenbach  
Yeah.

0:36:57.88 --> 0:37:3.528  
Luis Escobar  
Right, so I in HubSpot you're gonna see we have our we have a new object here called basic assessments.

0:37:5.48 --> 0:37:20.848  
Luis Escobar  
Right. So anytime somebody submits their hair assessment or their skin assessment or their health assessment or even if they just register on the website and tell us what their goal is, right, we're we're calling that a a basic assessment.

0:37:6.408 --> 0:37:6.888  
Ted Ennenbach  
Yes.

0:37:10.368 --> 0:37:10.808  
Ted Ennenbach  
Just.

0:37:22.208 --> 0:37:37.48  
Luis Escobar  
Right. And so one can have, you know, 1520 basic assessments on their profile, right? And they can do the same one over and over again and we can keep track of those changes and and and the the answers that they gave us.

0:37:37.488 --> 0:37:48.48  
Luis Escobar  
Right. But yeah, so we have a place for that, right? I I I've actually been having quite some fun on this plugin. It's on version.

0:37:49.888 --> 0:37:50.248  
Luis Escobar  
20.

0:37:55.928 --> 0:37:58.648  
Ted Ennenbach  
All right, so that not not to jump off.

0:37:57.168 --> 0:38:4.8  
Luis Escobar  
22.8 I've been going through all kinds of variations of this.

0:38:1.128 --> 0:38:1.368  
Ted Ennenbach  
Jesus.

0:38:4.8 --> 0:38:16.488  
Ted Ennenbach  
Jesus, not not to jump all over the place, but what? What? What was the end result of your conversation with Cliff? Like what he would get back?

0:38:9.128 --> 0:38:9.288  
Luis Escobar  
M.

0:38:15.288 --> 0:38:33.8  
Luis Escobar  
He's gonna write to you and yeah, give you a proposal on on basically how he can come in and offer his storytelling and and and design, you know, you know, consulting and advice on on all these pages and.

0:38:33.88 --> 0:38:52.48  
Luis Escobar  
You know, I see value in that, right. I also, you know, there's a lot that I feel like I strongly can do myself to, right. There's, you know, we've been, you know, on this, you know, limited agreement at the moment and I've been putting a lot of my energy, I feel like into the technical side of it, right.

0:38:52.128 --> 0:39:8.208  
Luis Escobar  
I feel like if I just dial in the design and if I also get some good advice from people like Cliff or and then your your team as well, right? Like I said, we just really got to figure out, you know, what those videos are and what those images are and this website really comes to life.

0:39:8.688 --> 0:39:24.168  
Luis Escobar  
I mean there's I would argue our website, you know from a web design feature standpoint and and it's it's more rich than my life course, right? What what what they got going for them is some pretty great images like these are very thoughtful.

0:39:26.128 --> 0:39:28.928  
Luis Escobar  
Lee selected videos and images.

0:39:30.168 --> 0:39:41.328  
Luis Escobar  
You know this, this right here, like when I think of, you know, health and medicine, the first or second thing I think about is scrubs, right? So this.

0:39:41.208 --> 0:39:49.848  
Ted Ennenbach  
Yeah, and it's kind of the girl. It's the girl, girl, girl, girl next door type type thing, you know? So yeah.

0:39:42.368 --> 0:39:45.8  
Luis Escobar  
I'm not. I'm not even reading this, but I it just.

0:39:50.608 --> 0:39:58.688  
Luis Escobar  
And she's in scrubs. It's like, OK, I'm obviously on a professional medical website right now. Have scrubs. It must be.

0:39:53.168 --> 0:39:53.768  
Ted Ennenbach  
Yeah.

0:39:56.128 --> 0:40:11.768  
Ted Ennenbach  
Yeah, so, So what? What? OK, So what what I really need, whether it's you or just Trent or me or somebody, we need to sign up with what life force because I need to know who are they using?

0:40:12.208 --> 0:40:30.968  
Ted Ennenbach  
Because I think our ability the the the one thing that limits our growth right now it is is is waiting on the patient or the visitor to go get labs and and I want to be able to say look no you could literally schedule a phlebotomist.

0:40:32.408 --> 0:40:48.208  
Ted Ennenbach  
You know, you know once you pay us or or even maybe we'll we'll give you the calendar and say look you know you kind of temporarily hold hold a time, but I mean they they feel like.

0:40:48.888 --> 0:40:53.608  
Ted Ennenbach  
They're literally scheduling the the next step at or when they pay.

0:40:54.648 --> 0:40:55.888  
Luis Escobar  
Mhm, mhm.

0:40:56.368 --> 0:41:10.328  
Ted Ennenbach  
That that that's the one one thing that I think Lifeforce is not good at is that it's it's very unclear. You know, like you pay and then what, right? I mean like I'm you're charging me $349, great.

0:41:11.808 --> 0:41:20.168  
Ted Ennenbach  
But how am I going to wait two weeks? Am I going to wait 24 hour? You know, when can I get in or when, when, when can somebody get out?

0:41:20.408 --> 0:41:28.488  
Luis Escobar  
Yeah, yeah. I I did some research on on some like providers. I think I shared that with you, right on.

0:41:27.888 --> 0:41:32.768  
Ted Ennenbach  
Yeah, yeah, yeah, yeah. Get labs and and yeah, I saw it.

0:41:37.648 --> 0:41:55.168  
Ted Ennenbach  
Yeah so I saw saw saw that but but but I'm I'm going to I mean we're we're gonna we we need to know who they're using cause I get the feeling that they're using somebody on a national.

0:41:56.568 --> 0:41:56.768  
Ted Ennenbach  
Yeah.

0:41:56.888 --> 0:41:57.888  
Luis Escobar  
You think so?

0:41:58.88 --> 0:41:58.768  
Ted Ennenbach  
Yeah, I.

0:41:59.488 --> 0:42:3.248  
Luis Escobar  
You think? I feel like it's multiple sources.

0:42:3.368 --> 0:42:6.288  
Ted Ennenbach  
Maybe you're right. Maybe you're right.

0:42:6.528 --> 0:42:9.88  
Luis Escobar  
I mean, it's not.

0:42:10.728 --> 0:42:17.168  
Luis Escobar  
Some, you know, some some of these companies just specialize in certain regions, right? Midwest, etcetera.

0:42:18.568 --> 0:42:21.888  
Luis Escobar  
They don't want to like experiment with other regions.

0:42:24.8 --> 0:42:34.928  
Luis Escobar  
But yeah, let's do our due diligence. Yeah, I'll definitely put some time into this. Totally makes sense how, you know, it makes all the difference for sure. You want to, you know.

0:42:36.248 --> 0:42:37.728  
Luis Escobar  
Success loves speed.

0:42:37.448 --> 0:42:55.88  
Ted Ennenbach  
That's the one that that that's the hiccup that we have now is that we we, you know, we can't, we could get get them to pay us, but then we're just waiting on them. You know, we we we we really can't do anything else.

0:42:42.368 --> 0:42:42.968  
Luis Escobar  
Mhm.

0:42:55.688 --> 0:42:58.848  
Ted Ennenbach  
And So what what we want to be able to do is.

0:43:3.248 --> 0:43:21.808  
Ted Ennenbach  
Sorry what what what what we want to be able to do is just have have them book something that's convenient for them and then immediately say OK based on that if you do that then our our provider will be available to meet with you.

0:43:22.368 --> 0:43:28.648  
Ted Ennenbach  
Seven days after that or you know whenever the labs come back, so.

0:43:27.288 --> 0:43:28.808  
Luis Escobar  
Yeah, yeah.

0:43:29.768 --> 0:43:45.168  
Luis Escobar  
And there should also be like a, you know, like a a journey after that, like you sign up. I mean, I'd be surprised if there isn't with my life course, you know, I have that meeting tomorrow in the morning at 10 and then I'll be signed up probably during that meeting or afterwards.

0:43:40.608 --> 0:43:40.768  
Ted Ennenbach  
OK.

0:43:45.688 --> 0:43:56.88  
Luis Escobar  
But like, I'm guessing like day one I should receive an e-mail and a text with a certain message and then day two, day three, and then after I get my labs, you know.

0:43:56.408 --> 0:44:15.888  
Ted Ennenbach  
Right. Yeah. No, no, no. There there there needs to be like a podcast like like a you know hey you know this person came came in so excited to to to you know what what what what what's unpack his his issues and and based on what we know life force is going to be able to do all this.

0:43:57.328 --> 0:43:58.48  
Luis Escobar  
It's.

0:44:2.808 --> 0:44:3.288  
Luis Escobar  
Mhm.

0:44:16.8 --> 0:44:30.968  
Ted Ennenbach  
You know, yeah. So I mean, you're building up excitement and engagement all during the way. Gotta be so \*\*\*\*\*\*\* cool for AI to customize.

0:44:25.528 --> 0:44:26.688  
Luis Escobar  
Yeah, yeah.

0:44:31.88 --> 0:44:33.488  
Ted Ennenbach  
All of these experiences.

0:44:36.8 --> 0:44:49.808  
Luis Escobar  
This is exciting, but I got. I mean, I'm thinking a lot about how we can do all this for sure. And I mean, it's within reach. You you saw how easily I just, you know, asked AI to help us, right? We got some pretty good answers.

0:44:49.328 --> 0:45:6.8  
Ted Ennenbach  
Yeah, but, but, but, but, but can we automate that? You know, I mean that's the that that's the thing. Can you automate when they click this, this is immediately created or whatever, you know, it'd be cool to, I mean.

0:44:53.128 --> 0:44:54.848  
Luis Escobar  
Yeah, yeah.

0:45:5.808 --> 0:45:6.48  
Luis Escobar  
Yeah.

0:45:7.248 --> 0:45:24.88  
Ted Ennenbach  
It'd be cool to basically just not even have to use Tab, Tab, Tab, Tab, Tableau for this wonky looking story that we have, you know, and for a I to create.

0:45:24.408 --> 0:45:29.448  
Ted Ennenbach  
Some amazing video presentation that both the.

0:45:31.888 --> 0:45:46.688  
Ted Ennenbach  
Provider and the patient watches, you know, so it's it's a consistent message, a consistent theme and then the provider basically you know they they would have already approved.

0:45:36.568 --> 0:45:37.688  
Luis Escobar  
Mhm.

0:45:47.88 --> 0:46:3.208  
Ted Ennenbach  
All the scripts and everything you know whatever and and the provider would would say hey what did I miss you know what what what else is there kind kind of thing. So that that's the future row that's that's the \*\*\*\*\*\*\*.

0:46:3.288 --> 0:46:4.528  
Ted Ennenbach  
\*\*\*\*, so.

0:46:4.408 --> 0:46:24.48  
Luis Escobar  
I can see that. I can see that, man. No, I think we're we're putting together the right foundation on this. Just like setting up our HubSpot properly and our website properly and getting the story, you know, down properly. That's what's gonna open the doors for all these different, you know, really creative, effective marketing.

0:46:24.448 --> 0:46:35.528  
Luis Escobar  
Right. And yeah, we just gotta stick to like that like overarching value, which is like always delivering, over delivering value, over delivering value, right?

0:46:34.288 --> 0:46:44.128  
Ted Ennenbach  
What is where? Have you talked with Steven anymore about where we're at with HubSpot?

0:46:45.288 --> 0:47:0.488  
Luis Escobar  
Yeah, we we connected yesterday. It seemed like he he was already also making some progress on on some of the missing fields. I I asked him that to let me do the basic assessments object because I'm I'm.

0:47:1.248 --> 0:47:15.488  
Luis Escobar  
Pretty deeply working on that with all the the formulas for the basic calculations. So I'll take care of that one myself and I'm overseeing all of them. And yeah, he's he's doing pretty good.

0:47:16.48 --> 0:47:29.728  
Ted Ennenbach  
Don't, don't, don't, don't forget for him to show you if he has not already all the subjective results of the of the old hormones surveys.

0:47:22.8 --> 0:47:22.488  
Luis Escobar  
Mhm.

0:47:30.808 --> 0:47:32.8  
Ted Ennenbach  
That we have.

0:47:32.488 --> 0:47:35.8  
Luis Escobar  
And in suite CRM.

0:47:35.288 --> 0:47:47.808  
Ted Ennenbach  
Yeah, yeah. Well, it was in. Was it in? No, it wasn't in sweet. Yeah. Yeah, sweet. Yeah. Not.

0:47:39.8 --> 0:47:39.248  
Luis Escobar  
Yeah.

0:47:46.88 --> 0:47:53.408  
Luis Escobar  
Yeah, I believe so. Yeah, we we did do. We went over a couple of that actually, I think.

0:47:51.768 --> 0:48:10.768  
Ted Ennenbach  
The reason I say it is because like low energy on the life force that that's also it's almost like it'd be cool for things to be called the same thing and for them to go to the same, but you know, not not have low energy and then.

0:48:11.808 --> 0:48:17.408  
Ted Ennenbach  
You know, the exact same bucket. I mean, it'd be cool.

0:48:15.768 --> 0:48:27.448  
Luis Escobar  
I know. Yeah. I know what you mean to make it really... I mean, I I have dreams about like perfect data organization.

0:48:26.728 --> 0:48:32.8  
Ted Ennenbach  
Yeah, I don't think anything will ever be exactly right, but.

0:48:32.808 --> 0:48:48.8  
Luis Escobar  
My, I think the the way I'm picturing this going is like, there's going to be a lot of legacy fields, right? They're going to be titled legacy fields, right? And then they would with a certain degree of confidence, we're going to like sunset these legacy fields.

0:48:39.768 --> 0:48:41.568  
Ted Ennenbach  
Yeah, yeah.

0:48:48.8 --> 0:48:53.888  
Luis Escobar  
Or merge them with our new fields, right? But yeah, we have to.

0:48:52.728 --> 0:49:9.8  
Ted Ennenbach  
Yeah, yeah, yeah. But, but, but, but, but just to give away that data and say it's not worth anything would suck because, I mean, even if it's 567 year, year, year, years old.

0:48:55.408 --> 0:48:56.48  
Luis Escobar  
Do you?

0:49:2.648 --> 0:49:3.8  
Luis Escobar  
Yeah.

0:49:9.448 --> 0:49:10.168  
Luis Escobar  
Mhm.

0:49:9.608 --> 0:49:22.928  
Ted Ennenbach  
It's something that you knew about them. I mean, it's something that we can market the pharmacy or a new life or tripods or whatever, you know, so.

0:49:17.208 --> 0:49:18.688  
Luis Escobar  
Yeah.

0:49:22.248 --> 0:49:39.688  
Luis Escobar  
Correct. Correct. Yeah. No, it's it's definitely, it's going to be documented. I I'm adamant about that. But like the, yeah, it's definitely going to be a lot of legacy fields and then, you know, some of them make sense to merge, some of them might not fit perfectly with the other ones.

0:49:40.208 --> 0:49:43.8  
Luis Escobar  
So we'll have to address them case by case.

0:49:44.648 --> 0:50:4.288  
Ted Ennenbach  
All right, ma'am. OK, well, I'm going to work on putting some narration together. Not so much in like the spoken word and like what's said, but just kind of a lot of buzz terms, exciting terms about what, what?

0:50:4.408 --> 0:50:19.168  
Ted Ennenbach  
What we're doing, how we're doing it, why we're doing it, you know the the what and the why and and what what what exactly like like you said those pillars are I think really important so.

0:50:8.448 --> 0:50:8.928  
Luis Escobar  
Mhm.

0:50:16.968 --> 0:50:18.648  
Luis Escobar  
Yeah, yeah, man.

0:50:19.808 --> 0:50:33.968  
Luis Escobar  
Yeah, it's it's it's exciting next. I mean this whole next couple days are going to be, there's going to be a lot of things moving and coming to life finally. I do also want to have like a good go ahead.

0:50:30.168 --> 0:50:32.328  
Ted Ennenbach  
I I don't like.

0:50:34.408 --> 0:50:37.288  
Ted Ennenbach  
No, I just you know the problem with.

0:50:39.568 --> 0:50:44.448  
Ted Ennenbach  
Cliff is that he's um.

0:50:46.8 --> 0:51:1.8  
Ted Ennenbach  
Well, I mean, if he's busy, he's busy. He's just, he's one of the the those guys that's just very content, you know, I mean like he you won't see that guy working past, you know, I mean.

0:51:2.448 --> 0:51:15.328  
Ted Ennenbach  
He's kind of the Burning Man kind of dude, you know, I mean so, but he he's really but but he but he's really good so.

0:51:9.528 --> 0:51:12.128  
Luis Escobar  
I could see that vibe, yeah.

0:51:16.48 --> 0:51:17.88  
Luis Escobar  
Yeah, yeah.

0:51:19.248 --> 0:51:24.368  
Ted Ennenbach  
He'll live a lot longer than me for for sure. I mean, there's no doubt, so.

0:51:20.408 --> 0:51:20.928  
Luis Escobar  
Mhm.

0:51:23.288 --> 0:51:42.728  
Luis Escobar  
No, I mean I I was telling Cliff like I you know if we can you know get you know your two cents right to to get this initial launch right going right. But the way I really see it is like you know we should really like focus like hey two weeks from now we want to really launch an.

0:51:42.768 --> 0:51:59.688  
Luis Escobar  
Official hair campaign, not not just a simple landing page, like a really thoughtfully put together hair campaign with a real elaborate, you know, not just a landing page, but like a video to go along with it and and 12 social media posts to go along with it and.

0:51:59.808 --> 0:52:3.408  
Luis Escobar  
30 days from now, we launched the hair campaign, right?

0:52:0.368 --> 0:52:5.488  
Ted Ennenbach  
I our bread and butter though our we we need to get our.

0:52:6.408 --> 0:52:24.328  
Ted Ennenbach  
Providers busy. So I mean selling as much of the telehealth, selling as much of the anti-ageing hormone peptide that that's where where we need to be. And I understand all these are like individual micro hooks, right?

0:52:10.408 --> 0:52:10.888  
Luis Escobar  
Mhm.

0:52:23.8 --> 0:52:23.808  
Luis Escobar  
Yeah.

0:52:25.888 --> 0:52:35.608  
Ted Ennenbach  
I mean, they're all but, but, but I mean, lifeforce doesn't have any of that. They they just have a really great homepage, you know?

0:52:35.728 --> 0:52:50.48  
Luis Escobar  
I mean they I've been really studying their their Instagram. They are posting frequently. I I don't know. Have you been following them or I turned on post notifications for them so I get every post.

0:52:48.488 --> 0:52:52.488  
Ted Ennenbach  
No, I I I don't. How do you turn that on?

0:52:54.288 --> 0:52:58.928  
Luis Escobar  
Um, just go to their Instagram page and then you gotta click the three little dots.

0:53:0.848 --> 0:53:8.808  
Luis Escobar  
But what I'm seeing there, I mean, they they're they're telling a story and all kinds. They're telling very different kinds of stories.

0:53:10.928 --> 0:53:11.48  
Luis Escobar  
OK.

0:53:13.648 --> 0:53:21.448  
Ted Ennenbach  
Let's see about this account. See shared activity. Hide your story. Share the profile.

0:53:24.88 --> 0:53:25.608  
Ted Ennenbach  
What do you click?

0:53:27.288 --> 0:53:29.88  
Ted Ennenbach  
The three dots.

0:53:30.48 --> 0:53:37.368  
Luis Escobar  
Yeah, do you see that? Like turn on post notifications, turn on real notifications.

0:53:31.88 --> 0:53:31.968  
Ted Ennenbach  
Yeah, yeah, but.

0:53:34.528 --> 0:53:35.48  
Ted Ennenbach  
Uh, maybe it's.

0:53:37.768 --> 0:53:40.848  
Ted Ennenbach  
Is it on your desktop?

0:53:42.288 --> 0:53:47.928  
Luis Escobar  
No, no, I'm I'm trying to log into my Instagram here.

0:53:46.328 --> 0:54:1.48  
Ted Ennenbach  
Yeah, so so it's just showing me restrict block report about this account, see see shared activity, hide your story. No, there there's not here. I mean you can see.

0:53:56.968 --> 0:53:57.608  
Luis Escobar  
And on both.

0:54:1.408 --> 0:54:6.88  
Ted Ennenbach  
There's nothing. I don't know if you can read it or not.

0:54:4.768 --> 0:54:9.888  
Luis Escobar  
No. Yeah, that's not it. Yeah, close that. Let's see, it's.

0:54:10.48 --> 0:54:13.688  
Ted Ennenbach  
So I'm on the Life Force page.

0:54:13.48 --> 0:54:20.208  
Luis Escobar  
Oh, the little bell. The little bell. Top right bell. That's what it is.

0:54:17.568 --> 0:54:18.728  
Ted Ennenbach  
Yes, OK.

0:54:22.288 --> 0:54:23.768  
Luis Escobar  
Yeah, you turn on their notifications.

0:54:22.808 --> 0:54:22.848  
Ted Ennenbach  
Oh.

0:54:30.408 --> 0:54:31.128  
Ted Ennenbach  
Huh. OK.

0:54:32.768 --> 0:54:47.528  
Luis Escobar  
So what what I'm seeing is that they're they actually have different characters are telling stories and I mean they're saying that they're they're existing or real patrons, real customers could be true.

0:54:47.928 --> 0:54:48.248  
Luis Escobar  
Maybe not.

0:54:49.608 --> 0:55:2.168  
Ted Ennenbach  
So, So what they're doing is they're actually following sort of like what what like we we were saying they're following somebody along.

0:54:59.608 --> 0:54:59.728  
Luis Escobar  
OK.

0:55:3.568 --> 0:55:4.248  
Luis Escobar  
Mhm.

0:55:5.568 --> 0:55:7.688  
Luis Escobar  
I noticed that too, yeah.

0:55:8.928 --> 0:55:10.968  
Ted Ennenbach  
So is that what what you're saying?

0:55:12.128 --> 0:55:25.528  
Luis Escobar  
They're not. I mean, not so directly, but they are, you know, they're telling different stories to try to, like, get different people to resonate with them. Right here. Can you see my screen here? What happened?

0:55:24.648 --> 0:55:24.968  
Ted Ennenbach  
Yeah.

0:55:33.888 --> 0:55:37.648  
Luis Escobar  
And I'm trying to get used to teams, but.

0:55:39.808 --> 0:55:40.808  
Luis Escobar  
Here we go, OK.

0:55:42.448 --> 0:55:46.768  
Luis Escobar  
I mean, here we have Asian girl.

0:55:49.488 --> 0:55:55.328  
Luis Escobar  
Nine ways to minimize your exposure to plastics. I mean, here they're speaking to those, you know.

0:55:57.608 --> 0:55:57.848  
Ted Ennenbach  
Yeah.

0:56:0.608 --> 0:56:1.848  
Luis Escobar  
The Burning Man type.

0:56:5.8 --> 0:56:7.88  
Luis Escobar  
The case for sun exposure.

0:56:8.48 --> 0:56:10.448  
Luis Escobar  
Introducing P cognition.

0:56:12.8 --> 0:56:19.48  
Ted Ennenbach  
Yeah, yeah, they're they're getting to. They want you to buy their supplement, yeah.

0:56:19.528 --> 0:56:21.328  
Luis Escobar  
The regular dude.

0:56:22.848 --> 0:56:27.568  
Luis Escobar  
Bougie looking girl. Regular looking dad.

0:56:28.528 --> 0:56:33.608  
Luis Escobar  
Really fit guy. Young girl.

0:56:38.208 --> 0:56:48.288  
Luis Escobar  
But they're they're striking all the different angles, right? To see what sticks, not to see what. I mean, it's, you know, it's the name of the game, right? Let let the data speak for itself if.

0:56:48.448 --> 0:57:4.848  
Ted Ennenbach  
Well, that that that's almost more of what our social. I mean that that's what we need our team doing more of like this. Not not funny Instagram photos of girls doing talks and whatever. I mean, we need more of this.

0:56:55.528 --> 0:56:56.168  
Luis Escobar  
Mhm.

0:57:3.968 --> 0:57:4.248  
Luis Escobar  
Yeah.

0:57:6.168 --> 0:57:22.728  
Luis Escobar  
Yeah, man, I I mean, I I'm, I'm excited to just, you know get the initial launch going and then we can have a real deep dive marketing meeting and and do focus the whole week on marketing. I I have a lot of ideas for how you should be doing your your Instagram marketing, your e-mail marketing.

0:57:15.8 --> 0:57:15.328  
Ted Ennenbach  
Yeah.

0:57:16.448 --> 0:57:17.88  
Ted Ennenbach  
Yeah.

0:57:24.8 --> 0:57:24.288  
Ted Ennenbach  
Yeah.

0:57:24.408 --> 0:57:25.368  
Luis Escobar  
Your text marketing.

0:57:28.328 --> 0:57:46.248  
Ted Ennenbach  
OK, so so so so do you think the I mean I always thought that the first first step was getting our homepage solid or at least getting a newlife.com up and that homepage having the look and feel that that that we want.

0:57:28.408 --> 0:57:29.848  
Luis Escobar  
Which is good, yeah.

0:57:46.968 --> 0:57:52.768  
Ted Ennenbach  
And from that everything else would would follow. Is that the right way to be thinking or not?

0:57:53.248 --> 0:58:10.408  
Luis Escobar  
It it is, but it's not just the home page, right? It's a little bit more than that. It's I would say it's like what I really wanted to make sure we had covered was like the underlying foundation and for example, the affiliate program, right? It's already built in.

0:57:57.288 --> 0:57:57.888  
Ted Ennenbach  
Right, right, right, right, right.

0:58:11.88 --> 0:58:26.808  
Luis Escobar  
So everybody who becomes a user of venulife.com, they're instantly receiving their affiliate credentials, right? So even if if they don't buy a single thing from us, they can share that link with their neighbor and.

0:58:22.568 --> 0:58:22.808  
Ted Ennenbach  
Yeah.

0:58:27.488 --> 0:58:31.128  
Luis Escobar  
They'll receive Commission in the other weeks.

0:58:31.328 --> 0:58:41.448  
Ted Ennenbach  
But but I mean, we shouldn't have to wait too long for Cliff to have brand standards, colors, fonts, that kind of thing down pat.

0:58:42.208 --> 0:58:48.248  
Luis Escobar  
Yeah, the sooner he sends that to, you know, I'll, I'll put it into play, right? Um.

0:58:49.88 --> 0:59:5.88  
Luis Escobar  
I do think it's also like not too different from your existing like the current font, the Josephine font. We're gonna definitely use that one for example, and the yellow there's still, you know, I don't want to.

0:58:56.968 --> 0:58:57.168  
Ted Ennenbach  
Yeah.

0:59:5.168 --> 0:59:11.488  
Luis Escobar  
Completely take it away. I think there's still room for it, but there's a part of me that's also leaning on Blues.

0:59:12.128 --> 0:59:21.88  
Luis Escobar  
There's a part of me that's also kind of leaning on that, like earth tones, like life force has it.

0:59:21.808 --> 0:59:36.928  
Ted Ennenbach  
Yeah, yeah, yeah. The the, the, the, the black and gold was more of a designer luxury type look feel.

0:59:22.368 --> 0:59:22.728  
Luis Escobar  
Yeah.

0:59:36.968 --> 0:59:41.568  
Ted Ennenbach  
Exclusive kind of thing, but but um.

0:59:43.408 --> 0:59:57.768  
Ted Ennenbach  
You know kind of like you you were you were part of something that was best in class I mean you know so but but but but I'm not married to anything I mean really so.

0:59:52.488 --> 0:59:52.968  
Luis Escobar  
Mhm.

0:59:58.648 --> 0:59:58.768  
Luis Escobar  
Yeah.

0:59:59.728 --> 0:59:59.848  
Luis Escobar  
Um.

1:0:5.968 --> 1:0:7.888  
Ted Ennenbach  
Good. All right, well, wait.

1:0:6.648 --> 1:0:23.88  
Luis Escobar  
And what I'll also say about the these logos like can we get some press of a new life maybe soon like some good presses like on on some major.

1:0:23.408 --> 1:0:28.288  
Luis Escobar  
Um, news outlets? I feel like that can help.

1:0:25.488 --> 1:0:32.368  
Ted Ennenbach  
Yeah, let me work on that. We had actually subscribed to.

1:0:34.688 --> 1:0:42.248  
Ted Ennenbach  
I need need to find out exactly what what we subscribe to, but yeah, we can't for sure.

1:0:37.528 --> 1:0:38.88  
Luis Escobar  
Mhm.

1:0:41.488 --> 1:0:55.768  
Luis Escobar  
Yeah, yeah, I have a few resources. I'll I'll share those as well. There's also another, you know, we're talking about like Instagram marketing. Who who is your graphic designer right now? Like your who's doing the social media post?

1:0:54.608 --> 1:1:9.128  
Ted Ennenbach  
Theo Theo works for Marissa, so if you look at the I shared a documented theme.

1:1:9.888 --> 1:1:25.288  
Ted Ennenbach  
But I can kind of summarize it. Marissa is kind of over the the design copy.

1:1:13.488 --> 1:1:14.8  
Luis Escobar  
Mhm.

1:1:25.608 --> 1:1:45.48  
Ted Ennenbach  
Content and she has Ilda. Ilda does all the videos and photos and daily type stuff. And then Theo is the Greg graphic designer that works.

1:1:29.568 --> 1:1:30.568  
Luis Escobar  
Yeah.

1:1:45.88 --> 1:1:46.328  
Ted Ennenbach  
It, you know.

1:1:47.928 --> 1:1:50.368  
Ted Ennenbach  
internationally um

1:1:51.448 --> 1:2:10.688  
Luis Escobar  
OK, OK. So no, yeah, I I understood pretty much that part. Yeah. The reason I ask is cause like you know, to do really good social media marketing, we need to do a lot of content. The the way we were able to grow main interventor to over 10 million followers is.

1:1:51.768 --> 1:1:52.888  
Ted Ennenbach  
Uh, so yeah.

1:2:0.48 --> 1:2:0.168  
Ted Ennenbach  
OK.

1:2:11.328 --> 1:2:27.448  
Luis Escobar  
We were posting like 1520 times a day and but we're not going to do that either. But we do want like an excessive amount of content, right? And so this is a company called nlc.com, nolimit.com.

1:2:14.288 --> 1:2:17.208  
Ted Ennenbach  
Yeah, yeah, so.

1:2:27.968 --> 1:2:36.648  
Luis Escobar  
I've worked with them for several months now and I I really like them and basically what you're getting is for for these different packages.

1:2:37.968 --> 1:2:55.168  
Luis Escobar  
For 1000 bucks a month, you're getting access to 200 really talented designers and and video editors, right? And what I really like about their system is like they have a platform where like you log in and you submit your request. Oh, I need a.

1:2:56.128 --> 1:3:2.968  
Luis Escobar  
You know a new carousel, right? And then it goes into the like the request.

1:3:5.48 --> 1:3:20.408  
Luis Escobar  
Yeah, I got someone working on a pitch deck right now and there's like commentary and feedback and the turn around time is like pretty good actually. I like this feature. So they they send me a video and then I can just go in here and say.

1:3:17.8 --> 1:3:17.168  
Ted Ennenbach  
Mm.

1:3:22.8 --> 1:3:22.288  
Luis Escobar  
Oh, yes.

1:3:24.568 --> 1:3:25.648  
Luis Escobar  
Uh, this one.

1:3:25.808 --> 1:3:40.648  
Ted Ennenbach  
Well, \*\*\*\* yeah, man. I mean, like, yeah, if we could replace salaries with this, I mean, like, I mean, if Barissa could could manage that, then yeah.

1:3:33.168 --> 1:3:33.448  
Luis Escobar  
Yeah.

1:3:40.968 --> 1:3:47.848  
Luis Escobar  
No, for sure. She it's, you know, it's her ideation, her vision, right? But now she's got access to 200 designers.

1:3:49.928 --> 1:4:7.8  
Ted Ennenbach  
Yeah, but as long as they all maintain the same same brand standards, right. I mean like like we we we that that's what we need Cliff for, right. We we need Cliff for that. You know this is how you can do the logo. This is how you can you know these are the colors, the fonts, the.

1:3:56.648 --> 1:3:57.248  
Luis Escobar  
Yeah.

1:4:7.8 --> 1:4:26.168  
Luis Escobar  
They these people also I've had them make me a brand guideline before too. So like when you sign up with them, the first meeting is a brand like on onboarding. So see here I got they know about two brands, Alpha Hub and FN Capital, right. So and and there's like 20.

1:4:7.288 --> 1:4:8.168  
Ted Ennenbach  
Whatever.

1:4:18.248 --> 1:4:18.408  
Ted Ennenbach  
Mm.

1:4:24.48 --> 1:4:24.808  
Ted Ennenbach  
Yeah.

1:4:26.848 --> 1:4:40.888  
Luis Escobar  
Any specific designers assigned to each brand and they have like a whole insight on what those brands are and what they stand for. So every time we make a request, we can say I need a new design, I need a new ad for.

1:4:43.168 --> 1:5:1.888  
Luis Escobar  
New life or or a new design for a new life man or we can you know create these sub brands and they'll know what we need, right? And they they do also video graphic and they even do like web UI and they can help us like design your really nice looking app and liking.

1:5:2.128 --> 1:5:12.208  
Luis Escobar  
But yeah, this is 1 resource I wanted to share with you cause like it really we're about to like there's about to be a need for content, a real a real need for content.

1:5:12.528 --> 1:5:12.728  
Ted Ennenbach  
Yeah.

1:5:16.8 --> 1:5:16.248  
Ted Ennenbach  
Um.

1:5:18.648 --> 1:5:19.208  
Ted Ennenbach  
So.

1:5:20.688 --> 1:5:23.368  
Ted Ennenbach  
I mean, I know at least.

1:5:24.768 --> 1:5:42.408  
Ted Ennenbach  
Additionally speaking, you know, we we always thought folks like seeing photos of us, you know, photos of the actual person that's going to do the talks or do the facial or whatever. Is that not as important? I mean, is that, you know, I mean actual.

1:5:42.928 --> 1:5:50.288  
Ted Ennenbach  
Real people saying how like happy they are or whatever is that is that important?

1:5:48.368 --> 1:6:4.568  
Luis Escobar  
I think there's a lot of truth to that for sure. And then, you know, we should just think about this very strategically, right? Like there should be like a probably like a content day at the at all five of your locations, right? And everyone, you know, comes in with a haircut and and.

1:6:4.848 --> 1:6:23.568  
Luis Escobar  
We we don't just also like tell them to think what's on their mind. We also like have some script ready for them. So we make it easy for them. We don't want to make them work more than we're already asking them to stand here, read this, right? Smile, right? But we knock out, you know, I don't know, a bunch of videos.

1:6:24.168 --> 1:6:34.288  
Luis Escobar  
Now what usually happens is that we're sitting on a bunch of videos and we're waiting for one designer to kind of like, come up with his magical idea.

1:6:31.608 --> 1:6:32.888  
Ted Ennenbach  
Right, right.

1:6:34.808 --> 1:6:50.968  
Ted Ennenbach  
I would love to get you access or give give this group access to the Dropbox. What do they have? I mean, do you have somewhere where you can just put a bunch of raw, raw, raw video in there?

1:6:46.288 --> 1:6:47.928  
Luis Escobar  
Yeah, it's all Dropbox.

1:6:51.8 --> 1:6:55.368  
Luis Escobar  
Yeah, and I have a Slack channel with like 17 design managers all.

1:6:54.568 --> 1:6:54.888  
Ted Ennenbach  
Yes.

1:6:57.168 --> 1:7:0.408  
Luis Escobar  
Some of them make me, some of them don't 'cause I ask for a lot.

1:7:0.528 --> 1:7:1.208  
Ted Ennenbach  
Yeah.

1:7:2.208 --> 1:7:5.848  
Luis Escobar  
But yeah, this is a this is a a scaling approach.

1:7:7.648 --> 1:7:25.128  
Luis Escobar  
Right. If we if we sit down and we say, hey, we got a hair campaign or we got a formal campaign, we're going to put, you know, 20K budget on on ads or or paying influencers, right. We need to get these influencers material to promote us.

1:7:24.688 --> 1:7:25.128  
Ted Ennenbach  
Yeah.

1:7:25.328 --> 1:7:36.48  
Luis Escobar  
So we're gonna, you know, we're gonna not just buy videos. We need to give them like 20 good videos, right? And so this is this company will help us achieve that, right?

1:7:41.648 --> 1:7:43.408  
Luis Escobar  
And I mean, it's pretty economics.

1:7:42.648 --> 1:7:59.368  
Ted Ennenbach  
I'm just trying to figure out where everybody fits in. That's all like I'm I'm trying to like, you know, I've got Brian, Marissa, Ilda, Theo, Renzo, Steven.

1:7:48.968 --> 1:7:49.248  
Luis Escobar  
Yeah.

1:8:0.88 --> 1:8:11.48  
Ted Ennenbach  
Renzo and Stephen aren't really marketing per SE. They're more, you know, the IT connection type stuff. So, so you know.

1:8:7.768 --> 1:8:8.648  
Luis Escobar  
I think.

1:8:11.208 --> 1:8:12.328  
Luis Escobar  
I hear you.

1:8:14.48 --> 1:8:30.728  
Luis Escobar  
I think you know the way things are going right now that's I mean this is I haven't even shown you some of the AI you know softwares that I I I can give you access to that that's gonna really like make your team more productive and in terms of getting more insight and just like.

1:8:31.8 --> 1:8:33.568  
Luis Escobar  
I think uh.

1:8:32.48 --> 1:8:48.808  
Ted Ennenbach  
I just feel like like the content. I mean, I I somebody needs to be able to be. I don't know that I have the senior leadership. In fact, I don't think I do of like the vision of where we're going and the amount of content that we need.

1:8:49.408 --> 1:8:55.568  
Ted Ennenbach  
To compete at this level, so like that's.

1:8:58.208 --> 1:9:0.528  
Ted Ennenbach  
But I want to be able to.

1:8:58.688 --> 1:9:4.88  
Luis Escobar  
I hear you. I mean, yeah, I mean, you have a solid team, brother. Yeah, now you got me. So, I mean.

1:9:5.328 --> 1:9:9.128  
Luis Escobar  
We're gonna make it happen. We're gonna make it happen and.

1:9:5.528 --> 1:9:5.848  
Ted Ennenbach  
Yeah.

1:9:9.128 --> 1:9:27.408  
Ted Ennenbach  
Well, just be sure to delegate as much as you can and give me direct direction to as far as like, look, I need her to focus on this. I need, you know, I mean, because right now I I'm not. I mean, there's so much on my plate.

1:9:27.808 --> 1:9:46.728  
Ted Ennenbach  
Just with everything else that we're doing, like I'm really not overseeing any of that. So and if nobody's overseeing it, I don't know who is and and we're we're still running these separate socials, right? We have a new aesthetics and we have a new.

1:9:27.928 --> 1:9:28.408  
Luis Escobar  
Mhm.

1:9:29.808 --> 1:9:30.568  
Luis Escobar  
Mhm.

1:9:36.448 --> 1:9:38.408  
Luis Escobar  
Gotcha. Gotcha. Oh, yeah.

1:9:47.248 --> 1:9:50.448  
Ted Ennenbach  
Optical health, you know and.

1:9:51.728 --> 1:9:54.248  
Ted Ennenbach  
To me, that doesn't really make sense, but um.

1:9:57.248 --> 1:10:13.368  
Luis Escobar  
I got you, brother. I'm going to put some thought into this because I I do have a path where I I can really like, you know, do you know, be there for a new pretty much full-time. We're talking 40 plus hours.

1:10:13.648 --> 1:10:31.728  
Luis Escobar  
With if I arrange my other projects in a certain way, right. And I mean the reason I say this is because it's actually something that I'm thinking about because I I really enjoy what you guys are doing. I I really think I can really help you here. Like I really think I have the skills you need to pull this off.

1:10:31.808 --> 1:10:45.328  
Luis Escobar  
But it's not just me alone. I think we need, you know, a few other players involved too. A few other maybe resources like the one I just shared with you. Right. And and and yeah, that's that's get the whole team in line with the vision, right?

1:10:40.208 --> 1:10:40.488  
Ted Ennenbach  
Yeah.

1:10:41.888 --> 1:10:42.328  
Ted Ennenbach  
Yeah.

1:10:45.528 --> 1:11:4.448  
Ted Ennenbach  
Well, that that that I think is worth a conversation like, OK, what's the vision like like OK, now that we're further down the road of like where what we want to do, what I mean, what do we really need to make this happen? I mean and and can we get there? I need to raise funds, you know what I mean?

1:10:58.168 --> 1:10:58.408  
Luis Escobar  
Yeah.

1:11:0.328 --> 1:11:0.608  
Luis Escobar  
Yeah.

1:11:5.248 --> 1:11:6.128  
Ted Ennenbach  
All that so.

1:11:9.248 --> 1:11:14.968  
Luis Escobar  
I mean, it's it's really, it's getting cheaper and cheaper to be successful now, especially with AI.

1:11:16.208 --> 1:11:35.208  
Ted Ennenbach  
Yeah, but meantime, I'm burning 25 grand a day with physicians and nurses and everything else on the ground. They're not independent, right? They're not. I mean, I'm paying their salaries, I'm paying their healthcare. So it's like it would be different if I was life force.

1:11:16.448 --> 1:11:17.88  
Luis Escobar  
Alright, wait.

1:11:26.448 --> 1:11:27.528  
Luis Escobar  
Yeah.

1:11:36.488 --> 1:11:36.728  
Luis Escobar  
Yeah.

1:11:42.8 --> 1:11:42.448  
Luis Escobar  
Probably.

1:11:49.208 --> 1:11:49.768  
Luis Escobar  
Mhm.

1:11:49.808 --> 1:11:49.968  
Luis Escobar  
8.

1:11:49.808 --> 1:12:5.208  
Ted Ennenbach  
They're paying him 20 bucks a visit or 30 bucks a visit, you know, instead of me paying 250 bucks an hour, you know? So I mean, it's like, \*\*\*\*, so you know.

1:11:58.688 --> 1:11:59.48  
Luis Escobar  
Yeah.

1:12:4.448 --> 1:12:13.808  
Luis Escobar  
Have you explored how you could possibly transition from this more like, you know, traditional formats or more 1089 relationship with them?

1:12:8.208 --> 1:12:10.928  
Ted Ennenbach  
Yeah, yeah, yeah. So that's what I was thinking.

1:12:13.648 --> 1:12:33.288  
Ted Ennenbach  
Yeah, yeah, I mean so but but we have to have a volume like like so it's kind of like the cart before the horse. It has to make me why would they do that on one I can just say well half of you are fired and and you know I mean that that that I can certainly do do that.

1:12:14.888 --> 1:12:15.128  
Luis Escobar  
No.

1:12:18.968 --> 1:12:19.448  
Luis Escobar  
Mhm.

1:12:33.408 --> 1:12:49.608  
Ted Ennenbach  
It just doesn't give us opportunity for growth much past that. So, so you know which which I mean we can contract for physicians easily. I mean there there are services out there that'll do it. You just want them to be.

1:12:45.48 --> 1:12:45.288  
Luis Escobar  
Yeah.

1:12:50.8 --> 1:12:50.88  
Ted Ennenbach  
E.

1:12:51.88 --> 1:13:7.848  
Ted Ennenbach  
On your team, you know you you want them to believe in what you're doing and for them to be, you know, one-on-one with a new life. You know, I mean, you don't want, you don't want to sign up and see Doctor Ted.

1:12:55.768 --> 1:12:56.488  
Luis Escobar  
Mhm.

1:13:0.48 --> 1:13:0.688  
Luis Escobar  
Mhm.

1:13:8.408 --> 1:13:21.408  
Ted Ennenbach  
One month and then Doctor Mary next quarter and then Doctor Lewis the quarter after that. And you know, I mean or or do you care? I mean, \*\*\*\*, I don't know.

1:13:21.888 --> 1:13:37.288  
Luis Escobar  
Funny you say that. So one thing we we usually have in in the the organizations I work with is a client success manager. This is, you know that that one person that's always on top of them checking in.

1:13:37.728 --> 1:13:45.48  
Luis Escobar  
He's like usually having conversations about their week and how their grandma's doing and just keeping it real with them, just.

1:13:38.128 --> 1:13:38.728  
Ted Ennenbach  
Yeah.

1:13:44.568 --> 1:14:3.888  
Ted Ennenbach  
Well, I think that's exactly what I thought. Melissa and Crystal, our our, our telephone team, I mean, they would be doing more of that than than just calling back phone numbers, you know, calling leads. They they would be doing more of that.

1:13:57.248 --> 1:13:57.848  
Luis Escobar  
Mhm.

1:14:1.448 --> 1:14:2.8  
Luis Escobar  
Mhm.

1:14:4.48 --> 1:14:6.688  
Ted Ennenbach  
That and the medical.

1:14:7.408 --> 1:14:18.328  
Ted Ennenbach  
Consistence. They could be doing more of that. You know, you know, are you feeling I you're really creating that personal relationship.

1:14:17.768 --> 1:14:30.968  
Luis Escobar  
Yeah, building that rapport. I mean, maybe it doesn't have to be I got forever, but especially those first 7-8 weeks, there's a there's frequent check-ins from that client success manager.

1:14:23.488 --> 1:14:23.608  
Ted Ennenbach  
OK.

1:14:25.88 --> 1:14:25.168  
Ted Ennenbach  
The.

1:14:29.528 --> 1:14:44.168  
Ted Ennenbach  
Well, I don't think that our pro program changes. It's, you know, 00 day is when they say, you know, zero day, we get the baseline labs.

1:14:36.408 --> 1:14:36.568  
Luis Escobar  
Yeah.

1:14:44.448 --> 1:15:4.168  
Ted Ennenbach  
Well, we get baseline labs, they come back in seven days for the baseline stories, sign up and then 30 days, then there they get all their meds. They come back in 30 days, they get labs again. Seven days later they get the 1st 30 day checkup and then it's every quarter after that.

1:14:51.888 --> 1:14:52.408  
Luis Escobar  
Mhm.

1:15:4.368 --> 1:15:5.368  
Ted Ennenbach  
But I I think.

1:15:4.728 --> 1:15:5.168  
Luis Escobar  
Yeah.

1:15:11.608 --> 1:15:13.288  
Luis Escobar  
Mhm, mhm.

1:15:13.328 --> 1:15:32.488  
Ted Ennenbach  
Difference between us and life force in that they say, hey, you sign up with us and then we meet every quarter. Well, \*\*\*\*, you don't want to wait a quarter if something's wrong. I mean, if something's wrong, you want to be able to call them within the 1st 30 days to to to switch up the.

1:15:26.128 --> 1:15:27.8  
Luis Escobar  
Yeah.

1:15:28.808 --> 1:15:29.8  
Luis Escobar  
No.

1:15:34.128 --> 1:15:45.648  
Ted Ennenbach  
To to dosing and that that does often happen. So I mean you know we and I I think they they do say something about.

1:15:39.808 --> 1:15:40.328  
Luis Escobar  
Mhm.

1:15:48.128 --> 1:15:49.168  
Ted Ennenbach  
24/7.

1:15:48.448 --> 1:16:2.8  
Luis Escobar  
There has to be a there has to be a frequent drip of value. I've never really liked quarterly subscriptions. Like by the time I get hit again with that quarterly subscription, I forgot what I'm paying for.

1:15:52.568 --> 1:15:52.768  
Ted Ennenbach  
It.

1:15:55.928 --> 1:15:56.168  
Ted Ennenbach  
Right.

1:15:59.88 --> 1:15:59.208  
Ted Ennenbach  
OK.

1:16:1.568 --> 1:16:21.8  
Ted Ennenbach  
Yep, Yep. Or or worse, you get to a new, new norm and you're like, well, \*\*\*\*, I'll just have my regular physician. I mean, you're not giving me new challenges, new goals. You're not, you know, there's nothing that you're giving me that if I left you, I wouldn't get somewhere else.

1:16:20.928 --> 1:16:21.768  
Luis Escobar  
Yeah.

1:16:21.488 --> 1:16:41.48  
Ted Ennenbach  
And so that's why that's why the scoring and I mean if if they leave us they they no longer have access to to those health scores to those to that scoring or or at least the the scoring isn't be be being updated. That's why the game of the.

1:16:41.168 --> 1:16:45.528  
Ted Ennenbach  
Cation of this has to be so important is that they don't want to leave.

1:16:45.368 --> 1:16:50.248  
Luis Escobar  
It should ask you to like, hey, it's been six months, it's time to, you know.

1:16:51.408 --> 1:16:55.528  
Luis Escobar  
Make sure your your scores are all up to date. Thank you.

1:16:54.288 --> 1:17:14.208  
Ted Ennenbach  
It it's been 30 days and you haven't updated your how you're feeling. You know, I mean like it should send them a text every other week. Hey, just want to check on your sleep. You know that was one of your goals, one to five, you know, and then that updates, you know, they just answer 33.

1:16:56.528 --> 1:16:57.888  
Luis Escobar  
In 30 days.

1:17:14.728 --> 1:17:23.888  
Ted Ennenbach  
Questions via a little web page, you know, a mobile friendly page or an app or whatever and and that's just enough of a.

1:17:25.48 --> 1:17:30.288  
Ted Ennenbach  
Check in that that that would somehow update their their score.

1:17:30.848 --> 1:17:33.528  
Luis Escobar  
Yeah, yeah, man. Oh, man.

1:17:31.888 --> 1:17:33.408  
Ted Ennenbach  
You know.

1:17:35.88 --> 1:17:50.648  
Luis Escobar  
Wait till we have the app doing push notifications, right? Because we it has to be convenient and simple like we all like wanna do these like things that we know it's gonna benefit us. Like, you know, it just has to be easy and convenient.

1:17:41.408 --> 1:17:41.928  
Ted Ennenbach  
S.

1:17:50.968 --> 1:17:51.128  
Luis Escobar  
Right.

1:17:51.888 --> 1:17:57.568  
Ted Ennenbach  
Well, if we can make it, you know, I mean if we can get HubSpot to.

1:17:59.648 --> 1:18:18.728  
Ted Ennenbach  
Push out these surveys based on on last known symptoms, then then our providers will know is it getting better or not. If it's not getting better, then \*\*\*\*, we got to do something about it. No, nobody leaves you.

1:18:19.208 --> 1:18:38.688  
Ted Ennenbach  
Nobody leaves us are are far far fewer folks leave us if they're continuing to achieve goals. So it's when so so we we paid for this huge exit study right and and the 90% of folks left because they.

1:18:28.128 --> 1:18:28.768  
Luis Escobar  
Mhm.

1:18:38.768 --> 1:18:53.688  
Ted Ennenbach  
They felt like they weren't achieving their their goal. I mean, like they were like, \*\*\*\*. I mean, it didn't matter whether it was 19 bucks a month or it was 300 bucks a month. It didn't matter because we wouldn't pay a dollar because you weren't helping me.

1:18:54.8 --> 1:19:9.128  
Ted Ennenbach  
You know, I mean, so, so I mean like we, we need to know who's on that edge, who, who's achieving goals and who's not, who has goals, who, who and who doesn't have goals that we haven't given them yet, I mean.

1:19:4.328 --> 1:19:4.568  
Luis Escobar  
Yeah.

1:19:9.648 --> 1:19:11.768  
Ted Ennenbach  
Somebody, somebody should always have something.

1:19:14.448 --> 1:19:26.248  
Luis Escobar  
It has to be a really simple interface. So it's like, you know, yes, happy, not happy. And that tells us all the information we need to know to take action.

1:19:24.128 --> 1:19:43.728  
Ted Ennenbach  
You're you're kind of not wrong. I mean, it's just like, how are you today? :) frown frown face. And then it's a frown. Is it sleep? You know this and then you know, well, your last reported that.

1:19:28.848 --> 1:19:30.248  
Luis Escobar  
You know, yeah.

1:19:38.768 --> 1:19:40.8  
Luis Escobar  
Mhm, mhm.

1:19:43.968 --> 1:19:59.48  
Ted Ennenbach  
That's what sucks about our current setup is that we can't go back and say, well, when we asked you the same thing a month ago, you said you were a four out of five or, you know, whatever, and now you're saying you're only a two or whatever.

1:20:1.688 --> 1:20:2.568  
Ted Ennenbach  
You know.

1:20:2.488 --> 1:20:6.448  
Luis Escobar  
There's no simple way to like make that correlation between the data points.

1:20:8.128 --> 1:20:26.608  
Ted Ennenbach  
But but there should be is my my my point is that that we we keep it simple. What are your goals and make sure that that those goals are always on task and if there's any drop, if there's any drop or like if.

1:20:9.408 --> 1:20:11.408  
Luis Escobar  
Mm-hmm.

1:20:14.88 --> 1:20:14.248  
Luis Escobar  
Yeah.

1:20:17.48 --> 1:20:17.528  
Luis Escobar  
Mhm.

1:20:22.808 --> 1:20:23.288  
Luis Escobar  
Mhm.

1:20:27.8 --> 1:20:44.128  
Ted Ennenbach  
If you're losing weight, losing weight, losing weight, then you plateau or you just start to gain weight. Well, \*\*\*\*, that should be a call. I mean, I'm like, hey, let's get a call. Like, let's, let's adjust your meds. Let's, let's talk about your activity.

1:20:37.128 --> 1:20:37.928  
Luis Escobar  
Mhm.

1:20:39.168 --> 1:20:39.648  
Luis Escobar  
Mhm.

1:20:41.328 --> 1:20:41.848  
Luis Escobar  
Mhm.

1:20:44.408 --> 1:20:45.888  
Luis Escobar  
Yeah, yeah.

1:20:44.488 --> 1:20:45.168  
Ted Ennenbach  
What?

1:20:46.688 --> 1:21:6.408  
Luis Escobar  
Yeah, man, we're we're getting closer and closer. I got you. I'm gonna, you know, put in a couple more hours this evening. Actually, I got a couple of things coming together on the back end and also gonna move the needle on the front end. You know, keep me in the loop with what you know, Cliff says. But basically what I, you know.

1:20:48.728 --> 1:20:48.888  
Ted Ennenbach  
So.

1:21:6.528 --> 1:21:25.928  
Luis Escobar  
To them that you know I'm going to still keep charging and and putting together this simple version, right. And but I still think like I look forward to hearing your your input because I think it's going to be really good and we should use it, right. You know. But like, yeah, let me, I want to get something up and running for you guys. I want to, you know, see how we can.

1:21:26.88 --> 1:21:33.528  
Luis Escobar  
Get some revenue driven from this new website, right? If we can just get some bookings, get some, yeah, yeah.

1:21:29.888 --> 1:21:43.168  
Ted Ennenbach  
1000%, 1000%, Yes, yes. CCCCCC Miss Escobar. Yeah. So is it too soon to talk to?

1:21:38.328 --> 1:21:38.448  
Luis Escobar  
OK.

1:21:48.168 --> 1:21:54.128  
Ted Ennenbach  
Marissa about you using this company or or?

1:21:52.688 --> 1:22:8.168  
Luis Escobar  
I wouldn't think. I wouldn't say it's too soon. I actually know I have a a relationship with the CEO. I've been having a few messages with him. I'm gonna speak to him about you guys too and and make an introduction.

1:22:8.528 --> 1:22:17.568  
Luis Escobar  
And then, but yeah, we can definitely start a dialogue and probably sign up to this service in the next couple days or week.

1:22:17.408 --> 1:22:20.88  
Ted Ennenbach  
I I it just has to be with.

1:22:21.568 --> 1:22:37.8  
Ted Ennenbach  
Intent, right. Like, like what? Because I don't know that our social media intent is where we want it to be. You know, I mean, I think that if you looked at our Hopin Health.

1:22:22.928 --> 1:22:23.608  
Luis Escobar  
Mhm.

1:22:33.888 --> 1:22:34.248  
Luis Escobar  
No.

1:22:37.208 --> 1:22:51.728  
Ted Ennenbach  
And our aesthetic right right now, I'm not sure that it's the intentful brand building that you're you know that that you you would want to see so.

1:22:52.8 --> 1:23:11.288  
Luis Escobar  
No, it's. But what I what I'm also seeing is that it's not like enough. It's not. I mean, you saw how many times life horses posting, right? And it's, yeah, you want it to look good at a glance, but the the algorithm, you know, has its way, right? And you just gotta.

1:23:11.648 --> 1:23:18.248  
Luis Escobar  
Feeded content. Content is king. That's why I'm a big fan of copywriting words and I really do.

1:23:14.728 --> 1:23:23.808  
Ted Ennenbach  
The only content that that I see, I follow them, but honestly the only content that I see is paid.

1:23:25.488 --> 1:23:42.848  
Ted Ennenbach  
I mean most everything that they now now maybe that that that'll change now that that I said I I want to see it but but almost everything that they serve serve me is.

1:23:43.368 --> 1:23:45.768  
Ted Ennenbach  
Is a sponsored ad, so.

1:23:45.968 --> 1:23:56.728  
Luis Escobar  
For sure, for sure. But there's high correlation between the the social media content and the ads people see, right? So.

1:23:54.528 --> 1:24:0.728  
Ted Ennenbach  
Yeah, right, right, right, right. Whereas with with us, I don't think that there is.

1:24:2.248 --> 1:24:21.8  
Luis Escobar  
No, I get it. And I know you guys are not doing ads right now on on meta, right? But if if we execute it right, I think we should be doing them, especially retargeting, right? And then it should, it should not feel like a burden, right? We should start with a small little $20 budget and then.

1:24:21.808 --> 1:24:25.208  
Luis Escobar  
It increases 10% every time we see measurable success.

1:24:26.48 --> 1:24:28.48  
Ted Ennenbach  
All right, ma'am. Thank you.