0:0:12.365 --> 0:0:15.85  
Basement  
Is that a case of the one that, yeah, me too.

0:0:18.675 --> 0:0:20.875  
Basement  
I had case of the Mondays.

0:0:48.215 --> 0:0:49.215  
Basement  
Spring harbor.

0:0:52.645 --> 0:0:55.525  
Basement  
Is pride here? He's going to be in the meeting.

0:1:3.415 --> 0:1:4.655  
Basement  
How long is this supposed to be?

0:1:14.485 --> 0:1:15.725  
Basement  
I'm sure somebody trying.

0:1:16.685 --> 0:1:17.965  
Basement  
Yeah, I just heard that.

0:1:19.485 --> 0:1:19.845  
Basement  
There we go.

0:1:22.615 --> 0:1:23.55  
Basement  
Hello.

0:1:24.375 --> 0:1:25.95  
Luis Escobar  
Hi everyone.

0:1:28.705 --> 0:1:29.625  
Basement  
Happy Monday.

0:1:30.515 --> 0:1:31.515  
Luis Escobar  
Happy Monday.

0:1:32.125 --> 0:1:32.725  
Luis Escobar  
How's it going?

0:1:34.345 --> 0:1:37.345  
Basement  
Good, good. I think we're waiting for Brian.

0:1:37.385 --> 0:1:38.305  
Basement  
Or should we wait?

0:1:38.305 --> 0:1:39.505  
Basement  
Or he should be.

0:1:40.145 --> 0:1:41.865  
Basement  
Yeah, yeah. Let me text him real quick.

0:1:41.865 --> 0:1:42.545  
Basement  
He should be home.

0:1:47.255 --> 0:1:47.415  
Luis Escobar  
OK.

0:1:56.825 --> 0:2:0.225  
Basement  
Were you able to gain access to your e-mail?

0:2:0.715 --> 0:2:1.955  
Luis Escobar  
Yes, I did. Thank you for that.

0:2:2.815 --> 0:2:3.375  
Basement  
OK.

0:2:5.145 --> 0:2:5.385  
Basement  
OK.

0:2:7.185 --> 0:2:13.385  
Basement  
No. Yeah, there there is quite a bit of stuff that I sent to you.

0:2:15.105 --> 0:2:19.25  
Basement  
As well, I don't know if you all send anything to him as well, but Miro.

0:2:19.145 --> 0:2:19.905  
Basement  
Yeah, I see Miro.

0:2:19.945 --> 0:2:22.785  
Basement  
I sent a few Zapier.

0:2:23.585 --> 0:2:29.905  
Basement  
You should have gotten some from body side zoom on zip on zip was wondering. OK OK.

0:2:33.525 --> 0:2:35.525  
Basement  
So I sent a list of.

0:2:37.745 --> 0:2:39.265  
Basement  
Softwares I guess or.

0:2:39.405 --> 0:2:39.605  
Luis Escobar  
Mm hmm.

0:2:41.385 --> 0:2:47.425  
Basement  
That kind of thing and kind of assigned people to give you access to all that so.

0:2:49.105 --> 0:2:53.185  
Basement  
Hopefully, by tonight or tomorrow you'll you'll have everything.

0:2:54.395 --> 0:2:54.875  
Luis Escobar  
Perfect.

0:2:55.865 --> 0:2:56.705  
Luis Escobar  
Yeah, I see.

0:2:58.115 --> 0:3:3.155  
Luis Escobar  
Several different logins now and definitely the HubSpot one is the most important one right now.

0:3:5.155 --> 0:3:5.275  
Luis Escobar  
Umm.

0:3:11.805 --> 0:3:14.445  
Basement  
That that was Brian, I think, right.

0:3:15.975 --> 0:3:16.695  
Basement  
Think so?

0:3:18.305 --> 0:3:19.785  
Basement  
Did you get that or no?

0:3:21.315 --> 0:3:22.195  
Luis Escobar  
Yeah, I got that.

0:3:22.705 --> 0:3:24.305  
Basement  
OK, OK.

0:3:24.5 --> 0:3:24.205  
Luis Escobar  
Mm hmm.

0:3:26.185 --> 0:3:28.505  
Basement  
Otheo sciotch on site can I?

0:3:28.505 --> 0:3:29.745  
Basement  
Can I see that page?

0:3:29.745 --> 0:3:30.785  
Basement  
The one he sent out.

0:3:32.975 --> 0:3:39.535  
Basement  
So following up, you know, with what you sent me, kind of the immediate.

0:3:42.415 --> 0:3:43.135  
Basement  
That's man.

0:3:43.775 --> 0:3:43.975  
Luis Escobar  
Mm hmm.

0:3:43.775 --> 0:3:48.95  
Basement  
The the admin access that's being done.

0:3:48.585 --> 0:3:48.785  
Luis Escobar  
Mm hmm.

0:3:50.265 --> 0:3:58.465  
Basement  
Complete audit of current digital presence and sites I sent you all the different sites.

0:3:54.655 --> 0:3:54.855  
Luis Escobar  
Mm hmm.

0:4:2.735 --> 0:4:6.135  
Basement  
I believe both sites and social.

0:4:8.105 --> 0:4:15.705  
Basement  
Review the existing text act. You'll, I guess have to do that with Brian and and Stephen.

0:4:13.865 --> 0:4:14.265  
Luis Escobar  
Mm hmm mm hmm.

0:4:18.105 --> 0:4:19.705  
Basement  
The patient's journey.

0:4:20.305 --> 0:4:28.265  
Basement  
What what I sent to you was kind of the nomenclature. Everything from lead prospect, opportunity to.

0:4:30.545 --> 0:4:31.865  
Basement  
Met member.

0:4:32.655 --> 0:4:45.55  
Basement  
And then former and there's there's some statuses of almost all of those, and I think it's important as we're building.

0:4:34.515 --> 0:4:34.715  
Luis Escobar  
Mm hmm.

0:4:46.865 --> 0:4:54.185  
Basement  
Audiences that we that that that we know who we're talking to, right, so.

0:4:48.475 --> 0:4:48.555  
Luis Escobar  
Mm.

0:4:54.365 --> 0:4:54.565  
Luis Escobar  
Mm hmm.

0:4:55.945 --> 0:5:2.585  
Basement  
For for the most part, I think we've we've kept that that nomenclature pretty clean.

0:5:2.895 --> 0:5:4.415  
Basement  
Right, Steven?

0:5:5.865 --> 0:5:18.985  
Basement  
Yeah, it's it's a little bit messy with like aesthetic appointments, because our definition of like a prospect is that they've been had a patient record created in open medical and that they've been scheduled for an appointment.

0:5:18.985 --> 0:5:20.985  
Basement  
So technically, all of our aesthetic.

0:5:22.615 --> 0:5:25.255  
Basement  
Purchasers are just as product.

0:5:25.255 --> 0:5:28.15  
Basement  
There is no lead, I guess, right?

0:5:28.15 --> 0:5:36.495  
Basement  
Is that what? There's no, there's no lead to member cycle for aesthetic purchasers to aesthetic members like there's no.

0:5:37.175 --> 0:5:40.55  
Basement  
I mean, we have like 5 aesthetic members, so that bags.

0:5:42.225 --> 0:5:45.145  
Basement  
02 A member. OK, so we don't.

0:5:45.265 --> 0:5:45.465  
Luis Escobar  
Mm hmm.

0:5:45.465 --> 0:5:51.985  
Basement  
Yeah. So, so we sell recurring monthly memberships much like.

0:5:53.785 --> 0:5:54.345  
Basement  
Life force.

0:5:54.655 --> 0:6:1.95  
Basement  
Etc etc. On the hell side, we also sell it on the Assembly side as well.

0:6:1.335 --> 0:6:3.855  
Basement  
However, we haven't really pushed that much.

0:6:5.345 --> 0:6:10.385  
Basement  
And so far we have not been successful doing that.

0:6:12.545 --> 0:6:13.65  
Basement  
The.

0:6:14.495 --> 0:6:27.135  
Basement  
Benefit of being a health client is that is that you're also automatically enrolled and you get the discounts on the aesthetic side too.

0:6:27.575 --> 0:6:32.175  
Basement  
Now, of course that only works if you're in per person.

0:6:33.665 --> 0:6:35.225  
Basement  
Brick and mortar, you know you.

0:6:35.225 --> 0:6:39.665  
Basement  
You live by by one of the physical offices.

0:6:35.625 --> 0:6:35.825  
Luis Escobar  
Mm hmm.

0:6:39.705 --> 0:6:44.425  
Basement  
If you're doing telehealth, the whole lead journey.

0:6:44.775 --> 0:6:47.215  
Basement  
Might be different too.

0:6:47.215 --> 0:6:48.135  
Basement  
Yeah, it is.

0:6:48.135 --> 0:6:59.975  
Basement  
It's a little bit different 'cause we don't technically have opportunities. I think for telehealth they just go straight from like, well, we don't even have prospects really just go straight from lead to member for the most part for telehealth.

0:7:0.855 --> 0:7:2.135  
Luis Escobar  
From lead to member I see.

0:7:3.125 --> 0:7:6.965  
Basement  
Yeah, because they, they don't even get a call with. Like they don't have.

0:7:6.965 --> 0:7:7.925  
Basement  
Yeah, yeah, you're right.

0:7:7.925 --> 0:7:8.805  
Basement  
They they don't.

0:7:9.125 --> 0:7:12.325  
Basement  
They they just agree to buy online.

0:7:13.745 --> 0:7:19.705  
Basement  
Which is another reason why likely, oh Brian's here now. OK, Brian.

0:7:25.855 --> 0:7:26.375  
Basement  
So.

0:7:29.545 --> 0:7:37.745  
Basement  
On the telehealth side that that might be a reason why maybe we could do a much better job honestly of explaining.

0:7:39.705 --> 0:7:43.545  
Basement  
What telehealth is we've for a long time.

0:7:43.545 --> 0:7:46.345  
Basement  
I think we realized a lot of our telehealth ads.

0:7:48.145 --> 0:7:48.865  
Basement  
Were were.

0:7:51.225 --> 0:7:53.305  
Basement  
Landing only to the home page.

0:7:53.935 --> 0:8:0.375  
Basement  
And not directly to the telehealth page which which actually shows why you would join.

0:8:2.705 --> 0:8:13.225  
Basement  
So it's it's simple but important things like that that might make it difference. And I think Brian can chime in too.

0:8:15.705 --> 0:8:17.865  
Basement  
You know, a lot of our ads.

0:8:19.545 --> 0:8:22.665  
Basement  
Need to be dropped to web pages.

0:8:23.215 --> 0:8:24.455  
Basement  
Better just better.

0:8:25.945 --> 0:8:26.25  
Basement  
So.

0:8:26.205 --> 0:8:27.85  
Luis Escobar  
Yeah, absolutely.

0:8:27.85 --> 0:8:30.85  
Luis Escobar  
We want to create, you know, a series of lead magnets, right?

0:8:31.595 --> 0:8:34.275  
Luis Escobar  
And and put them out to the test.

0:8:34.275 --> 0:8:41.755  
Luis Escobar  
Do some swit testing and and really refine the the targeting right for for each of these different need magnets.

0:8:42.935 --> 0:8:57.55  
Basement  
Yeah, so, so, so, yo, you have two things going on. I think in your immediate five points, you know one you have, how do we grow and increase the leads and market to them better.

0:8:51.35 --> 0:8:51.235  
Luis Escobar  
Mm hmm.

0:8:57.175 --> 0:9:3.415  
Basement  
Secondly, secondly, you have, hey, we have existing clients and they're on its journey.

0:8:57.325 --> 0:8:57.525  
Luis Escobar  
Mm hmm.

0:9:3.415 --> 0:9:6.615  
Basement  
How do we make the communication with them better, right?

0:9:4.45 --> 0:9:4.125  
Luis Escobar  
Mm.

0:9:6.495 --> 0:9:6.695  
Luis Escobar  
Mm hmm.

0:9:6.775 --> 0:9:8.575  
Basement  
So. So I kind of think.

0:9:9.345 --> 0:9:13.105  
Basement  
Because because when I see you say assess your marketing automation.

0:9:14.455 --> 0:9:26.175  
Basement  
And lead generation. Maybe you're talking about new only new new business. But on your 4th bullet point, you're talking about the current patient journey.

0:9:23.35 --> 0:9:23.235  
Luis Escobar  
Mm hmm.

0:9:27.665 --> 0:9:32.65  
Basement  
And identifying key pain points there. I think that's hugely important as well.

0:9:33.65 --> 0:9:33.265  
Luis Escobar  
Mm hmm.

0:9:33.785 --> 0:9:36.385  
Basement  
You know that that'll help plug the bucket.

0:9:36.945 --> 0:9:39.145  
Basement  
You know, plug the hole in the bucket.

0:9:40.785 --> 0:9:41.665  
Basement  
If you will so.

0:9:41.425 --> 0:9:42.745  
Luis Escobar  
Yeah, I agree.

0:9:44.275 --> 0:9:51.715  
Luis Escobar  
So yeah, we we wanna what I you know wanna definitely focus on is making sure that we have the pipeline properly structured.

0:9:44.575 --> 0:9:45.95  
Basement  
So.

0:9:52.595 --> 0:9:53.515  
Luis Escobar  
Do you guys see my screen?

0:9:54.805 --> 0:9:55.125  
Basement  
Yeah.

0:9:55.515 --> 0:10:3.275  
Luis Escobar  
I'm in your HubSpot deal pipeline right now. So yeah, I just wanna make sure you know that this is as refined as it should be.

0:10:3.465 --> 0:10:5.825  
Luis Escobar  
Or maybe we need to add some steps in between?

0:10:7.275 --> 0:10:10.555  
Luis Escobar  
Another thing is also that speed to leave tracking right.

0:10:10.555 --> 0:10:23.195  
Luis Escobar  
So this is essentially just like the amount of time it takes between, you know, a lead coming into the you know, ecosystem and then the amount of time that it takes for us to engage with them. They're in the form of a call, e-mail a meeting or or.

0:10:23.235 --> 0:10:33.755  
Luis Escobar  
Getting them to to access, you know, the lead magnet that they, you know signed it signed up for and really aligning what you know what the ad says with what they're getting, right.

0:10:34.625 --> 0:10:39.865  
Luis Escobar  
If we can, you know, really make sure that that's really dialed in for both.

0:10:39.905 --> 0:10:44.985  
Luis Escobar  
You know the internal existing clients and for fresh brand new leads.

0:10:54.955 --> 0:11:0.115  
Luis Escobar  
In regards to your system audit, I was just taking a look at you know what integrations you have here.

0:11:1.635 --> 0:11:5.75  
Luis Escobar  
Seems like you have a few installed, but not all activated.

0:11:9.15 --> 0:11:11.815  
Luis Escobar  
With data connector I see you got air call.

0:11:13.225 --> 0:11:16.745  
Luis Escobar  
Zoom up top payments. Great.

0:11:17.515 --> 0:11:18.75  
Basement  
Yeah, trend.

0:11:17.905 --> 0:11:18.545  
Luis Escobar  
Yeah, why not.

0:11:18.75 --> 0:11:22.115  
Basement  
Just actually started a trial for air call on Friday, I think.

0:11:22.115 --> 0:11:27.995  
Basement  
Yeah, we have like four more days left of the free trial or whatever, but I know that was that was big for you.

0:11:27.995 --> 0:11:30.875  
Basement  
So I'm sure we can make some kind of commitment there.

0:11:31.75 --> 0:11:33.555  
Basement  
I'm just not sure how to utilize it currently.

0:11:35.305 --> 0:11:36.465  
Luis Escobar  
The best approach is.

0:11:36.585 --> 0:11:39.585  
Luis Escobar  
I'll log in and do the initial configuration right.

0:11:39.585 --> 0:11:40.825  
Luis Escobar  
We can notice.

0:11:42.25 --> 0:11:46.425  
Luis Escobar  
Create just one user, one phone number and then you know all these things should be rolled out.

0:11:47.955 --> 0:11:48.875  
Luis Escobar  
In in phases, right?

0:11:48.875 --> 0:11:56.75  
Luis Escobar  
Let's let's get the proof of concept working with one or two of the sales reps right and make sure everything is, you know, the way it should be.

0:11:56.75 --> 0:11:57.755  
Luis Escobar  
And then we roll it out to the entire team.

0:12:1.405 --> 0:12:6.45  
Basement  
Sharing access with you to or I'll add you to the air call now.

0:12:7.385 --> 0:12:8.385  
Luis Escobar  
Great. Great.

0:12:11.755 --> 0:12:12.555  
Luis Escobar  
There's this.

0:12:12.555 --> 0:12:17.435  
Luis Escobar  
Also this other company I really want you guys to work with. They're called project blue.

0:12:17.955 --> 0:12:21.955  
Luis Escobar  
What they're doing is iMessage from inside of HubSpot.

0:12:24.305 --> 0:12:30.305  
Luis Escobar  
So it'll send out, you know, the iMessage blue blue texts.

0:12:30.665 --> 0:12:31.465  
Luis Escobar  
I can get that.

0:12:31.505 --> 0:12:36.945  
Luis Escobar  
You know, I can schedule a meeting for us, maybe for tomorrow and get the ball rolling this week.

0:12:37.185 --> 0:12:46.185  
Luis Escobar  
That'll take about a week and a half to fully activate, but I I've seen this make a pretty big impact just in the response, right?

0:12:46.465 --> 0:12:49.585  
Luis Escobar  
A lot of these text messages are getting getting sent to spam.

0:12:49.585 --> 0:12:53.665  
Luis Escobar  
A lot of the carriers iPhone just released a new update that's gonna make it even harder.

0:12:55.885 --> 0:12:58.485  
Luis Escobar  
Companies that are doing mass marketing mass texting.

0:12:59.745 --> 0:13:4.145  
Luis Escobar  
So yeah, I messages definitely something that we can implement this week.

0:13:7.385 --> 0:13:9.105  
Basement  
Cool. What was that?

0:13:9.105 --> 0:13:10.505  
Basement  
What was that company called?

0:13:11.475 --> 0:13:12.355  
Luis Escobar  
Project blue.

0:13:12.635 --> 0:13:13.75  
Basement  
Project blue.

0:13:14.285 --> 0:13:14.605  
Luis Escobar  
Yeah.

0:13:22.335 --> 0:13:22.455  
Luis Escobar  
Umm.

0:13:22.525 --> 0:13:25.925  
Basement  
I'm working on my Spanish. Oh.

0:13:24.655 --> 0:13:25.775  
Luis Escobar  
OK and.

0:13:27.225 --> 0:13:27.265  
Luis Escobar  
I.

0:13:28.915 --> 0:13:31.475  
Basement  
Yeah, good job, it said.

0:13:31.475 --> 0:13:38.635  
Basement  
User creation like getting you into air call is unavailable while your company is inactive. Is there.

0:13:40.195 --> 0:13:40.235  
Basement  
A.

0:13:40.235 --> 0:13:43.355  
Basement  
Do you activate it via HubSpot or would I do that on the platform here?

0:13:44.615 --> 0:13:45.615  
Luis Escobar  
On the platform.

0:13:47.35 --> 0:13:48.315  
Luis Escobar  
There should be like an onboarding process.

0:13:50.75 --> 0:13:52.75  
Basement  
Did your truck trial end or anything?

0:13:52.75 --> 0:13:56.555  
Basement  
No, it was seven days. But it says, yeah, it's wanting me to upgrade now.

0:13:58.645 --> 0:14:0.765  
Basement  
Of course, but of.

0:14:3.985 --> 0:14:4.665  
Basement  
It's here.

0:14:4.665 --> 0:14:10.865  
Basement  
That or give him your. Your. Yeah, I might just do that 'cause. I don't know exactly what plan we should do.

0:14:11.225 --> 0:14:12.345  
Basement  
We should, I mean.

0:14:12.145 --> 0:14:14.185  
Luis Escobar  
That don't don't add another user.

0:14:14.185 --> 0:14:22.505  
Luis Escobar  
Yeah, that's that's a tricky part with with Ercal, who basically one of the users will serve as like the global admin and we can all use it to log in.

0:14:16.605 --> 0:14:17.5  
Basement  
Pract.

0:14:23.815 --> 0:14:26.295  
Basement  
And I'm just going to send you my credentials for that.

0:14:29.115 --> 0:14:30.115  
Luis Escobar  
Perfect. Perfect.

0:14:32.695 --> 0:14:37.455  
Luis Escobar  
And and Ted, your question earlier about you know getting Google Workspace?

0:14:38.955 --> 0:14:52.955  
Luis Escobar  
I do think it's it's something we should do. At least just get one administrator account and main reason is for the Google Gemini AI, right? We want that to be a A based on the Google Company account, right?

0:14:53.115 --> 0:15:0.635  
Luis Escobar  
And eventually, everyone's gonna have their own AI agents and and they're all gonna be interconnected through the form of Gmail, Google Drive.

0:15:1.295 --> 0:15:4.495  
Luis Escobar  
HubSpot all these systems talking to each other, right?

0:15:4.935 --> 0:15:8.175  
Luis Escobar  
But you know it's it's possible also with Microsoft.

0:15:8.175 --> 0:15:9.775  
Luis Escobar  
I'm not gonna, you know, say it's not.

0:15:10.335 --> 0:15:17.215  
Luis Escobar  
It's just a much more streamlined, in my opinion than we're we'll get more value out of it in the long run.

0:15:19.65 --> 0:15:23.305  
Basement  
Do you want to do that or who can do that? Sure. Is it?

0:15:25.395 --> 0:15:25.955  
Basement  
Yeah, that works.

0:15:25.955 --> 0:15:32.515  
Basement  
Or we can have John set that up since he's been the one like kinda manages outlook and then he just can assign me as a admin.

0:15:34.915 --> 0:15:37.715  
Basement  
And what what's the process?

0:15:35.655 --> 0:15:36.255  
Luis Escobar  
Yeah, we.

0:15:37.715 --> 0:15:39.395  
Basement  
You just register.

0:15:41.395 --> 0:15:47.755  
Basement  
The e-mail. I don't know what the process. I never worked in a googly Google.

0:15:48.985 --> 0:15:49.985  
Basement  
Workspace so.

0:15:50.385 --> 0:15:54.825  
Luis Escobar  
Yeah, I I can set it up for us if you want, but it's, yes, super straightforward.

0:15:54.825 --> 0:15:56.265  
Luis Escobar  
Takes like 5 minutes and then.

0:15:55.315 --> 0:15:56.595  
Basement  
OK, OK.

0:15:57.795 --> 0:16:2.915  
Luis Escobar  
We can, you know, make use the enu domain or use a new domain as like a as a.

0:16:4.625 --> 0:16:6.465  
Luis Escobar  
Placeholder for now, right?

0:16:6.665 --> 0:16:11.905  
Luis Escobar  
We we don't have to, you know, point the e-mail domain away from Microsoft right now.

0:16:11.905 --> 0:16:12.265  
Luis Escobar  
I know that.

0:16:12.265 --> 0:16:15.985  
Luis Escobar  
Can that can be a process or has other factors involved?

0:16:19.525 --> 0:16:25.45  
Luis Escobar  
Yeah. And what I've done in the past is like we can get enewdev.com and then run that through.

0:16:27.315 --> 0:16:27.915  
Luis Escobar  
Google.

0:16:28.985 --> 0:16:31.185  
Luis Escobar  
We can always add or replace domains.

0:16:29.65 --> 0:16:29.465  
Basement  
OK.

0:16:37.545 --> 0:16:40.65  
Basement  
I just sent you the login for air call.

0:16:40.265 --> 0:16:43.185  
Basement  
We we we have a. The other thing is too.

0:16:43.185 --> 0:16:50.625  
Basement  
We didn't provide you with we we we have a lot of different domains that we own.

0:16:52.355 --> 0:16:58.515  
Basement  
A lot of variations of the same brand name, so maybe you could use one of those, I don't know.

0:16:56.395 --> 0:16:56.595  
Luis Escobar  
Mm hmm.

0:17:0.5 --> 0:17:5.805  
Luis Escobar  
Yeah, definitely. The the more aligned that the domain is with the advertisement, you know the the better.

0:17:6.565 --> 0:17:7.165  
Luis Escobar  
All right.

0:17:7.165 --> 0:17:18.525  
Luis Escobar  
If if we're, you know, pushing in a a a female oriented advertisement, if there's, you know if the domain the branding, the colors the more aligned all that is the better.

0:17:20.285 --> 0:17:24.5  
Luis Escobar  
Yeah. So we'll definitely make use of those multiple domains you have.

0:17:25.75 --> 0:17:26.835  
Basement  
Brian, didn't we?

0:17:29.185 --> 0:17:30.865  
Basement  
Register while you were here.

0:17:31.625 --> 0:17:33.505  
Basement  
The gender specific.

0:17:35.345 --> 0:17:36.25  
Brian Hyatt  
Yes, we did.

0:17:37.505 --> 0:17:38.185  
Basement  
So what?

0:17:38.185 --> 0:17:43.385  
Basement  
What? What was that new man.com and Newman dot.

0:17:45.555 --> 0:17:45.875  
Basement  
What was it again?

0:17:48.465 --> 0:17:53.145  
Brian Hyatt  
Let me I can jump in and take a look at it real quick.

0:17:53.305 --> 0:17:54.425  
Brian Hyatt  
Tell you what they were.

0:17:59.795 --> 0:18:0.35  
Luis Escobar  
People.

0:18:2.185 --> 0:18:2.585  
Luis Escobar  
Great.

0:18:6.965 --> 0:18:13.845  
Luis Escobar  
The other thing I wanted to discuss is also the data that you have sitting in in dental portal.

0:18:15.435 --> 0:18:18.995  
Basement  
Yeah. Open dental I was.

0:18:17.685 --> 0:18:18.405  
Luis Escobar  
Open dental.

0:18:19.75 --> 0:18:28.915  
Basement  
I'm gonna have to, I think, reach out to see what we what we need to do to get you set up with your own credentials there.

0:18:26.505 --> 0:18:26.585  
Luis Escobar  
Mm.

0:18:28.915 --> 0:18:34.715  
Basement  
But yeah, that's I think I need to go with sciotech just to have them set you up there.

0:18:34.465 --> 0:18:34.985  
Luis Escobar  
OK.

0:18:35.545 --> 0:18:41.185  
Luis Escobar  
Great. Yeah. I just want to again do an audit of that, get an understanding.

0:18:41.185 --> 0:18:44.985  
Luis Escobar  
You know what's the best approach for us to migrate data from?

0:18:46.595 --> 0:18:48.35  
Luis Escobar  
That platform over to HubSpot.

0:18:49.835 --> 0:18:55.395  
Luis Escobar  
Before we even begin the migration, we wanna make sure we have all of our custom fields in there, for example.

0:18:57.155 --> 0:18:58.555  
Luis Escobar  
Let me see what else.

0:19:3.655 --> 0:19:8.735  
Luis Escobar  
Properties. Have you guys made any customizations in HubSpot in terms of like adding?

0:19:10.35 --> 0:19:11.115  
Basement  
We have.

0:19:11.555 --> 0:19:14.915  
Basement  
They're like the appointment reason right there, that's one.

0:19:15.695 --> 0:19:15.895  
Luis Escobar  
Mm hmm.

0:19:17.305 --> 0:19:20.545  
Basement  
We we have that. Let's see.

0:19:21.875 --> 0:19:24.635  
Basement  
Actually, I think we stopped using that.

0:19:24.635 --> 0:19:29.315  
Basement  
We simplified how we were using that, but like Pella health state is one contact detail.

0:19:29.315 --> 0:19:32.795  
Basement  
I know we added in specifically for the the telehealth.

0:19:30.755 --> 0:19:30.955  
Luis Escobar  
Mm hmm.

0:19:34.625 --> 0:19:41.425  
Basement  
Process because it the telehealth state didn't exactly line up always with their their residential, their state of residence.

0:19:34.915 --> 0:19:35.155  
Luis Escobar  
Call it.

0:19:41.425 --> 0:19:43.505  
Basement  
So that was one I know.

0:19:42.915 --> 0:19:43.115  
Luis Escobar  
Mm hmm.

0:19:44.955 --> 0:19:47.435  
Basement  
Appointment scheduled right there. Appointment scheduled question Mark.

0:19:47.435 --> 0:19:53.515  
Basement  
That was, I think that has to do with the telehealth workflow, but not sure if it's being activated by any other.

0:19:55.955 --> 0:19:57.715  
Basement  
Any other payments or anything like that?

0:19:59.435 --> 0:20:4.795  
Basement  
There's a lot of them in there that are from the OM aggregation table, but that was like a one time migration I think.

0:20:5.805 --> 0:20:6.205  
Luis Escobar  
Mm hmm mm hmm.

0:20:6.435 --> 0:20:6.555  
Luis Escobar  
Mm H.

0:20:7.835 --> 0:20:10.155  
Basement  
A lot of survey questions are in there.

0:20:10.155 --> 0:20:12.715  
Basement  
Those were from a typeform, I think survey.

0:20:13.695 --> 0:20:14.375  
Luis Escobar  
OK.

0:20:14.405 --> 0:20:20.85  
Basement  
OK, that was just a one time migration. I think we had pretty much stopped using it, but we wanted to keep the data.

0:20:21.725 --> 0:20:28.365  
Basement  
There's a lot of custom fields in there I guess, but a lot of them are not. Almost almost none of them are being updated.

0:20:24.365 --> 0:20:25.645  
Luis Escobar  
Yeah. Yeah, I can see that.

0:20:30.795 --> 0:20:31.315  
Luis Escobar  
OK.

0:20:30.805 --> 0:20:31.325  
Basement  
Sure. Yeah.

0:20:31.395 --> 0:20:33.635  
Luis Escobar  
So yeah, we're gonna also, like, clean that up, right?

0:20:33.635 --> 0:20:46.475  
Luis Escobar  
Anything that's just not being used or or excess just to have it as much as a of a clean database as we can and definitely get all the different fields and field types that that are on the open dental.

0:20:48.85 --> 0:20:57.205  
Luis Escobar  
If, if, if it's a drop down field on on the dental software then we need to make sure the drop down field also in HubSpot makes sense.

0:20:57.845 --> 0:20:57.925  
Basement  
Mm.

0:21:2.725 --> 0:21:10.565  
Luis Escobar  
Also in in regards to like how we're gonna do the migration, have you had a chance to look at Nan?

0:21:12.645 --> 0:21:13.445  
Basement  
A little bit.

0:21:13.965 --> 0:21:19.165  
Luis Escobar  
Yeah. So yeah, I think we should also create like a primary admin account, right?

0:21:19.165 --> 0:21:25.205  
Luis Escobar  
And basically that'll be the core of where a lot of automations are taking place, right?

0:21:25.205 --> 0:21:30.5  
Luis Escobar  
Sending communications to our different administrators, managers. Slack.

0:21:31.765 --> 0:21:41.965  
Luis Escobar  
Do you guys have like scheduled reports going out from your HubSpot to to the executive team or the management team on on a routine basis?

0:21:43.195 --> 0:21:44.835  
Basement  
Not not much.

0:21:44.835 --> 0:21:48.595  
Basement  
If anything, they're just like one off being created.

0:21:51.35 --> 0:21:54.35  
Luis Escobar  
Gotcha. So yeah, we'll implement those two.

0:21:51.125 --> 0:21:51.205  
Basement  
No.

0:21:54.395 --> 0:21:56.755  
Luis Escobar  
It'll be done through HubSpot, right?

0:21:56.755 --> 0:21:58.635  
Luis Escobar  
I see you have any add journey.

0:22:1.695 --> 0:22:4.855  
Luis Escobar  
So I wanted to find these different reports and get some key ones flowing.

0:22:6.365 --> 0:22:10.125  
Luis Escobar  
This week as well, we can have those reports getting signed via e-mail.

0:22:10.125 --> 0:22:11.725  
Luis Escobar  
We'll send them to teams as well.

0:22:14.525 --> 0:22:19.85  
Luis Escobar  
I I do think that, you know, it would be wise for us to make the switch to slack, right?

0:22:20.725 --> 0:22:23.845  
Luis Escobar  
There's just a it's a superior communication platform, right?

0:22:25.525 --> 0:22:27.405  
Luis Escobar  
It's also not something that we need to do immediately.

0:22:32.195 --> 0:22:35.355  
Luis Escobar  
I want to focus on, you know, making big changes on the things that matter right now.

0:22:36.885 --> 0:22:38.165  
Luis Escobar  
What's going to really move the needle?

0:22:39.355 --> 0:22:47.955  
Luis Escobar  
I want to get an idea of like you know how we can improve the overall brand message. You know, what is the overarching?

0:22:49.955 --> 0:22:53.515  
Luis Escobar  
Mission statement or or the essence of the brand right?

0:22:54.75 --> 0:22:56.395  
Luis Escobar  
I know you guys have a new pretty established.

0:22:58.125 --> 0:22:59.85  
Luis Escobar  
I do like the colors.

0:22:59.85 --> 0:22:59.765  
Luis Escobar  
I do like yellow.

0:23:1.405 --> 0:23:1.925  
Luis Escobar  
You know you can.

0:23:2.5 --> 0:23:2.965  
Luis Escobar  
You can keep growing on that.

0:23:2.165 --> 0:23:3.805  
Basement  
It's supposed to be gold, but OK.

0:23:4.605 --> 0:23:4.925  
Luis Escobar  
Gold yellow.

0:23:6.605 --> 0:23:10.245  
Luis Escobar  
But yeah, we'll we'll keep evolving on that, I think.

0:23:11.965 --> 0:23:14.45  
Luis Escobar  
But maybe just modernize it a bit, right?

0:23:14.645 --> 0:23:16.365  
Luis Escobar  
Be more concise with our messaging.

0:23:18.875 --> 0:23:20.235  
Luis Escobar  
Revamping the like.

0:23:19.375 --> 0:23:19.695  
Basement  
Yeah.

0:23:21.645 --> 0:23:21.925  
Luis Escobar  
Go ahead.

0:23:22.565 --> 0:23:29.725  
Basement  
No, there there was a brand standard in the graphic design or the drop Dropbox.

0:23:29.965 --> 0:23:38.125  
Basement  
There was an early we had hired a a fairly large agency to build us like.

0:23:39.605 --> 0:23:39.645  
Basement  
A.

0:23:39.645 --> 0:23:40.165  
Basement  
A brand.

0:23:44.85 --> 0:23:46.5  
Basement  
Pyramid, if you will.

0:23:47.725 --> 0:23:49.245  
Basement  
And and you're right.

0:23:49.875 --> 0:23:52.35  
Basement  
Oh it. It needs to be updated.

0:23:53.565 --> 0:24:7.885  
Basement  
At that time it was heavily secured or heavily digested that that we focus on aesthetics and specifically women aged 35 to 45.

0:24:10.85 --> 0:24:16.125  
Basement  
But but but. But that really flies in the face of what our key demo was.

0:24:17.155 --> 0:24:17.555  
Luis Escobar  
Mm hmm mm hmm.

0:24:17.845 --> 0:24:18.405  
Basement  
And I think.

0:24:18.715 --> 0:24:23.115  
Basement  
Still is. I think that there's a, you know, a large.

0:24:25.85 --> 0:24:31.445  
Basement  
Population of adults 35 to 55 that are like, whoa, what the \*\*\*\*\*\* happening?

0:24:31.445 --> 0:24:49.645  
Basement  
You know I need somebody along the ride here to not lose muscle to to, to lose weight, to feel better, to not be depressed, you know, and they want to know all their key key body markers.

0:24:49.915 --> 0:25:4.875  
Basement  
And they're willing to pay mostly for that access. You know that that, that, that, that, you know, having your own physician assigned to you your own care team, if you will.

0:25:4.875 --> 0:25:15.435  
Basement  
And I think that that's something that we don't highlight enough is having access no matter where you're at, if you're on vacation wherever we'll call in scripts.

0:25:15.435 --> 0:25:18.795  
Basement  
If you're sick, we'll, you know, we'll do those things.

0:25:19.35 --> 0:25:27.435  
Basement  
That no other telehealth company, you know, no other telehealth company that boast optimal health, you know, optimal hormones.

0:25:26.385 --> 0:25:26.585  
Luis Escobar  
Mm hmm.

0:25:29.165 --> 0:25:34.445  
Basement  
Peptides, all that no other company is doing primary care as well.

0:25:34.445 --> 0:25:39.725  
Basement  
So so really we in a sense we we we almost.

0:25:41.645 --> 0:25:42.965  
Basement  
Are access and we're kind of.

0:25:45.5 --> 0:25:48.685  
Basement  
Insurance. I mean, you know, while everybody still needs insurance.

0:25:49.195 --> 0:26:0.595  
Basement  
For large large type operations or emergency care, you know, I mean a lot of what we do or a lot of the Healthcare is covered.

0:26:2.205 --> 0:26:18.445  
Basement  
Through your monthly membership with us. So, so, so. So we don't do a good job of cleanly, plainly stating that, you know, I mean that that really it's a designer level.

0:26:14.545 --> 0:26:14.665  
Luis Escobar  
Why?

0:26:16.155 --> 0:26:16.675  
Luis Escobar  
Yeah.

0:26:18.915 --> 0:26:24.235  
Basement  
Experience. You know, there's no waiting that you know you're immediately seeing.

0:26:24.235 --> 0:26:25.675  
Basement  
Your time is valued.

0:26:25.955 --> 0:26:28.35  
Basement  
You can get everything done at once.

0:26:29.525 --> 0:26:37.885  
Basement  
We can order any any labs, any scans, any anything that you need can be done, whether it's it's in.

0:26:29.815 --> 0:26:30.15  
Luis Escobar  
Mm hmm.

0:26:39.725 --> 0:26:42.725  
Basement  
Our our arson or telehealth, so.

0:26:44.405 --> 0:26:49.325  
Luis Escobar  
Do you guys have like a like a an explainer video?

0:26:45.885 --> 0:26:46.5  
Basement  
Yes.

0:26:49.325 --> 0:26:53.565  
Luis Escobar  
Like a solid 92nd video that that really clearly explains everything.

0:26:53.725 --> 0:26:56.765  
Basement  
No, but, but that's exactly what we need.

0:26:56.885 --> 0:27:11.605  
Basement  
Really we need that not only for for web website, but I think we we almost need a preflight video when somebody comes in to do their labs or just before the provider meets with them.

0:27:2.85 --> 0:27:2.285  
Luis Escobar  
Mm hmm.

0:27:12.645 --> 0:27:12.845  
Luis Escobar  
Mm hmm.

0:27:13.725 --> 0:27:22.965  
Basement  
The the The the MA would just press play and it be a 92nd hype video on all the things.

0:27:23.235 --> 0:27:43.735  
Basement  
That we do because I think because I think once that meeting starts there becomes very singular focus on what that pain is or what what their and that that's important that that, that that we focus on the reason why they're there. But we also don't want them to.

0:27:41.605 --> 0:27:41.805  
Luis Escobar  
Mm hmm.

0:27:43.725 --> 0:27:53.235  
Basement  
Forget the reasons why they should stay and and I think that if we had that video and we and we use variations of that video over time.

0:27:53.315 --> 0:27:53.715  
Luis Escobar  
Mm hmm mm hmm.

0:27:53.355 --> 0:27:56.595  
Basement  
Time it would help them remember.

0:27:56.595 --> 0:28:4.715  
Basement  
Hey, don't forget there's more than you know, the reason why you came to us shouldn't be the reason why you stay.

0:28:4.755 --> 0:28:9.395  
Basement  
Because the reason why you came to us, we should already have taken care of, right?

0:28:9.385 --> 0:28:9.585  
Luis Escobar  
Mm hmm.

0:28:9.435 --> 0:28:18.955  
Basement  
The the reason why you stay is because you want to get healthier and better and you want to get healthier as you age, which which is kind of a weird idea, right?

0:28:18.955 --> 0:28:20.835  
Basement  
But that that should be our brand.

0:28:20.835 --> 0:28:22.395  
Basement  
I mean, our brand is.

0:28:23.125 --> 0:28:24.405  
Basement  
We are here for you every step of the way.

0:28:25.365 --> 0:28:26.445  
Basement  
Kind of thing so.

0:28:25.435 --> 0:28:26.475  
Luis Escobar  
Yeah, I really do.

0:28:26.475 --> 0:28:36.115  
Luis Escobar  
You wanna speak to like the real, like, deep, you know, down desires and and we all have the same ones, which is live a long, healthy life essentially, right.

0:28:36.115 --> 0:28:39.555  
Luis Escobar  
That's if if we can, you know, really drive that message.

0:28:36.265 --> 0:28:36.625  
Basement  
Yeah.

0:28:39.555 --> 0:28:43.315  
Luis Escobar  
So, like here's one example I wanna share with you guys so.

0:28:45.165 --> 0:28:49.45  
Luis Escobar  
I love that you guys are doing holiday promotions, holiday marketing, right?

0:28:49.45 --> 0:28:53.685  
Luis Escobar  
Every, every holiday is a great, you know, revenue boosting opportunity.

0:28:53.955 --> 0:28:54.475  
Luis Escobar  
Right.

0:28:56.525 --> 0:28:58.205  
Luis Escobar  
Seems like you guys are running with this.

0:28:58.205 --> 0:29:1.925  
Luis Escobar  
Celebrate dad with our Father's Day special, 50% off health assessment.

0:29:2.725 --> 0:29:6.205  
Luis Escobar  
That's it's all right, but it's not what we need, right?

0:29:6.205 --> 0:29:7.365  
Luis Escobar  
Look, look at this.

0:29:9.125 --> 0:29:9.725  
Luis Escobar  
What is that?

0:29:11.5 --> 0:29:12.45  
Luis Escobar  
You guys see my screen.

0:29:12.795 --> 0:29:15.195  
Basement  
Yeah. Yeah, I was gonna.

0:29:14.695 --> 0:29:15.175  
Luis Escobar  
OK.

0:29:15.195 --> 0:29:16.475  
Basement  
I was literally gonna show you that today.

0:29:16.475 --> 0:29:18.915  
Basement  
I was like it's it's the.

0:29:16.805 --> 0:29:17.205  
Luis Escobar  
I took a.

0:29:20.965 --> 0:29:24.645  
Basement  
Emotion. There is better. It's just.

0:29:23.795 --> 0:29:25.475  
Luis Escobar  
You see the difference you see?

0:29:25.475 --> 0:29:29.595  
Luis Escobar  
Yeah, like that. Like speaks your soul like, you know, it's an emotional trigger.

0:29:27.5 --> 0:29:27.85  
Basement  
Yeah.

0:29:28.355 --> 0:29:28.795  
Basement  
Yeah.

0:29:31.125 --> 0:29:34.645  
Luis Escobar  
So that's really what you know, we want to strive for, right.

0:29:31.605 --> 0:29:33.645  
Basement  
Dad deserves better, I mean.

0:29:35.365 --> 0:29:36.605  
Luis Escobar  
You know 25% off.

0:29:36.605 --> 0:29:38.965  
Luis Escobar  
It's just just another marketing, you know.

0:29:38.965 --> 0:29:41.285  
Luis Escobar  
People get turned off by that, if any, like another.

0:29:43.225 --> 0:29:48.225  
Basement  
Make sure your computer is plugged in. I saw 6%.

0:29:49.75 --> 0:29:50.915  
Luis Escobar  
That wasn't a screenshot of this.

0:29:50.905 --> 0:29:52.865  
Basement  
Oh yeah. OK.

0:29:52.365 --> 0:29:53.5  
Luis Escobar  
Yeah, yeah, that's why.

0:29:52.865 --> 0:29:55.25  
Basement  
All right, all right, all right, all right.

0:29:55.165 --> 0:29:55.685  
Luis Escobar  
I saw it.

0:29:55.685 --> 0:29:58.605  
Luis Escobar  
And yeah, I wanted to make sure I captured it.

0:29:59.785 --> 0:30:4.785  
Basement  
Yeah, but I we we we sort of saw it did actually, so yeah.

0:30:4.675 --> 0:30:4.875  
Luis Escobar  
Mm hmm.

0:30:6.475 --> 0:30:7.555  
Luis Escobar  
Yeah, overall, right.

0:30:7.625 --> 0:30:13.625  
Luis Escobar  
So we wanna have, you know, all these different tag we first got really define the tagline and these different headlines, right.

0:30:11.115 --> 0:30:11.875  
Basement  
The motion.

0:30:13.985 --> 0:30:14.825  
Luis Escobar  
That are gonna.

0:30:15.785 --> 0:30:16.985  
Luis Escobar  
Of our marketing, right?

0:30:17.105 --> 0:30:19.385  
Luis Escobar  
We wanna get that video produced.

0:30:20.145 --> 0:30:26.585  
Luis Escobar  
Do you guys have like an in House video editor or someone to provide that resource?

0:30:28.135 --> 0:30:30.295  
Basement  
We have yes or no.

0:30:30.295 --> 0:30:36.735  
Basement  
I mean, yeah, I would say yes and no. I think that she does pretty basic editing.

0:30:38.15 --> 0:30:38.495  
Luis Escobar  
OK.

0:30:38.155 --> 0:30:43.75  
Basement  
I think that she's graphic design before she's a video editor, so yeah.

0:30:41.915 --> 0:30:42.475  
Luis Escobar  
OK.

0:30:42.835 --> 0:30:43.835  
Luis Escobar  
So yeah, we want.

0:30:43.955 --> 0:30:45.515  
Luis Escobar  
We want Hollywood, right?

0:30:45.555 --> 0:30:51.555  
Luis Escobar  
We want to make this feel cinematic and and really high quality, right?

0:30:51.555 --> 0:30:53.675  
Luis Escobar  
So I'll connect those with some resources.

0:30:53.675 --> 0:30:56.715  
Luis Escobar  
I know we can, you know, work with them.

0:30:56.715 --> 0:30:59.875  
Luis Escobar  
They're really high professional guys I've worked with in the past.

0:30:59.875 --> 0:31:5.955  
Luis Escobar  
They're they're really good at creating, you know, really engaging viral videos for social media.

0:31:6.755 --> 0:31:7.835  
Luis Escobar  
They're also very good at these.

0:31:7.835 --> 0:31:10.515  
Luis Escobar  
More long form like kind of documentary style videos.

0:31:11.305 --> 0:31:12.25  
Luis Escobar  
Right date.

0:31:14.35 --> 0:31:25.35  
Luis Escobar  
The offer, actually a documentary product right where they'll actually like, you know, come out with a whole camera crew and and film like a Netflix style documentary, right?

0:31:25.35 --> 0:31:26.435  
Luis Escobar  
Like 90 minutes long.

0:31:27.995 --> 0:31:33.435  
Luis Escobar  
And and I mean it, you can get not just, you know, the footage you're gonna get from that 90 minutes.

0:31:33.435 --> 0:31:33.955  
Luis Escobar  
You can.

0:31:34.35 --> 0:31:35.275  
Luis Escobar  
You can repurpose that, right?

0:31:35.275 --> 0:31:41.995  
Luis Escobar  
We can create different clips for for marketing on Instagram and and all these different channels.

0:31:42.785 --> 0:31:46.785  
Luis Escobar  
Right, so content creation is also something I wanna go over, right?

0:31:46.785 --> 0:31:58.385  
Luis Escobar  
How can we not just create create content one time but on a ongoing basis have like a content creation machine? You know one one of the like the most trending styles right now is that you see these guys in podcast, right?

0:31:58.905 --> 0:32:6.985  
Luis Escobar  
They'll do like a 90 minute podcast, but you know, out of those 90 minutes they'll get, you know, 20-30 clips, right? So.

0:32:7.675 --> 0:32:8.635  
Luis Escobar  
You got two weeks of content there.

0:32:10.455 --> 0:32:15.935  
Basement  
Yeah. Yeah, we we've kind of like tossed around that idea a lot.

0:32:17.475 --> 0:32:31.675  
Basement  
We don't like currently have the best like space to do it, but it's something that I think we've been wanting to do for a while of kind of like setting up a space. We have a whole area over there that you can't see, but setting up some type.

0:32:22.415 --> 0:32:22.615  
Luis Escobar  
Mm hmm.

0:32:29.455 --> 0:32:29.855  
Luis Escobar  
Yeah.

0:32:31.675 --> 0:32:33.755  
Basement  
Of space where we're able to do more stuff like that.

0:32:33.835 --> 0:32:39.435  
Basement  
But yeah, I completely agree that long form video that you can turn into reels and Tiktok.

0:32:34.495 --> 0:32:34.815  
Luis Escobar  
OK.

0:32:39.745 --> 0:32:40.425  
Basement  
Boxes.

0:32:40.495 --> 0:32:45.575  
Luis Escobar  
Yeah. Or it may be convenient to find like a local studio.

0:32:41.665 --> 0:32:41.825  
Basement  
Yeah.

0:32:47.675 --> 0:32:50.235  
Luis Escobar  
There's like we go to one here in Miami all the time.

0:32:50.235 --> 0:32:54.235  
Luis Escobar  
It's like I don't know, 100 bucks an hour, but it's really professional.

0:32:54.235 --> 0:32:59.75  
Luis Escobar  
There's like 70 cameras staring at you by the time you walk out, you have all the files in your e-mail.

0:33:1.105 --> 0:33:2.25  
Basement  
That's awesome.

0:33:1.505 --> 0:33:1.985  
Luis Escobar  
Yeah.

0:33:3.105 --> 0:33:3.625  
Luis Escobar  
Yeah.

0:33:3.475 --> 0:33:4.595  
Basement  
Do do we have anything like that?

0:33:4.835 --> 0:33:10.475  
Basement  
Yeah, in local. Yeah, because I know several of my friends that are using the same space.

0:33:10.475 --> 0:33:14.35  
Basement  
Yeah, yeah. And a lot of them just look pretty neutral.

0:33:11.415 --> 0:33:14.575  
Luis Escobar  
Yeah, yeah. You don't need to build a whole studio, you know?

0:33:15.55 --> 0:33:19.55  
Luis Escobar  
Yeah, like building a studio. If you wanna do it right. It is an investment, right?

0:33:19.685 --> 0:33:20.245  
Basement  
Yeah.

0:33:20.515 --> 0:33:20.835  
Luis Escobar  
Oh yeah.

0:33:22.795 --> 0:33:25.475  
Basement  
We we have high quality.

0:33:27.475 --> 0:33:27.715  
Basement  
Lights.

0:33:29.45 --> 0:33:29.245  
Luis Escobar  
Mm hmm.

0:33:29.275 --> 0:33:31.115  
Basement  
Camera video all that.

0:33:32.715 --> 0:33:43.355  
Basement  
But so, so, so we we we can do a lot of the B roll we can do client testimonials and it's very high quality.

0:33:32.815 --> 0:33:33.375  
Luis Escobar  
Yeah.

0:33:41.565 --> 0:33:41.765  
Luis Escobar  
Mm hmm.

0:33:45.205 --> 0:33:45.405  
Luis Escobar  
Mm hmm.

0:33:46.515 --> 0:33:48.355  
Basement  
But yeah, nothing.

0:33:48.705 --> 0:33:52.25  
Basement  
That's set up like that or looks like that, that's for sure.

0:33:52.25 --> 0:33:58.385  
Basement  
So and they probably have full professional cameras in there or is this like a semi professional?

0:33:53.35 --> 0:33:53.675  
Luis Escobar  
Yeah.

0:33:58.425 --> 0:34:5.985  
Basement  
We could probably, if we did, wanna explore that option, get way, you know, like crisp video and crisp audio.

0:34:4.935 --> 0:34:5.455  
Luis Escobar  
Yeah.

0:34:6.705 --> 0:34:15.305  
Luis Escobar  
Yeah, yeah, definitely do the research. I'm sure you can find someone and and for what you're getting out of it is well worth it, right?

0:34:8.265 --> 0:34:9.585  
Basement  
I know we have spaces here.

0:34:9.585 --> 0:34:10.545  
Basement  
I haven't looked it up.

0:34:15.385 --> 0:34:23.825  
Luis Escobar  
So I mean, they'll, you know, they'll these guys, for example, they'll give you the files with like, it automatically switches the camera to the whoever is speaking.

0:34:25.355 --> 0:34:27.835  
Luis Escobar  
So that that saves a few hours of editing.

0:34:25.765 --> 0:34:26.525  
Basement  
Yeah, that's awesome.

0:34:27.765 --> 0:34:34.685  
Basement  
Yes, a friend of mine just sold his movie that he shot, produced, and wrote.

0:34:33.945 --> 0:34:34.145  
Luis Escobar  
Mm hmm.

0:34:37.515 --> 0:34:38.35  
Basement  
To Netflix.

0:34:39.365 --> 0:34:39.725  
Luis Escobar  
Yeah.

0:34:39.595 --> 0:34:43.675  
Basement  
So he's down here, so he has a full studio too.

0:34:45.355 --> 0:34:47.515  
Basement  
And Zack, Zack would do something for us, for sure.

0:34:45.515 --> 0:34:45.915  
Luis Escobar  
Mm hmm mm hmm.

0:34:49.315 --> 0:34:50.715  
Basement  
I also wanted to ask you quickly.

0:34:49.325 --> 0:34:49.765  
Luis Escobar  
Yeah.

0:34:51.185 --> 0:34:51.385  
Luis Escobar  
Mm hmm.

0:34:52.435 --> 0:34:56.755  
Basement  
We also kind of like when it comes to content and things like a 90 minute podcast.

0:34:58.665 --> 0:35:10.705  
Basement  
Obviously, we utilize Lisa a lot for videos, but when it comes to like our providers and things like that, obviously their time is best spent with clients and members.

0:35:2.645 --> 0:35:2.845  
Luis Escobar  
Mm hmm.

0:35:10.705 --> 0:35:19.945  
Basement  
So what do you think about? Like I know hims and hers specifically, like hires, actors and things like that that do their podcast.

0:35:19.945 --> 0:35:21.985  
Basement  
I'm just wondering what your opinion is on that.

0:35:22.755 --> 0:35:26.155  
Basement  
Or if we should use local, you know our people for it.

0:35:22.805 --> 0:35:23.765  
Luis Escobar  
Absolutely, yeah.

0:35:27.15 --> 0:35:30.175  
Luis Escobar  
No, that's definitely go with some actors.

0:35:30.175 --> 0:35:31.335  
Luis Escobar  
I I've used them.

0:35:31.375 --> 0:35:32.335  
Luis Escobar  
Many, many times.

0:35:32.335 --> 0:35:34.135  
Luis Escobar  
Actually on fiber, right?

0:35:34.135 --> 0:35:35.495  
Luis Escobar  
So these are people.

0:35:35.495 --> 0:35:38.535  
Luis Escobar  
Who they do this for a living. So they they know how to speak to the camera.

0:35:39.955 --> 0:35:45.555  
Luis Escobar  
The the we just got to put together, you know the right script for them and they'll pull it off.

0:35:44.685 --> 0:35:45.165  
Basement  
Yeah.

0:35:45.555 --> 0:35:50.435  
Luis Escobar  
We tell them, you know, we want them to be walking while they're talking or we want them like in a sophisticated studio setting.

0:35:52.195 --> 0:35:54.675  
Luis Escobar  
But yeah, we can find those those actors on Fiverr.

0:35:52.815 --> 0:35:54.55  
Basement  
Mother. Yeah.

0:35:56.205 --> 0:35:58.485  
Basement  
Very first videos that we ever did.

0:35:58.685 --> 0:36:17.485  
Basement  
We hired actors like back in 2011 and he came in from 2 miles away. And you know, we said we wanted a 48 year old male physician, you know, wearing a coat. And I mean, that guy was \*\*\*\*\*\*\* on point.

0:36:9.755 --> 0:36:9.955  
Luis Escobar  
Mm hmm.

0:36:17.565 --> 0:36:18.485  
Basement  
I mean, he just.

0:36:18.645 --> 0:36:21.85  
Basement  
I mean, he immediately gained gained your trust.

0:36:21.85 --> 0:36:21.765  
Basement  
You know, it's like.

0:36:21.815 --> 0:36:22.15  
Luis Escobar  
Mm hmm.

0:36:22.515 --> 0:36:24.35  
Basement  
You know, it was good.

0:36:25.625 --> 0:36:27.665  
Luis Escobar  
Dan, we'll we'll make it really worthwhile.

0:36:27.665 --> 0:36:31.985  
Luis Escobar  
So like, we'll get a few videos out of the actor. We'll get some.

0:36:33.475 --> 0:36:35.155  
Luis Escobar  
Like YouTube style videos.

0:36:35.395 --> 0:36:40.155  
Luis Escobar  
Some, like short clips. Also variations of ads.

0:36:40.155 --> 0:36:49.915  
Luis Escobar  
So last time I worked with an actor I I gave her 20 scripts. I gave her thirty call to actions and 30 hooks.

0:36:50.395 --> 0:36:55.475  
Luis Escobar  
So when you combine all that, you actually end up with like about a 120 combinations or something like that.

0:36:57.345 --> 0:37:2.465  
Basement  
What's a hook compared to a CTA? Like what?

0:37:2.85 --> 0:37:3.925  
Luis Escobar  
The hook is. The hook comes first.

0:37:3.925 --> 0:37:8.125  
Luis Escobar  
That hook is the first three seconds, right?

0:37:8.125 --> 0:37:10.45  
Luis Escobar  
That that, that really catches your attention, right?

0:37:12.635 --> 0:37:13.395  
Luis Escobar  
You know that.

0:37:14.145 --> 0:37:18.225  
Basement  
Like like like like if you said this is like a random example, but if you said.

0:37:19.755 --> 0:37:23.155  
Basement  
95% of men die every year because their tennis runs low.

0:37:23.155 --> 0:37:25.635  
Basement  
OK. And you're like, oh, I'm a man.

0:37:24.185 --> 0:37:24.345  
Luis Escobar  
Who?

0:37:26.35 --> 0:37:26.195  
Basement  
OK.

0:37:26.675 --> 0:37:27.635  
Basement  
I'm like that type of thing.

0:37:30.415 --> 0:37:33.975  
Basement  
And then the CTA is like, wait, you know, at the very end.

0:37:36.955 --> 0:37:39.755  
Basement  
Buy buy here save 50% click here.

0:37:45.325 --> 0:37:51.45  
Luis Escobar  
I'll share an example so this is how we can, you know, get get 50 or 100 videos out.

0:37:45.415 --> 0:37:45.615  
Basement  
2.

0:37:47.335 --> 0:37:48.15  
Basement  
20 spots left.

0:37:51.45 --> 0:37:55.845  
Luis Escobar  
Do some really like aggressive split testing and.

0:37:57.275 --> 0:38:0.555  
Luis Escobar  
Out of those eighty, you know, we're gonna figure out which one's working out, which one's not.

0:38:0.715 --> 0:38:1.995  
Luis Escobar  
Do you see my screen right now?

0:38:1.995 --> 0:38:2.715  
Luis Escobar  
I'm sharing this document.

0:38:3.515 --> 0:38:3.995  
Basement  
Yeah.

0:38:4.905 --> 0:38:9.585  
Luis Escobar  
So here's the these are like the entire scripts I gave her to read verbatim.

0:38:10.65 --> 0:38:11.705  
Luis Escobar  
And then here are the hooks.

0:38:12.265 --> 0:38:14.945  
Luis Escobar  
Are you a fund manager struggling to outperform the market?

0:38:15.745 --> 0:38:17.905  
Luis Escobar  
Does your family office still have an edge right?

0:38:18.425 --> 0:38:22.265  
Luis Escobar  
So one is speaking to fund managers, the other one is speaking to family office.

0:38:22.265 --> 0:38:30.425  
Luis Escobar  
So that's how we change the hook. Now speaking about changing the Cta's, it's either DM us the word fast to get started with us today.

0:38:31.395 --> 0:38:32.435  
Luis Escobar  
Click the link below.

0:38:33.435 --> 0:38:36.835  
Luis Escobar  
Tap the link below right so all these little variations you know.

0:38:37.265 --> 0:38:43.345  
Luis Escobar  
We're gonna figure out which one is is getting the most results so.

0:38:43.195 --> 0:38:44.315  
Basement  
Can you send us?

0:38:44.315 --> 0:38:52.595  
Basement  
Can you send us like that document and take out any, you know thing that's proprietary?

0:38:49.785 --> 0:38:49.905  
Luis Escobar  
Mm H.

0:38:52.955 --> 0:39:1.715  
Basement  
It's cool for me to see how we could incorporate. I mean like I could give you ideas because I know our business better, right?

0:38:53.315 --> 0:38:53.715  
Luis Escobar  
I got you.

0:38:55.905 --> 0:38:56.105  
Luis Escobar  
Mm hmm.

0:38:59.295 --> 0:38:59.495  
Luis Escobar  
Mm hmm.

0:39:1.755 --> 0:39:5.355  
Basement  
I mean but but but but if I saw that.

0:39:2.405 --> 0:39:2.605  
Luis Escobar  
Mm hmm.

0:39:6.135 --> 0:39:6.335  
Luis Escobar  
Mm hmm.

0:39:6.875 --> 0:39:7.75  
Basement  
Document.

0:39:8.785 --> 0:39:9.545  
Luis Escobar  
Absolutely.

0:39:8.795 --> 0:39:13.515  
Basement  
It might actually prompt prompt me to think of things that I've never thought of before.

0:39:13.95 --> 0:39:13.175  
Luis Escobar  
Up.

0:39:14.745 --> 0:39:15.625  
Basement  
And.

0:39:14.845 --> 0:39:16.125  
Luis Escobar  
Absolutely. I'll share this.

0:39:17.395 --> 0:39:23.715  
Basement  
We've done a lot of work on like her, her sonas too, right?

0:39:23.875 --> 0:39:41.315  
Basement  
I mean, you know, you know, the 30 to 35 year old guy, the 303035 year old girl, you know and and and what what are their pain pain points or their hopes or their you know, what's the emotion that you're trying to evoke there?

0:39:24.465 --> 0:39:24.665  
Luis Escobar  
Mm hmm.

0:39:37.95 --> 0:39:37.295  
Luis Escobar  
Mm hmm.

0:39:41.355 --> 0:39:42.275  
Basement  
You know, so.

0:39:43.305 --> 0:39:46.745  
Basement  
I can share share that with you as well.

0:39:50.215 --> 0:39:51.175  
Luis Escobar  
Understood. Absolutely.

0:39:51.175 --> 0:39:57.855  
Luis Escobar  
Yeah, that's definitely, you know, part of the strategy is is getting, you know, several different personas put together.

0:39:59.315 --> 0:40:4.995  
Luis Escobar  
Do can I have access to? I guess your Google Drive or or your Dropbox where all these documents reside.

0:40:5.805 --> 0:40:7.805  
Basement  
I sent it to you.

0:40:8.355 --> 0:40:11.235  
Luis Escobar  
OK, so that everything is in there already got it.

0:40:11.345 --> 0:40:16.625  
Basement  
Dropbox. Yeah, so. So you have been invited to the team folder.

0:40:16.705 --> 0:40:22.105  
Basement  
The a new team folder which should have.

0:40:24.395 --> 0:40:29.435  
Basement  
I I'll it's you know, we're in the process I think of reorganizing it or or maybe.

0:40:31.235 --> 0:40:35.875  
Basement  
It's what like for those documents, though I don't.

0:40:31.975 --> 0:40:32.295  
Luis Escobar  
OK.

0:40:35.875 --> 0:40:37.795  
Basement  
I think there's two different drop boxes.

0:40:37.835 --> 0:40:38.795  
Basement  
Is there OK?

0:40:38.875 --> 0:40:39.635  
Basement  
Yeah. OK.

0:40:39.755 --> 0:40:40.755  
Basement  
I'll look and see.

0:40:41.865 --> 0:40:43.665  
Basement  
The one you shared is more content.

0:40:45.155 --> 0:40:52.115  
Basement  
Like creative, and I think there's another one that has, like all the documents in it like that the providers use and stuff.

0:40:45.255 --> 0:40:47.495  
Luis Escobar  
More content. OK, that.

0:40:53.955 --> 0:40:59.515  
Basement  
The one that I shared has. If you shared the one that says it could be called the same thing though.

0:40:59.515 --> 0:41:2.115  
Basement  
So I really don't know, but it's OK that has this folder.

0:41:4.145 --> 0:41:5.505  
Basement  
Like it looks like that.

0:41:5.865 --> 0:41:6.185  
Luis Escobar  
OK.

0:41:5.865 --> 0:41:8.585  
Basement  
Yeah, that that's what I shared.

0:41:8.825 --> 0:41:13.705  
Basement  
Yeah, but doesn't that have everything under underneath of it though?

0:41:10.515 --> 0:41:10.995  
Luis Escobar  
Got.

0:41:15.275 --> 0:41:20.115  
Basement  
If I gave them access to that that main, he should have access to everything.

0:41:20.755 --> 0:41:27.715  
Basement  
Yeah, I'm just saying I don't. If those documents you're talking about are in this this red box, it could be in, in the other account.

0:41:27.715 --> 0:41:29.275  
Basement  
Yeah. OK.

0:41:29.275 --> 0:41:31.355  
Basement  
So I'm just saying maybe try to give him access to the other one too.

0:41:31.355 --> 0:41:33.115  
Basement  
OK. Or just in case?

0:41:33.265 --> 0:41:33.865  
Luis Escobar  
Either.

0:41:34.185 --> 0:41:40.985  
Basement  
And what I'm talking about to that cause, yeah, the more I'm thinking about it, maybe I don't have that in there.

0:41:41.25 --> 0:41:41.785  
Basement  
So yeah.

0:41:41.575 --> 0:41:41.935  
Luis Escobar  
OK.

0:41:43.355 --> 0:41:46.435  
Luis Escobar  
But yeah, that will also, you know, organize all your data.

0:41:43.715 --> 0:41:43.955  
Basement  
Yeah, we.

0:41:46.435 --> 0:41:50.875  
Luis Escobar  
And I mean another good reason why to move to Google, right?

0:41:50.875 --> 0:41:55.195  
Luis Escobar  
Having everything in Google Drive, the team can just be more streamlined.

0:41:56.75 --> 0:41:57.355  
Luis Escobar  
We'll cross that road when we get there.

0:41:57.355 --> 0:42:1.75  
Luis Escobar  
Right now, just as much data as you can provide me the better.

0:42:1.155 --> 0:42:7.755  
Luis Escobar  
I'm already feeding a lot of this stuff to this AI that I'm working with, it's it's called Manus.

0:42:8.555 --> 0:42:9.835  
Luis Escobar  
Ted, I might have told you about it before.

0:42:12.235 --> 0:42:13.75  
Luis Escobar  
Manus.

0:42:12.475 --> 0:42:15.195  
Basement  
If you did, I drank way too much, probably.

0:42:17.575 --> 0:42:20.735  
Luis Escobar  
Yeah, it's a Chinese AI MINUS.

0:42:23.635 --> 0:42:25.675  
Luis Escobar  
These guys are insane.

0:42:25.675 --> 0:42:34.755  
Luis Escobar  
I don't know what they're feeding them, but there's it's blowing chat, GTP gem, and I all the American Pella lambs exploring them out of the water.

0:42:34.755 --> 0:42:38.435  
Luis Escobar  
Then the news is not talking about this. I think for some.

0:42:37.945 --> 0:42:38.705  
Basement  
Of course.

0:42:40.715 --> 0:42:42.635  
Luis Escobar  
They're like leaps and bounds ahead of us.

0:42:44.305 --> 0:42:47.25  
Luis Escobar  
So I'm gonna get us access to it.

0:42:47.25 --> 0:42:51.265  
Luis Escobar  
It's gonna be a big player in putting these AI initiatives together for us.

0:42:56.635 --> 0:42:56.915  
Basement  
OK.

0:42:56.915 --> 0:42:58.755  
Basement  
So what do you need from us?

0:42:58.755 --> 0:43:0.915  
Basement  
What? What else I mean?

0:43:0.915 --> 0:43:14.795  
Basement  
Because I I want to create like you said, like a two week Sprint that's really focused that that you'll we need to focus on making it rain now. I mean you'll making our ads better.

0:43:12.685 --> 0:43:13.85  
Luis Escobar  
Mm hmm mm hmm.

0:43:14.875 --> 0:43:16.475  
Basement  
Brian, this is where you could jump.

0:43:15.225 --> 0:43:15.425  
Luis Escobar  
Mm hmm.

0:43:16.475 --> 0:43:17.635  
Basement  
Jump in too.

0:43:18.275 --> 0:43:21.235  
Basement  
You know what are we gonna do to make our ads better?

0:43:21.955 --> 0:43:25.395  
Basement  
What are we gonna do to get to get our front door?

0:43:26.785 --> 0:43:35.985  
Basement  
Yeah, I think the debate was do we do we just pull off the Band-Aid now and go back to work?

0:43:37.635 --> 0:43:38.795  
Basement  
Or do we?

0:43:38.835 --> 0:43:41.915  
Basement  
Do we do we stay inside HubSpot?

0:43:43.875 --> 0:43:44.555  
Basement  
You know.

0:43:44.505 --> 0:43:47.625  
Luis Escobar  
I I'm I'm ready to execute on WordPress.

0:43:49.755 --> 0:43:52.555  
Luis Escobar  
I'm in the next 24 hours, right?

0:43:52.555 --> 0:43:55.275  
Luis Escobar  
You're gonna see just some of the initial.

0:43:57.635 --> 0:44:8.315  
Luis Escobar  
Steps taken right to to get us to a fully functional WordPress ecosystem where every lead is technically a user of our website, right?

0:44:8.315 --> 0:44:13.595  
Luis Escobar  
They have an account on enu.com where or hypertracking all their activities.

0:44:14.385 --> 0:44:21.345  
Luis Escobar  
They can access all their resources and one of the most crucial ones is they can access their affiliate portal.

0:44:14.605 --> 0:44:14.805  
Basement  
Great.

0:44:16.705 --> 0:44:16.865  
Basement  
OK.

0:44:21.425 --> 0:44:27.305  
Luis Escobar  
So as soon as you become a lead, as soon as you become a client, you're at the same time becoming an affiliate.

0:44:28.295 --> 0:44:32.895  
Basement  
Or a refer or a referral, yeah.

0:44:33.635 --> 0:44:38.355  
Luis Escobar  
Yeah, like you, you instantly get like your own tracking URL.

0:44:35.155 --> 0:44:36.115  
Basement  
Have you shared?

0:44:38.355 --> 0:44:48.835  
Luis Escobar  
It'll be, you know, inu.com/ted and then anybody who lands on that URL and buys is gonna be credited to you.

0:44:49.595 --> 0:44:49.715  
Basement  
Huh.

0:44:51.425 --> 0:44:51.945  
Basement  
Can you?

0:44:51.945 --> 0:44:55.225  
Basement  
Do you have written down anywhere the actual?

0:44:56.915 --> 0:45:2.35  
Basement  
What? What the referral Pro program and the affiliate program is?

0:45:2.355 --> 0:45:11.275  
Basement  
Yeah, 'cause, I think I think it would be good for him to understand where where our heads were and then see if he sees any flaws in that.

0:45:2.895 --> 0:45:3.935  
Luis Escobar  
Yeah, it's called.

0:45:12.355 --> 0:45:13.595  
Basement  
Yeah, I will send that over to you.

0:45:13.635 --> 0:45:17.595  
Basement  
The best WordPress affiliate management plugin.

0:45:18.385 --> 0:45:20.825  
Luis Escobar  
Yeah, please share that with me as soon as you can.

0:45:20.825 --> 0:45:25.945  
Luis Escobar  
However, I I I've already got this. My plan is to recommend we use this one.

0:45:25.985 --> 0:45:28.425  
Luis Escobar  
It's called affiliatewp.com.

0:45:29.955 --> 0:45:30.235  
Luis Escobar  
Has many.

0:45:31.735 --> 0:45:34.935  
Basement  
We have that lull again.

0:45:34.935 --> 0:45:36.815  
Basement  
What's cool about that?

0:45:35.455 --> 0:45:36.55  
Luis Escobar  
Idea.

0:45:36.855 --> 0:45:55.255  
Basement  
What's cool about that is you can go to like the great grandchild, like like what affiliates sold, you know, signed on other Affiliates and signed on other affiliates like, like, they could actually get paid at a multi level type thing.

0:45:43.705 --> 0:45:43.905  
Luis Escobar  
Mm hmm.

0:45:50.665 --> 0:45:51.145  
Luis Escobar  
Yeah.

0:45:56.355 --> 0:45:58.675  
Basement  
Yeah, it's pretty funny. Cool it.

0:45:57.25 --> 0:45:58.185  
Luis Escobar  
That is correct, yeah.

0:45:58.665 --> 0:46:2.345  
Luis Escobar  
Yeah, I've I've multi tiered, they call it right.

0:45:58.675 --> 0:45:59.115  
Basement  
It's free.

0:46:2.345 --> 0:46:3.545  
Luis Escobar  
So something like this?

0:46:3.985 --> 0:46:7.625  
Basement  
Yeah, yeah, I mean that.

0:46:7.625 --> 0:46:13.505  
Basement  
That's when you start getting the power of like, you know Alexa Collins, you know.

0:46:11.885 --> 0:46:12.5  
Luis Escobar  
Yes.

0:46:16.55 --> 0:46:16.215  
Basement  
Yeah.

0:46:16.75 --> 0:46:22.875  
Luis Escobar  
Yeah, yeah. I thought you get also like a lot of, like really, like, popular influencers, right?

0:46:23.195 --> 0:46:37.155  
Luis Escobar  
Not only do they know that they can, you know, generate a lot of income by promoting the product to their network, but if they can also they also know a lot of other big influencers that big affiliates, so they they love if they can get a cut from.

0:46:37.155 --> 0:46:38.35  
Luis Escobar  
Their efforts.

0:46:40.715 --> 0:46:45.995  
Basement  
Well, I think that that's a huge opportunity for us.

0:46:46.905 --> 0:46:49.65  
Luis Escobar  
But yeah, I mean.

0:46:50.915 --> 0:46:56.195  
Luis Escobar  
With WP affiliate you know this is gonna sync directly with HubSpot.

0:46:56.835 --> 0:47:0.635  
Luis Escobar  
We're also gonna be using this plug in right here called WP Fusion.

0:47:5.35 --> 0:47:7.275  
Luis Escobar  
I have a developer license that I can share.

0:47:11.195 --> 0:47:15.435  
Luis Escobar  
But essentially this is a really deep integration with HubSpot.

0:47:17.275 --> 0:47:26.595  
Luis Escobar  
And for example WP affiliate deep integration with open AI that they integrate with a lot of different players.

0:47:26.795 --> 0:47:30.155  
Luis Escobar  
But essentially this is how we make sure that all that data is getting sent to HubSpot.

0:47:41.45 --> 0:47:42.965  
Luis Escobar  
Right now, are you guys running ads?

0:47:47.35 --> 0:47:49.875  
Brian Hyatt  
Yes, we're only running Google ads right now.

0:47:51.275 --> 0:47:52.395  
Luis Escobar  
Only Google ads.

0:47:51.395 --> 0:47:53.515  
Brian Hyatt  
Except for. Well, that's not true.

0:47:53.515 --> 0:47:57.395  
Brian Hyatt  
We're running Google ads for optimal health. We're running.

0:47:58.995 --> 0:48:0.515  
Brian Hyatt  
Meta ads for aesthetics.

0:48:4.825 --> 0:48:7.865  
Luis Escobar  
Yeah, I see you have several campaigns up and running.

0:48:11.795 --> 0:48:13.35  
Luis Escobar  
Cost per contact.

0:48:13.635 --> 0:48:17.515  
Luis Escobar  
Are you guys tracking your cost per lead cost per contact or?

0:48:17.165 --> 0:48:18.805  
Brian Hyatt  
Yes. Yep.

0:48:18.985 --> 0:48:21.185  
Luis Escobar  
How's that been trending?

0:48:22.255 --> 0:48:23.895  
Brian Hyatt  
So in March.

0:48:25.355 --> 0:48:29.835  
Brian Hyatt  
The cost per contact was $2200.

0:48:31.595 --> 0:48:36.955  
Brian Hyatt  
In April, it was 1500 and now we have it right around 900 so.

0:48:37.355 --> 0:48:38.475  
Luis Escobar  
At around 900.

0:48:38.795 --> 0:48:42.275  
Brian Hyatt  
Yeah. So it's it's dropping and moving in the right direction, but.

0:48:43.915 --> 0:48:44.875  
Brian Hyatt  
Still higher than what we want.

0:48:44.175 --> 0:48:44.615  
Luis Escobar  
Great.

0:48:46.715 --> 0:48:50.515  
Luis Escobar  
And now that number is at how are you calculating this?

0:48:50.515 --> 0:48:54.115  
Luis Escobar  
You have like another reporting process.

0:48:55.225 --> 0:49:3.865  
Brian Hyatt  
So the yeah, the numbers that I'm tracking that off of her, the actual appointments that are booked for.

0:48:55.475 --> 0:48:56.115  
Luis Escobar  
To figure that out.

0:49:5.595 --> 0:49:7.515  
Brian Hyatt  
For them to come in and do their initial.

0:49:9.235 --> 0:49:13.315  
Brian Hyatt  
Blood draw and all that, or their initial meeting with the with the provider.

0:49:14.125 --> 0:49:17.925  
Basement  
Oh, so that's not even cost per acquisition.

0:49:14.755 --> 0:49:15.195  
Luis Escobar  
I got it.

0:49:18.645 --> 0:49:19.205  
Brian Hyatt  
Right.

0:49:19.875 --> 0:49:20.315  
Basement  
That's wow.

0:49:20.355 --> 0:49:21.795  
Basement  
Yeah. No, that's really high.

0:49:23.825 --> 0:49:24.585  
Luis Escobar  
Yeah. So right here.

0:49:24.585 --> 0:49:30.185  
Luis Escobar  
Contacts that interacted with an add directly before they converted to a contact in the HubSpot.

0:49:31.925 --> 0:49:33.85  
Brian Hyatt  
So I'm not.

0:49:32.155 --> 0:49:32.555  
Luis Escobar  
Right. So.

0:49:33.125 --> 0:49:40.285  
Brian Hyatt  
I'm not using that because that's not really given given me the information that I need to make decisions right now.

0:49:41.215 --> 0:49:41.935  
Luis Escobar  
I hear you.

0:49:42.115 --> 0:49:42.715  
Brian Hyatt  
Yeah, yeah.

0:49:43.835 --> 0:49:50.75  
Luis Escobar  
Yeah. Essentially we want to create this one is just one of the reports that's cost per brand new leads.

0:49:50.115 --> 0:49:58.595  
Luis Escobar  
But then we wanna also then have those different reports for, for example, like Dwayne just described of of the booked meeting, right.

0:49:58.875 --> 0:50:0.475  
Luis Escobar  
What is the cost per booked meeting?

0:49:59.355 --> 0:49:59.635  
Brian Hyatt  
OK.

0:50:0.475 --> 0:50:1.675  
Luis Escobar  
What is the cost per?

0:50:3.395 --> 0:50:8.955  
Luis Escobar  
Book to zoom Call versus a walk in versus a phone call, right?

0:50:8.955 --> 0:50:11.635  
Luis Escobar  
So we'll figure out what the cost per each is.

0:50:12.225 --> 0:50:12.985  
Luis Escobar  
Eventually.

0:50:21.85 --> 0:50:25.405  
Luis Escobar  
Also here are you guys utilizing the goals feature inside of HubSpot?

0:50:27.925 --> 0:50:30.125  
Luis Escobar  
So I can see you're not.

0:50:30.285 --> 0:50:32.325  
Luis Escobar  
This is really powerful, right?

0:50:32.805 --> 0:50:36.525  
Luis Escobar  
To just get the whole team really in line with like what our weekly goals are.

0:50:36.915 --> 0:50:37.35  
Luis Escobar  
Umm.

0:50:37.175 --> 0:50:38.415  
Basement  
And that's what we're talking about.

0:50:40.85 --> 0:50:40.805  
Basement  
The marketing team.

0:50:45.395 --> 0:50:47.475  
Luis Escobar  
Doesn't seem like I'm allowed to add goals.

0:50:47.475 --> 0:50:56.635  
Luis Escobar  
Maybe you don't have the feature or I don't have the permissions to do it, but essentially we would create goals of like revenue generated calls.

0:50:58.925 --> 0:51:1.165  
Luis Escobar  
Outbound calls successfully connected.

0:51:3.205 --> 0:51:7.485  
Luis Escobar  
Emails sent referrals generated, right?

0:51:7.485 --> 0:51:11.365  
Luis Escobar  
So if we set up these different KPIs and have it all tracked inside of HubSpot.

0:51:14.295 --> 0:51:14.895  
Basement  
Yes.

0:51:17.245 --> 0:51:17.365  
Basement  
Yes.

0:51:19.545 --> 0:51:24.25  
Luis Escobar  
Are are all the sales reps, the entire sales team in HubSpot?

0:51:25.555 --> 0:51:26.435  
Brian Hyatt  
They are, yes.

0:51:27.455 --> 0:51:27.975  
Luis Escobar  
OK.

0:51:29.275 --> 0:51:32.275  
Luis Escobar  
I might have sounded. Do you have?

0:51:31.265 --> 0:51:34.265  
Brian Hyatt  
We they're they're just under the.

0:51:32.275 --> 0:51:34.155  
Luis Escobar  
Do you have them like with titles?

0:51:36.665 --> 0:51:39.25  
Basement  
Yeah, we, we we just had to.

0:51:40.645 --> 0:51:42.445  
Basement  
Call center girls, I mean.

0:51:43.965 --> 0:51:48.365  
Brian Hyatt  
It's Melissa. And Crystal would be the the names that you're looking for.

0:51:48.675 --> 0:51:49.715  
Luis Escobar  
Melissa and Crystal.

0:51:49.555 --> 0:51:51.115  
Brian Hyatt  
Melissa Lee and.

0:51:51.135 --> 0:51:52.55  
Basement  
Little lane, yeah.

0:51:56.925 --> 0:52:2.845  
Basement  
Do I'm going to change gabo's super admin access to? Yeah.

0:52:3.295 --> 0:52:4.615  
Brian Hyatt  
Yeah, yeah, yeah, for sure.

0:52:6.185 --> 0:52:8.705  
Luis Escobar  
You must have access to other other users.

0:52:10.475 --> 0:52:12.875  
Luis Escobar  
I don't think I have like a super admin access.

0:52:15.825 --> 0:52:20.885  
Luis Escobar  
Yeah, I want to be able to log in as Melissa so I can see what she sees when she's logged in.

0:52:26.235 --> 0:52:27.555  
Basement  
Even though I'm I'm looking.

0:52:26.955 --> 0:52:44.355  
Brian Hyatt  
And that's so that's something that we can dig into and probably a good idea for you to meet with Leah, because I know the call center they have, they've really just been confused from the start of HubSpot through now.

0:52:36.375 --> 0:52:36.495  
Luis Escobar  
Mm H.

0:52:42.935 --> 0:52:44.95  
Luis Escobar  
On how to operate.

0:52:44.555 --> 0:52:53.755  
Brian Hyatt  
Yeah. And they're it's cleaned up much better than it was before, but they were really doing a lot of duplicate contacts and.

0:52:50.345 --> 0:52:50.545  
Luis Escobar  
Mm hmm.

0:52:54.605 --> 0:52:55.205  
Brian Hyatt  
It was.

0:52:55.245 --> 0:52:56.685  
Brian Hyatt  
It was a kind of a big mess.

0:52:58.205 --> 0:52:59.805  
Luis Escobar  
Yeah, we're going to clean that up for them.

0:53:1.365 --> 0:53:11.85  
Luis Escobar  
Also another you know big, another good reason why I really recommend we switch to Google Chrome to Google in general is you know everyone at the organizations.

0:53:11.85 --> 0:53:21.645  
Luis Escobar  
I I'm at the everyone logs into Google Chrome and then all their bookmarks and passwords and and you know history, all of it is saved into their Google Chrome.

0:53:22.285 --> 0:53:22.445  
Basement  
Yeah.

0:53:23.365 --> 0:53:26.245  
Luis Escobar  
So essentially, you know they can log into any computer in the world and operate.

0:53:27.835 --> 0:53:32.955  
Luis Escobar  
The same with like air Call because it's logging into Google HubSpot.

0:53:32.955 --> 0:53:35.75  
Luis Escobar  
Of course, just making it really simple.

0:53:35.115 --> 0:53:39.275  
Luis Escobar  
Everyone forgets passwords, so it's best to just keep it all saved in the browser.

0:53:39.355 --> 0:53:49.355  
Luis Escobar  
So I'll also, you know, work on making sure that the the workspace for, for Melissa and all the key players is as well organized to try to make them more productive.

0:53:56.875 --> 0:53:57.275  
Basement  
So what?

0:53:57.95 --> 0:53:58.375  
Luis Escobar  
I'm gonna give you an example.

0:53:57.275 --> 0:53:59.315  
Basement  
What is our what?

0:53:59.315 --> 0:54:0.635  
Basement  
What Brian?

0:54:0.635 --> 0:54:4.635  
Basement  
Where are we at with the Smart bug advisory?

0:54:5.75 --> 0:54:7.795  
Basement  
I mean it kind of seems like she should have been doing all this.

0:54:9.145 --> 0:54:22.665  
Brian Hyatt  
But as far as the leads with Crystal Melissa, yes, she. Like I said, we're in a much, much better spot than we were within being able to manage the leads and find the leads and and get to what we want them to be working on.

0:54:24.215 --> 0:54:28.815  
Brian Hyatt  
So that part's way better than than it was before.

0:54:28.855 --> 0:54:33.55  
Brian Hyatt  
You know, before they didn't even know what dashboard to get to or anything, so.

0:54:32.195 --> 0:54:32.395  
Luis Escobar  
Mm hmm.

0:54:34.985 --> 0:54:36.545  
Brian Hyatt  
So that's been the positive.

0:54:36.585 --> 0:54:45.425  
Brian Hyatt  
Now, if Luisa, if you're going to be working on that, then I think that there's other things that we need to assign to Leah.

0:54:40.165 --> 0:54:40.325  
Basement  
OK.

0:54:48.265 --> 0:54:49.265  
Brian Hyatt  
To get that in place.

0:54:49.265 --> 0:54:52.265  
Brian Hyatt  
So I think we just need to probably have another meeting.

0:54:52.775 --> 0:54:56.375  
Brian Hyatt  
To dig into like who's doing what when it comes to this.

0:54:54.735 --> 0:54:54.855  
Luis Escobar  
No.

0:54:56.415 --> 0:55:8.375  
Brian Hyatt  
And we had a call with our HubSpot. The actual HubSpot Rep earlier today that we went over some different things with and I think getting you in that conversation would be good as well.

0:55:9.785 --> 0:55:11.265  
Luis Escobar  
Yeah, pretty soon. Pretty soon.

0:55:12.805 --> 0:55:13.965  
Luis Escobar  
See for example.

0:55:16.85 --> 0:55:18.45  
Luis Escobar  
This is called the in hub.

0:55:18.45 --> 0:55:20.165  
Luis Escobar  
Spot. It's called the sales workspace, right?

0:55:21.515 --> 0:55:29.595  
Luis Escobar  
Seems like I'm not able to see cause of the permission access, but basically this is like they're starting point essentially.

0:55:28.295 --> 0:55:28.455  
Basement  
OK.

0:55:31.45 --> 0:55:32.885  
Luis Escobar  
Here I'm gonna show you an example of what.

0:55:34.605 --> 0:55:35.245  
Luis Escobar  
It should look like.

0:55:36.145 --> 0:55:36.785  
Basement  
Super 8.

0:55:37.355 --> 0:55:40.955  
Luis Escobar  
So you see right here at the start of the morning, right?

0:55:40.955 --> 0:55:42.635  
Luis Escobar  
Everyone comes in and they look at this.

0:55:42.635 --> 0:55:44.875  
Luis Escobar  
It's telling you exactly what's going on today.

0:55:44.995 --> 0:55:45.715  
Luis Escobar  
Their task.

0:55:45.715 --> 0:55:48.155  
Luis Escobar  
High priority to do calls.

0:55:49.605 --> 0:55:58.845  
Luis Escobar  
Right below. Is this like guided action where it's essentially you know giving you a reminder of on what follow up you got to do and there's 60 new leads are waiting for you right now.

0:55:57.285 --> 0:55:57.485  
Brian Hyatt  
Mm hmm.

0:55:58.845 --> 0:56:1.365  
Luis Escobar  
I'm logged in as one of the sales reps, so I can see what he sees.

0:56:2.485 --> 0:56:4.405  
Luis Escobar  
But essentially this is where he starts his day.

0:56:5.925 --> 0:56:7.485  
Luis Escobar  
On the right side, he's got his calendar.

0:56:8.165 --> 0:56:10.965  
Luis Escobar  
He had three onboardings today, apparently.

0:56:12.525 --> 0:56:19.125  
Luis Escobar  
Then you know what his pipeline is looking like, you know? So if he is meeting those goals or not, right?

0:56:19.125 --> 0:56:24.285  
Luis Escobar  
And you know, we incentivize the guys by, you know, they they reach their weekly goals or monthly goals.

0:56:25.205 --> 0:56:30.125  
Luis Escobar  
We give them, you know, some sort of bonus cash bonus or dinner for two or something like that.

0:56:30.165 --> 0:56:32.285  
Luis Escobar  
You know, motivate them to make sure they always hit those goals.

0:56:31.365 --> 0:56:31.485  
Basement  
Jim.

0:56:33.475 --> 0:56:35.995  
Basement  
That that'd be great if we could do that with our girls.

0:56:35.995 --> 0:56:38.795  
Basement  
I mean with, I mean just.

0:56:36.825 --> 0:56:42.345  
Brian Hyatt  
Where they were Luis before, when they would go to that dashboard it they didn't.

0:56:42.625 --> 0:56:48.985  
Brian Hyatt  
That was not set up for them that way, so they were having to come here and then they were having to go to other.

0:56:46.705 --> 0:56:46.905  
Luis Escobar  
Mm hmm.

0:56:50.465 --> 0:56:56.505  
Brian Hyatt  
Places in HubSpot like go to the contacts section and trying to navigate all of it.

0:56:54.375 --> 0:56:54.575  
Luis Escobar  
Mm hmm.

0:56:56.505 --> 0:57:6.385  
Brian Hyatt  
So when I say it was kind of a mess and they just really didn't even know where to start that now we're in a much better spot with all of this. So it looks more like it should.

0:57:6.815 --> 0:57:6.975  
Brian Hyatt  
Good.

0:57:8.45 --> 0:57:8.925  
Luis Escobar  
Great. Great.

0:57:8.925 --> 0:57:11.205  
Luis Escobar  
Yeah. We'll just keep evolving this, right.

0:57:12.155 --> 0:57:14.435  
Basement  
Friend, did you say you got him accessory?

0:57:12.685 --> 0:57:13.645  
Luis Escobar  
One free trial at a time.

0:57:14.755 --> 0:57:16.595  
Basement  
You should have super admin access now.

0:57:17.435 --> 0:57:18.435  
Luis Escobar  
OK, fantastic.

0:57:21.415 --> 0:57:23.615  
Basement  
I don't know if you have to refresh or something, but.

0:57:24.245 --> 0:57:25.845  
Luis Escobar  
Yeah, I think I gotta log out.

0:57:41.555 --> 0:57:49.235  
Brian Hyatt  
So, Louise, do you care if I jump back real quick to the marketing aspect and and the website?

0:57:49.975 --> 0:57:50.535  
Luis Escobar  
Yes.

0:57:51.25 --> 0:57:52.185  
Brian Hyatt  
What would be?

0:57:53.185 --> 0:58:4.185  
Brian Hyatt  
So I guess the question is, you know, we really want to be able to drive more leads, you know, right now in the next, however long before the new site goes up.

0:58:4.185 --> 0:58:7.545  
Brian Hyatt  
So we're looking at updating some of the landing pages.

0:58:9.895 --> 0:58:12.15  
Brian Hyatt  
And getting those cleaned up a little bit more.

0:58:13.665 --> 0:58:21.305  
Brian Hyatt  
How long of a process is it to get a new site up and running and?

0:58:23.245 --> 0:58:30.605  
Brian Hyatt  
You know, should we go ahead and do some of these updates that we were planning on doing while we're waiting for the new site?

0:58:31.735 --> 0:58:34.935  
Luis Escobar  
We can have an MVP ready by end of the week.

0:58:37.85 --> 0:58:42.165  
Luis Escobar  
A fresh new start, right? Growing up on what we already have.

0:58:42.165 --> 0:58:45.925  
Luis Escobar  
You know all the existing pages, maybe a few new ones, right?

0:58:45.925 --> 0:58:52.365  
Luis Escobar  
But definitely just all the existing ones and and with the brand new design.

0:58:53.885 --> 0:58:56.45  
Luis Escobar  
Style and overall UI UX you know.

0:58:57.885 --> 0:59:0.645  
Luis Escobar  
Style we can have that ready by end of week.

0:59:1.915 --> 0:59:2.195  
Brian Hyatt  
OK.

0:59:3.405 --> 0:59:5.605  
Luis Escobar  
If we can just coordinate.

0:59:3.665 --> 0:59:5.905  
Brian Hyatt  
So yeah, that that answers that we won't need to.

0:59:6.505 --> 0:59:9.385  
Brian Hyatt  
We won't need to to do any of the updates.

0:59:9.385 --> 0:59:13.345  
Brian Hyatt  
I don't think on the on the HubSpot site because that's a pretty pretty fast turn around.

0:59:16.295 --> 0:59:37.735  
Basement  
I I sent to you kind of the websites and kind of went 25 again.com has versus a new and there were many more opportunities and overall flow of the original 25. Again site is is far greater and better I think.

0:59:39.235 --> 0:59:40.755  
Basement  
Than than the annew.co.

0:59:42.395 --> 0:59:46.795  
Basement  
There's much more opportunity to grab the customers.

0:59:47.425 --> 0:59:48.545  
Basement  
Data so.

0:59:49.675 --> 0:59:49.875  
Luis Escobar  
Mm hmm.

0:59:57.645 --> 0:59:59.405  
Luis Escobar  
Do we have an account with like?

1:0:1.5 --> 1:0:1.45  
Luis Escobar  
A.

1:0:1.45 --> 1:0:1.525  
Luis Escobar  
A stock image.

1:0:3.225 --> 1:0:5.425  
Luis Escobar  
Service provider like Shutterstock.

1:0:5.765 --> 1:0:7.405  
Basement  
Yeah, we have Shutterstock.

1:0:7.105 --> 1:0:8.825  
Luis Escobar  
OK, perfect.

1:0:10.505 --> 1:0:12.545  
Luis Escobar  
And we'll get some good imagery from there.

1:0:13.155 --> 1:0:18.515  
Basement  
And we we should have tons of great shots, right?

1:0:18.515 --> 1:0:21.435  
Basement  
I mean till we have a lot of staff photos and and.

1:0:23.915 --> 1:0:31.275  
Basement  
BBB role of clients walking in and shaking hands with with the dark and doctor.

1:0:31.625 --> 1:0:35.385  
Basement  
I mean, I just see that we've done so many.

1:0:36.875 --> 1:0:38.75  
Basement  
I know we have pictures.

1:0:39.795 --> 1:0:47.75  
Basement  
But maybe she still so much. Just Lisa talking. Pam talking Pam, you know, explaining something to a patient.

1:0:47.155 --> 1:0:57.395  
Basement  
Just tons of like little 5 second videos of you know that you you would see on a site you know, I mean I definitely think we could get more of that.

1:0:57.395 --> 1:0:59.555  
Basement  
I don't think we have enough for a sight at all.

1:1:1.275 --> 1:1:1.435  
Basement  
But.

1:1:1.865 --> 1:1:4.25  
Basement  
That's what I mean, we have.

1:1:4.25 --> 1:1:5.945  
Basement  
So really I mean.

1:1:7.435 --> 1:1:9.155  
Basement  
Of stuff that you would put on the header of the site.

1:1:9.155 --> 1:1:12.835  
Basement  
No, I mean, yeah, we have plenty of like content.

1:1:12.835 --> 1:1:21.115  
Basement  
As in like that we're posting, but like something that you would put on the front of a site, you would want that to be pretty high quality.

1:1:16.475 --> 1:1:16.675  
Luis Escobar  
Mm hmm.

1:1:22.755 --> 1:1:23.315  
Basement  
And not like.

1:1:25.155 --> 1:1:27.915  
Basement  
I I'm very opposed to like stock.

1:1:27.995 --> 1:1:32.355  
Basement  
I mean, like you know, I hate using.

1:1:33.585 --> 1:1:44.465  
Basement  
I mean, if we have high quality, you know, imagery of our own staff, our own clients, that kind of thing, I think it's just more compelling.

1:1:44.465 --> 1:1:53.345  
Basement  
But yeah, I mean, if we don't, I just know that we've shot so much stuff, you know.

1:1:51.765 --> 1:1:52.245  
Luis Escobar  
Yeah.

1:1:54.205 --> 1:1:54.885  
Luis Escobar  
No, I agree.

1:1:54.885 --> 1:1:57.405  
Luis Escobar  
I mean, I think it's it's a healthy balance of both, right?

1:1:57.405 --> 1:2:2.885  
Luis Escobar  
You're not gonna always have all the angles or the right shots, and that's where shutterstocking can fill the gap.

1:2:5.685 --> 1:2:12.445  
Luis Escobar  
And also you know we can also take all the shots that you guys do have and also enhance them with AI, right?

1:2:12.995 --> 1:2:16.195  
Basement  
Yeah. Yeah, we have some photos.

1:2:14.75 --> 1:2:14.755  
Luis Escobar  
So.

1:2:17.715 --> 1:2:19.715  
Basement  
That I that I think would need to be enhanced.

1:2:19.715 --> 1:2:28.35  
Basement  
We also, I was looking at the Life Force website the other day and they use all stock imagery in their header and it's gorgeous.

1:2:21.885 --> 1:2:22.85  
Luis Escobar  
Mm hmm.

1:2:28.35 --> 1:2:32.955  
Basement  
It looks I I mean it doesn't look like this like it's very compelling.

1:2:28.845 --> 1:2:29.325  
Luis Escobar  
Yeah.

1:2:34.95 --> 1:2:34.615  
Luis Escobar  
Yeah.

1:2:34.955 --> 1:2:41.915  
Basement  
I think that that would change your mind a little bit on when we look at stock like this and stock of what we use on a new. I agree with you absolutely.

1:2:42.265 --> 1:2:47.25  
Basement  
Not, but when you look at stock like that it it changes things a little bit.

1:2:47.25 --> 1:2:50.145  
Basement  
'Cause I'm. I'm in the same boat as you. I don't like stock photos, but.

1:2:50.375 --> 1:2:50.895  
Luis Escobar  
Yeah.

1:2:51.675 --> 1:2:54.475  
Basement  
The way their header has videos is is really nice.

1:2:55.885 --> 1:2:57.365  
Luis Escobar  
Yeah, there is some good stock out there.

1:2:57.365 --> 1:2:59.685  
Luis Escobar  
You gotta, like, dig through the trenches.

1:2:58.595 --> 1:3:0.595  
Basement  
Yeah, yeah.

1:3:6.995 --> 1:3:15.595  
Luis Escobar  
But yeah, in terms of just revamping the website, yeah, that's that's something that's gonna happen immediately, right?

1:3:16.515 --> 1:3:18.355  
Luis Escobar  
Again, the 1.0 version right?

1:3:19.835 --> 1:3:21.435  
Luis Escobar  
And then and then we can just keep evolving from that.

1:3:23.115 --> 1:3:26.875  
Luis Escobar  
But we we don't need to keep building landing pages in HubSpot.

1:3:26.875 --> 1:3:36.435  
Luis Escobar  
It's. I know it's it's an interesting idea, but there's a there's a better way to operate, especially when we're trying to achieve the overarching goal of like having this centralized ecosystem.

1:3:38.155 --> 1:3:41.555  
Luis Escobar  
Where you you see all the content, access all the data.

1:3:42.435 --> 1:3:45.75  
Luis Escobar  
And we're fully tracking every action, every activity.

1:3:52.255 --> 1:3:54.775  
Luis Escobar  
I also wanted to bring up other like.

1:3:56.515 --> 1:3:58.875  
Luis Escobar  
Marketing channels, for example, have you guys considered TV ads?

1:3:58.875 --> 1:4:4.75  
Luis Escobar  
Noted, you mentioned something about radio was something you guys used to do?

1:4:5.165 --> 1:4:10.525  
Basement  
We we we done radio and TV both we like doing.

1:4:12.395 --> 1:4:17.755  
Basement  
You know what? What? What? Always work in the past. And I mean pre 2000.

1:4:19.235 --> 1:4:27.475  
Basement  
20 was live TV either live sporting or live news and then.

1:4:29.515 --> 1:4:30.955  
Basement  
A lot live.

1:4:33.355 --> 1:4:34.35  
Basement  
Radio shows.

1:4:34.545 --> 1:4:44.225  
Basement  
We would host here in our studios, you know where they say coming to you live from, you know us. Whatever so.

1:4:38.505 --> 1:4:38.705  
Luis Escobar  
Mm hmm.

1:4:42.35 --> 1:4:42.235  
Luis Escobar  
Mm hmm.

1:4:46.395 --> 1:4:46.955  
Basement  
That that works.

1:4:46.955 --> 1:4:51.395  
Basement  
Well, then you know we we live in a college town.

1:4:51.395 --> 1:4:55.635  
Basement  
So college football, college basketball so targeted.

1:4:55.635 --> 1:4:57.515  
Basement  
Audience for radio.

1:4:59.235 --> 1:5:5.235  
Basement  
Was clearly men. You know, men 25 to 55.

1:5:6.305 --> 1:5:6.425  
Basement  
And.

1:5:7.785 --> 1:5:10.905  
Basement  
60 on sports talk.

1:5:8.475 --> 1:5:8.635  
Luis Escobar  
OK.

1:5:12.395 --> 1:5:12.955  
Basement  
And then.

1:5:16.665 --> 1:5:26.945  
Basement  
Women would specifically respond well between 8:00 AM and 11:00 AM that that Morning News.

1:5:24.875 --> 1:5:25.75  
Luis Escobar  
Mm hmm.

1:5:29.275 --> 1:5:35.275  
Basement  
That that national news, NBC that that kind of thing.

1:5:36.795 --> 1:5:39.915  
Basement  
I we we are not doing any of that now.

1:5:42.195 --> 1:5:46.635  
Basement  
Just because it it fell off, I mean just we just weren't getting.

1:5:48.225 --> 1:5:58.385  
Basement  
The results, but I do know that I know you. You had talked about Vibe.

1:5:59.995 --> 1:6:3.155  
Luis Escobar  
Yeah, vibe, I think is it's something that maybe we can explore.

1:6:0.715 --> 1:6:0.795  
Basement  
So.

1:6:4.635 --> 1:6:7.195  
Luis Escobar  
You know, throw 100 bucks at it and see if it does anything.

1:6:8.835 --> 1:6:13.275  
Luis Escobar  
They just made it like very accessible to to get on these different.

1:6:15.115 --> 1:6:16.115  
Luis Escobar  
Platforms, right?

1:6:16.395 --> 1:6:29.435  
Luis Escobar  
Like Hulu for example, and and so. Also I think there's good opportunity for the retargeting someone who's you know, walked into one of the locations. Somebody who's, you know, visited the website, maybe three or five times.

1:6:30.745 --> 1:6:32.945  
Luis Escobar  
Now they start seeing it when they're watching their Hulu.

1:6:36.735 --> 1:6:37.55  
Basement  
Yeah.

1:6:40.925 --> 1:6:41.765  
Luis Escobar  
Great, great, great.

1:6:42.255 --> 1:6:44.735  
Basement  
It could be helpful too for.

1:6:47.415 --> 1:6:56.415  
Basement  
Telehealth, if you were going outside of of our Geo market, you know with the you know 20 mile radius.

1:6:55.155 --> 1:6:55.355  
Luis Escobar  
Mm hmm.

1:6:57.915 --> 1:7:0.715  
Basement  
You know, it could, could, could be good for that as well, so.

1:7:1.605 --> 1:7:4.205  
Luis Escobar  
Yeah. Here, I'll show you what the back end looks like.

1:7:2.355 --> 1:7:2.955  
Basement  
I think having.

1:7:4.245 --> 1:7:7.365  
Luis Escobar  
You see, you can pick out the different age demographics.

1:7:9.725 --> 1:7:11.365  
Luis Escobar  
Estimated household income.

1:7:12.705 --> 1:7:14.105  
Luis Escobar  
Network technicity.

1:7:12.765 --> 1:7:20.925  
Basement  
Doesn't have TV commercials or commercials on streaming service really legitimizes like for whatever reason, I just feel like, oh, that's very professional.

1:7:21.85 --> 1:7:23.45  
Basement  
They have ATV commercial like I don't know.

1:7:23.525 --> 1:7:25.245  
Luis Escobar  
Absolutely, absolutely.

1:7:25.605 --> 1:7:27.525  
Luis Escobar  
And so now it's easier than ever.

1:7:27.525 --> 1:7:29.245  
Luis Escobar  
I mean this, this company is great.

1:7:29.245 --> 1:7:31.925  
Luis Escobar  
You know, get started with a $50 ad budget.

1:7:32.925 --> 1:7:34.685  
Luis Escobar  
Same thing as running meta ads.

1:7:37.445 --> 1:7:41.45  
Basement  
And there's a direct connect with HubSpot.

1:7:42.795 --> 1:7:47.995  
Luis Escobar  
Yeah. I mean, in terms of, they have their own cracking pixel actually, right?

1:7:47.995 --> 1:7:52.435  
Luis Escobar  
So we we can make the correlation, send that data to help solve.

1:7:54.475 --> 1:7:56.995  
Basement  
Can you connect that with untitled?

1:7:54.875 --> 1:7:59.35  
Luis Escobar  
And that's where, that's where those different, that's where those different domains can come into play, right?

1:7:56.995 --> 1:7:59.315  
Basement  
I have no idea.

1:7:59.35 --> 1:8:8.275  
Luis Escobar  
So like if if somebody signs up in new123.com then now we know that person came from our CNN or.

1:8:9.515 --> 1:8:10.875  
Luis Escobar  
What are the cases?

1:8:11.215 --> 1:8:11.655  
Basement  
Right.

1:8:20.535 --> 1:8:20.895  
Basement  
OK.

1:8:20.895 --> 1:8:21.535  
Basement  
So where?

1:8:21.535 --> 1:8:22.615  
Basement  
Where do we start?

1:8:22.615 --> 1:8:23.695  
Basement  
What? What's the?

1:8:26.595 --> 1:8:35.515  
Basement  
Next, I mean, do we want to look at the next day, the next two days or or this week or what we give you access to click up.

1:8:26.995 --> 1:8:27.35  
Luis Escobar  
I.

1:8:36.895 --> 1:8:37.95  
Luis Escobar  
Mm hmm.

1:8:37.115 --> 1:8:38.955  
Basement  
Do you wanna what?

1:8:38.955 --> 1:8:39.795  
Basement  
What did you do?

1:8:39.795 --> 1:8:49.515  
Basement  
You put, I guess some of his initial recommendations into a task under his it's it's just a separate list and click up we had a.

1:8:50.945 --> 1:8:55.465  
Basement  
We have like a backup or a backlog list and we didn't want to.

1:8:56.185 --> 1:8:59.265  
Basement  
We didn't want these tasks to kind of mix with those.

1:8:59.265 --> 1:9:5.625  
Basement  
We wanted to keep them separate, so we made like a separate list. I think it's called Louis tasks, but.

1:9:4.945 --> 1:9:5.385  
Luis Escobar  
OK.

1:9:7.75 --> 1:9:8.515  
Basement  
We kind of built out.

1:9:10.835 --> 1:9:12.995  
Basement  
Like six or seven or eight or something like that.

1:9:12.995 --> 1:9:19.75  
Basement  
Tasks or projects so far and we kind of just need to go through probably and add the rest.

1:9:19.505 --> 1:9:27.65  
Basement  
Tomorrow, broad descriptions. Yeah. And then go through and add like the subtask we were in a bigger group meeting.

1:9:27.65 --> 1:9:28.65  
Basement  
I think we can do it with.

1:9:30.195 --> 1:9:35.115  
Basement  
You know the people who are gonna do the task to build out the sub tasks of what they need for to complete that.

1:9:35.115 --> 1:9:42.315  
Basement  
So that's kind of where we're at right now that that's a nice way of them saying, Ted, we don't want you in the meeting.

1:9:44.755 --> 1:9:46.115  
Basement  
I didn't.

1:9:50.265 --> 1:9:51.105  
Luis Escobar  
No good, good deal.

1:9:51.105 --> 1:9:52.825  
Luis Escobar  
Yeah, I'm logged into. Click up now.

1:9:54.465 --> 1:9:54.785  
Basement  
Yeah.

1:9:55.445 --> 1:9:56.925  
Luis Escobar  
Perfect. Perfect.

1:9:57.985 --> 1:10:1.65  
Luis Escobar  
Yeah, right now I I believe I have everything I need, right.

1:10:1.785 --> 1:10:13.905  
Luis Escobar  
I I wanna reconvene basically 24 hours from now. We we can do a call tomorrow. Same time at 4:00 or is it? Does that work for you guys?

1:10:18.465 --> 1:10:21.865  
Basement  
Do you have class at 5530?

1:10:21.865 --> 1:10:23.905  
Basement  
What your I do at 5:30?

1:10:25.355 --> 1:10:26.635  
Basement  
Can you move it up to 3:30?

1:10:27.585 --> 1:10:28.865  
Luis Escobar  
Yeah. Yeah, let's do that.

1:10:30.335 --> 1:10:31.855  
Basement  
Yeah, 3 referrals would be better.

1:10:30.395 --> 1:10:31.675  
Luis Escobar  
Yeah, it'll. It'll be more of a.

1:10:32.595 --> 1:10:34.235  
Luis Escobar  
Yeah, it'll be a streamlined meeting.

1:10:34.305 --> 1:10:40.305  
Luis Escobar  
I think we can really give you an understanding of like everything I found in terms of my audit, right?

1:10:41.915 --> 1:10:44.595  
Luis Escobar  
But yeah, I have what I need for now.

1:10:46.315 --> 1:10:51.995  
Luis Escobar  
I wanna make sure also that I'm connected on teams if if there's any channels I need to be added to or.

1:10:54.215 --> 1:10:56.615  
Basement  
I'll add you to the marketing.

1:10:54.305 --> 1:10:55.225  
Luis Escobar  
Should we create like a?

1:10:56.815 --> 1:11:3.775  
Basement  
We just have like, yeah, I'll add you to the marketing team. One right, Brian?

1:11:3.775 --> 1:11:5.735  
Basement  
I think that's the only like.

1:11:7.545 --> 1:11:8.705  
Basement  
Necessary one.

1:11:9.435 --> 1:11:10.635  
Brian Hyatt  
Yeah, I think so.

1:11:9.465 --> 1:11:9.665  
Luis Escobar  
Mm hmm.

1:11:10.875 --> 1:11:26.395  
Brian Hyatt  
And if you if you wanna touch base with me anytime before that meeting or anytime after so that we can look at you know the some of the questions with HubSpot or if you have any questions there, just let me know.

1:11:26.395 --> 1:11:30.275  
Brian Hyatt  
We do have a weekly call with Lea from Smart Bug.

1:11:31.795 --> 1:11:40.995  
Brian Hyatt  
Wednesday mornings at 9 AMI. Don't know if you would wanna jump on there. If we need to find a different time to connect with her. She's flexible.

1:11:41.305 --> 1:11:44.705  
Brian Hyatt  
So that'd be good as well.

1:11:42.305 --> 1:11:45.385  
Basement  
Did she forget that anything in writing or like?

1:11:45.735 --> 1:11:46.295  
Luis Escobar  
OK.

1:11:46.735 --> 1:11:47.535  
Luis Escobar  
Yeah, that could work.

1:11:47.535 --> 1:11:51.535  
Luis Escobar  
And I guess Brian could do you want to schedule a meeting with me tomorrow morning?

1:11:54.25 --> 1:11:54.665  
Luis Escobar  
Could be like a.

1:11:54.45 --> 1:11:57.405  
Brian Hyatt  
Yeah, yeah, that's let me take a look.

1:11:57.295 --> 1:11:57.815  
Luis Escobar  
Time.

1:11:57.405 --> 1:12:5.645  
Brian Hyatt  
We've got our 9:30 call. Normally that we touch base with the team, but outside of that I'm I'm available.

1:12:6.905 --> 1:12:9.465  
Luis Escobar  
9:30 you said I could do.

1:12:9.5 --> 1:12:11.285  
Brian Hyatt  
Yeah. And they usually just last 30 minutes.

1:12:12.875 --> 1:12:15.75  
Luis Escobar  
I could do 9:00 to 9:30.

1:12:15.815 --> 1:12:16.135  
Brian Hyatt  
OK.

1:12:16.135 --> 1:12:17.95  
Brian Hyatt  
Yeah, let's see that.

1:12:18.905 --> 1:12:22.945  
Luis Escobar  
Great. Great. That'll do. A 30 minute pawalo and then.

1:12:22.355 --> 1:12:24.35  
Basement  
Brian Brian did.

1:12:24.35 --> 1:12:31.195  
Basement  
Didn't you ask the smart bug lady to give you kind of a written what's been done so far?

1:12:32.415 --> 1:12:40.135  
Brian Hyatt  
Yes, she said that she would send that by end of day today, which I still haven't seen that. So I'll I'll follow up with her again.

1:12:37.415 --> 1:12:37.495  
Basement  
Oh.

1:12:41.635 --> 1:12:43.955  
Brian Hyatt  
And see what is going on there.

1:12:42.5 --> 1:12:46.245  
Basement  
Yeah, I think that's that's something that I'd like to see.

1:12:46.245 --> 1:12:50.45  
Basement  
I think be helpful because we've engaged with.

1:12:48.965 --> 1:12:53.685  
Brian Hyatt  
Ask for an update on hours to like how many hours have been spent.

1:12:51.995 --> 1:12:52.875  
Basement  
Them yeah, yeah.

1:12:56.715 --> 1:12:57.155  
Luis Escobar  
OK.

1:12:57.435 --> 1:13:2.515  
Luis Escobar  
And so they're like a hot spot consultant agency, I'm guessing.

1:13:1.895 --> 1:13:4.255  
Brian Hyatt  
They yeah. Yeah, they are.

1:13:4.255 --> 1:13:10.935  
Brian Hyatt  
They were actually one of the top recommendations from HubSpot with partners that they work with. So that's why we went with them.

1:13:11.775 --> 1:13:14.15  
Brian Hyatt  
We purchased 20 hours.

1:13:15.875 --> 1:13:20.195  
Brian Hyatt  
And so yeah, that we can.

1:13:20.195 --> 1:13:27.515  
Brian Hyatt  
We can jump into that a little bit more tomorrow, but we the past couple calls I have shared with them that we need to stop on the gas.

1:13:27.515 --> 1:13:31.635  
Brian Hyatt  
I think that's the the biggest concern that we have is we need to.

1:13:31.825 --> 1:13:34.65  
Brian Hyatt  
Move a little bit faster than what we have been.

1:13:36.985 --> 1:13:38.665  
Luis Escobar  
Yeah, you know we can.

1:13:39.335 --> 1:13:44.415  
Luis Escobar  
We can definitely, you know, make a lot of big changes if hub slots really dialed in.

1:13:47.175 --> 1:13:53.415  
Luis Escobar  
The workflows is something I'm gonna be reviewing to make sure that you know which ones are running.

1:13:50.355 --> 1:13:50.555  
Brian Hyatt  
Mm hmm.

1:13:53.415 --> 1:13:54.375  
Luis Escobar  
Why are they running?

1:13:54.375 --> 1:13:55.535  
Luis Escobar  
What are they doing for us?

1:13:56.255 --> 1:14:6.255  
Brian Hyatt  
I think that's our our biggest need after getting through and fixing the the leads and and the confusion that Crystal and Melissa were having, just be able to find the leads.

1:14:6.395 --> 1:14:6.595  
Basement  
Still.

1:14:6.855 --> 1:14:10.815  
Brian Hyatt  
So I think that's that's the next big step for sure.

1:14:19.185 --> 1:14:21.785  
Basement  
I think yeah for sure.

1:14:23.205 --> 1:14:25.445  
Luis Escobar  
So I don't see you guys have automations here.

1:14:30.285 --> 1:14:31.445  
Luis Escobar  
Workflows.

1:14:35.295 --> 1:14:35.455  
Luis Escobar  
Yeah.

1:14:36.925 --> 1:14:37.685  
Luis Escobar  
Oh, there you are.

1:14:37.375 --> 1:14:40.575  
Brian Hyatt  
Good. Hey, I was gonna say there should be a good amount in there.

1:14:38.125 --> 1:14:38.965  
Luis Escobar  
I was missing then.

1:14:40.575 --> 1:14:48.455  
Brian Hyatt  
I know that Zamina has been going through and updating some things which we definitely wanna get you in in touch with her as well.

1:14:50.315 --> 1:14:50.635  
Luis Escobar  
Got it.

1:14:51.75 --> 1:14:53.355  
Luis Escobar  
Current client SMS subscriptions.

1:14:54.575 --> 1:14:54.895  
Luis Escobar  
Got it.

1:14:54.895 --> 1:14:57.55  
Luis Escobar  
And you guys are using Haymarket, right?

1:14:57.965 --> 1:15:1.485  
Brian Hyatt  
We're actually using both right now because.

1:15:3.185 --> 1:15:12.745  
Brian Hyatt  
There's a little bit of confusion with our team and when I came on board, they were just like we're running out of SMS. And so there's the character limit.

1:15:14.295 --> 1:15:23.775  
Brian Hyatt  
So they were looking at it more from that SMS was one message and they didn't realize that sometimes it was taking up two or three.

1:15:14.965 --> 1:15:15.165  
Luis Escobar  
Mm hmm.

1:15:25.225 --> 1:15:25.865  
Brian Hyatt  
Credits, if you will.

1:15:27.355 --> 1:15:27.835  
Luis Escobar  
OK.

1:15:27.915 --> 1:15:29.795  
Luis Escobar  
Yeah, yeah, all right.

1:15:29.795 --> 1:15:30.875  
Luis Escobar  
Yeah, I'm gonna audit that.

1:15:30.875 --> 1:15:32.995  
Luis Escobar  
Maybe we stick with Haymarket.

1:15:34.195 --> 1:15:35.515  
Luis Escobar  
Maybe we switch?

1:15:35.595 --> 1:15:43.435  
Luis Escobar  
I mean, so the the project blue, the people I'm recommending, they provide iMessage and also SMS.

1:15:45.305 --> 1:15:48.985  
Luis Escobar  
And their packages are like really good. It's unlimited SMS.

1:15:48.985 --> 1:15:52.745  
Luis Escobar  
Actually they they just charge on the iMessage side of things.

1:15:58.625 --> 1:16:0.345  
Basement  
So, like, how does that work?

1:16:0.345 --> 1:16:2.625  
Basement  
Does it send out it? You'll send it?

1:16:3.145 --> 1:16:4.425  
Basement  
You'll send it via.

1:16:6.235 --> 1:16:6.595  
Basement  
Via via.

1:16:8.675 --> 1:16:10.155  
Basement  
What iMessage?

1:16:9.105 --> 1:16:9.945  
Luis Escobar  
Yeah, hotspot.

1:16:10.875 --> 1:16:16.595  
Basement  
No, no, but but but, but it is sent as a text first or as an iMessage.

1:16:11.25 --> 1:16:11.985  
Luis Escobar  
So like right?

1:16:17.385 --> 1:16:18.745  
Luis Escobar  
It'll go as an iMessage.

1:16:18.745 --> 1:16:26.705  
Luis Escobar  
So it it'll know already who has an iPhone and who doesn't. If it's an Android, it'll go out as an SMS.

1:16:26.735 --> 1:16:27.455  
Basement  
It does.

1:16:27.965 --> 1:16:28.885  
Luis Escobar  
Yeah, yeah.

1:16:28.915 --> 1:16:29.35  
Basement  
Huh.

1:16:31.965 --> 1:16:40.605  
Luis Escobar  
It's limited to, so the way it works, it's these guys actually have real iPhones in a in a in a warehouse and they're connected.

1:16:40.65 --> 1:16:40.585  
Basement  
Can you tell?

1:16:41.165 --> 1:16:53.5  
Luis Escobar  
Yeah, yeah, it's it's really nifty, but we're limited to 40 new imessages per line per day, right?

1:16:53.5 --> 1:16:53.565  
Luis Escobar  
We can.

1:16:53.765 --> 1:16:59.765  
Luis Escobar  
We can always send ongoing imessages to existing contacts in our book, but Apple I guess.

1:17:0.465 --> 1:17:8.705  
Luis Escobar  
They, if they notice, you're sending out a bunch of images to brand new contacts, they'll they'll red flag us and then we'll have to. They'll pause the account and we'll have to get it unpaused.

1:17:9.765 --> 1:17:14.845  
Basement  
So 4040 new leads or new numbers a day?

1:17:14.925 --> 1:17:18.445  
Basement  
But there's no limit on existing clients that we have.

1:17:20.235 --> 1:17:22.795  
Luis Escobar  
Existing conversations, right?

1:17:22.705 --> 1:17:23.65  
Basement  
Oh.

1:17:24.265 --> 1:17:27.665  
Luis Escobar  
So we'll we'll start 40 new conversations today.

1:17:28.395 --> 1:17:28.795  
Basement  
OK.

1:17:29.255 --> 1:17:35.375  
Luis Escobar  
On one line we can get 2 lines and do 80. We can do 4 lines and do 160 right? So.

1:17:36.945 --> 1:17:52.825  
Luis Escobar  
That's how we we aggregate and make a cumulative and anything that's not iMessage just goes out as an SMS. And yeah, I think it's a great move just to like we don't need to have so many different softwares running, we just need a few of them and keeping.

1:17:52.825 --> 1:17:57.305  
Luis Escobar  
It all centralized in HubSpot, so people are not jumping in and logging into different systems.

1:17:59.255 --> 1:17:59.535  
Basement  
OK.

1:17:59.535 --> 1:18:3.655  
Basement  
Well, did the team just gonna need to know sooner rather than later who's doing what?

1:18:3.655 --> 1:18:4.375  
Basement  
And I guess.

1:18:5.835 --> 1:18:13.395  
Basement  
Once tomorrow, we'll kind of go through everything and we'll sign tasks, I guess within.

1:18:15.505 --> 1:18:16.145  
Basement  
Look up.

1:18:18.915 --> 1:18:26.555  
Basement  
I just want to make sure that that everybody knows who's responsible for what and by when.

1:18:19.305 --> 1:18:19.905  
Luis Escobar  
Yeah, click up.

1:18:30.555 --> 1:18:35.35  
Luis Escobar  
I'm looking here at the Lewis task data migration create patient portal.

1:18:35.35 --> 1:18:37.635  
Luis Escobar  
I have integrate AI operations for account.

1:18:37.635 --> 1:18:41.915  
Luis Escobar  
Yep, Yep. Go up last night. Look on access.

1:18:42.715 --> 1:18:44.715  
Luis Escobar  
Yeah, the the HIPAA compliance stuff.

1:18:43.135 --> 1:18:43.775  
Basement  
We.

1:18:44.755 --> 1:18:52.235  
Luis Escobar  
I I wanna have a meeting about that specifically just to make sure we're being compliant.

1:18:54.785 --> 1:19:3.425  
Basement  
Those were tasks not necessarily assigned to you, but recommended by you that you would impart at least a sign.

1:19:3.665 --> 1:19:4.385  
Basement  
I think so.

1:19:4.385 --> 1:19:4.985  
Basement  
The the.

1:19:7.365 --> 1:19:12.745  
Luis Escobar  
So I did some research about like HIPAA compliancy and essential when it comes to AI, right?

1:19:13.415 --> 1:19:19.815  
Luis Escobar  
It's just essentially that there are LLM models that that take this into account.

1:19:21.305 --> 1:19:27.505  
Luis Escobar  
And we want to have that data locally stored by a server that you guys own, right?

1:19:28.65 --> 1:19:30.185  
Luis Escobar  
Not, not not with a third party.

1:19:38.805 --> 1:19:43.245  
Basement  
Yeah, it would be super cool for us to somehow.

1:19:44.595 --> 1:19:57.115  
Basement  
Create you know how you you created a podcast. A 5 minute podcast that kind of explained the challenges you know of our initial call I could see.

1:19:53.365 --> 1:19:53.885  
Luis Escobar  
Mm hmm mm hmm.

1:19:56.445 --> 1:19:56.565  
Luis Escobar  
Mm H.

1:19:57.555 --> 1:20:1.555  
Basement  
I could see a podcast on somebody's health.

1:20:1.555 --> 1:20:7.555  
Basement  
You know things that have changed since their last meeting. You know, that kind of thing. Now, of course.

1:20:2.625 --> 1:20:2.705  
Luis Escobar  
Mm.

1:20:8.25 --> 1:20:18.185  
Basement  
You'd have to log into your account to make it HIPA compliant, but but I I think that that it would be really cool for them to get excited about.

1:20:19.675 --> 1:20:25.355  
Basement  
You know, maybe they're coming in for their very first time and and the podcast.

1:20:26.875 --> 1:20:29.955  
Basement  
Has their blood serum levels, you know?

1:20:29.955 --> 1:20:30.515  
Basement  
Oh wow.

1:20:30.515 --> 1:20:34.155  
Basement  
Looks like and we also know what their pains have been.

1:20:34.395 --> 1:20:37.355  
Basement  
I have been with this person had been will sleep.

1:20:37.705 --> 1:20:39.585  
Basement  
Wow, they're going to see you.

1:20:39.585 --> 1:20:47.25  
Basement  
You'll get them hyped up for all the things that they're going to hear about in the meeting.

1:20:45.945 --> 1:20:46.145  
Luis Escobar  
Mm hmm.

1:20:47.25 --> 1:20:52.25  
Basement  
I think that would be \*\*\*\*\*\*, you know? So it takes our story.

1:20:52.105 --> 1:20:53.345  
Basement  
It's like a pre story.

1:20:54.795 --> 1:20:57.915  
Basement  
To the story that could potentially even be better.

1:20:59.635 --> 1:21:1.155  
Basement  
In office, you know so.

1:21:4.275 --> 1:21:4.675  
Basement  
No.

1:21:4.425 --> 1:21:6.105  
Luis Escobar  
Tell me about your testimonials.

1:21:6.105 --> 1:21:6.665  
Luis Escobar  
Do you?

1:21:6.665 --> 1:21:11.305  
Luis Escobar  
Do you have a library of video testimonials? Written testimonials?

1:21:12.515 --> 1:21:13.155  
Basement  
Yeah, we do.

1:21:14.635 --> 1:21:14.915  
Basement  
We have.

1:21:14.755 --> 1:21:15.195  
Luis Escobar  
Great.

1:21:16.795 --> 1:21:27.595  
Basement  
Old ones that I think Ted has talked to you about before and then we also have like ones we've done within the last, you know, six months or more.

1:21:28.655 --> 1:21:29.775  
Luis Escobar  
Yeah, recent ones.

1:21:30.465 --> 1:21:31.705  
Basement  
Yeah, we have. We have.

1:21:31.705 --> 1:21:34.665  
Basement  
We have tons and tons of old.

1:21:36.835 --> 1:21:46.875  
Basement  
YouTube testimonials they just use if they use a name, they're gonna use the brand name 25 five again.

1:21:47.195 --> 1:21:50.875  
Basement  
But they are real people, real clients.

1:21:50.875 --> 1:21:55.955  
Basement  
You know that we filmed and we have tons of testimonials.

1:21:55.995 --> 1:21:59.795  
Basement  
So if you had AI recreate those.

1:21:58.385 --> 1:21:58.585  
Luis Escobar  
Mm hmm.

1:22:0.265 --> 1:22:3.625  
Basement  
I mean, we can certainly say these are real written more.

1:22:3.625 --> 1:22:8.345  
Basement  
You know, these are real spoken words by actors or whatever, you know.

1:22:10.825 --> 1:22:14.425  
Basement  
What I'm saying is we have really great stuff.

1:22:15.65 --> 1:22:22.705  
Basement  
It's just not great quality because it's old and it's it's from a different brand, you know, so.

1:22:24.125 --> 1:22:35.605  
Luis Escobar  
So yeah, I think we should like implement a new initiative to try to get some fresh new testimonials in in the next, you know, week or two maybe.

1:22:34.785 --> 1:22:39.865  
Basement  
Yeah, we are doing that currently. Yeah. So we already kinda have that started.

1:22:37.115 --> 1:22:37.275  
Luis Escobar  
OK.

1:22:40.385 --> 1:22:50.145  
Basement  
I need to be involved though, just to give you content like ideas of what we needed, what they need to say, or I mean like what we're trying to get out of them.

1:22:40.815 --> 1:22:41.295  
Luis Escobar  
Great.

1:22:49.165 --> 1:22:57.5  
Luis Escobar  
You. Yeah. I mean, it's great if some of them, like, are organically off the cuff, are good on camera and know what to say.

1:22:57.165 --> 1:23:0.925  
Luis Escobar  
But sometimes it's easier if you tell them exactly what to say.

1:22:59.185 --> 1:23:1.785  
Basement  
We like prompt them with questions.

1:23:4.875 --> 1:23:5.675  
Basement  
Yeah, we have.

1:23:5.675 --> 1:23:13.195  
Basement  
I have a list of questions that I came up with that we asked them, but I mean we don't tell them what to say by any means.

1:23:9.155 --> 1:23:9.635  
Luis Escobar  
Yeah.

1:23:14.295 --> 1:23:18.495  
Luis Escobar  
OK. And incentivize them somehow, right?

1:23:15.275 --> 1:23:17.115  
Basement  
Just because I don't know.

1:23:18.495 --> 1:23:21.935  
Luis Escobar  
Like I don't know a discount or something for providing the video.

1:23:21.95 --> 1:23:21.935  
Basement  
Yeah, we give them.

1:23:21.935 --> 1:23:25.935  
Basement  
Yeah. Yeah. For their, their their time.

1:23:27.355 --> 1:23:31.115  
Basement  
Yeah, I mean we we never want to pay anybody for saying something that isn't true.

1:23:32.835 --> 1:23:33.835  
Basement  
And we never have.

1:23:33.915 --> 1:23:36.875  
Basement  
And quite, quite frankly, in the past, we never had to offer.

1:23:37.395 --> 1:23:42.835  
Basement  
I mean, folks were voluntarily so happy with we haven't given anyone anything.

1:23:42.835 --> 1:23:43.995  
Basement  
Yeah, yeah.

1:23:44.315 --> 1:23:51.635  
Basement  
Sometimes people will ask though, but but, but I do I the point is we want to be in.

1:23:53.225 --> 1:24:4.945  
Basement  
Tenfold on, you know, what are the common pains that people are are facing, and we need to make sure that we're getting that out of them. You know, we.

1:24:6.755 --> 1:24:17.475  
Basement  
All saying I want to lose weight or I've lost weight. We we need, you know, men saying that women saying it and then we need to look at all the other things that we treat as well.

1:24:17.475 --> 1:24:22.355  
Basement  
So yeah, we have a working document of basically all the pain points.

1:24:22.945 --> 1:24:25.225  
Basement  
All the aid troops for men and women.

1:24:26.755 --> 1:24:30.475  
Basement  
There's no way to take the old.

1:24:27.35 --> 1:24:27.315  
Luis Escobar  
OK.

1:24:33.355 --> 1:24:49.435  
Basement  
Old branded Ted testimonials and basically use those words with the new brand name and just create an AI image.

1:24:49.475 --> 1:24:50.875  
Basement  
I mean AI video.

1:24:51.745 --> 1:24:53.425  
Luis Escobar  
Naii avatar like.

1:24:53.75 --> 1:24:53.515  
Basement  
With yeah.

1:24:54.265 --> 1:24:57.585  
Basement  
Yeah, I mean, but but a real looking individual.

1:24:54.995 --> 1:24:55.35  
Luis Escobar  
A.

1:24:58.95 --> 1:24:58.895  
Luis Escobar  
I know it's.

1:25:0.795 --> 1:25:16.555  
Luis Escobar  
There's some good ones out there, but it's they're not always that good and something with a testimonial is like, I don't know, people. People might feel type of way if they realize it's it's a, it's an AI generated testimonial. Not not.

1:25:15.745 --> 1:25:17.705  
Basement  
Yeah. No, I I agree.

1:25:17.705 --> 1:25:21.25  
Basement  
I mean but but but you see it on ads all the time.

1:25:18.435 --> 1:25:18.475  
Luis Escobar  
A.

1:25:21.25 --> 1:25:28.25  
Basement  
Where it says actor or portrayal of a real testimony, you know, that kind of thing so.

1:25:28.265 --> 1:25:30.545  
Luis Escobar  
Yeah, I just, I don't know.

1:25:30.545 --> 1:25:39.425  
Luis Escobar  
I feel like your guys are in such a good position. Just 'cause you have physical locations, you got people walking, humans walking into your places every day, right?

1:25:39.955 --> 1:25:44.355  
Basement  
Yeah, but not not everybody's camera ready or.

1:25:46.755 --> 1:26:1.835  
Basement  
Representative of how we want, you know, that's why they have models doing Cologne and stuff like that because people want to feel like they look like that when they wear that, you know, I mean so.

1:25:47.725 --> 1:25:48.285  
Luis Escobar  
Yeah.

1:26:3.355 --> 1:26:4.115  
Luis Escobar  
You're right.

1:26:3.515 --> 1:26:4.835  
Basement  
We're kind of in that same boat.

1:26:5.805 --> 1:26:6.805  
Luis Escobar  
Actually, you're right, Todd.

1:26:6.805 --> 1:26:18.605  
Luis Escobar  
Let's I think we should get that actor contracted as soon as possible, and that should be one of the videos we get them to create is basically like a testimonial type.

1:26:20.155 --> 1:26:23.75  
Luis Escobar  
User generated content right praising the product.

1:26:27.345 --> 1:26:28.745  
Basement  
But we have to put on that.

1:26:28.745 --> 1:26:29.745  
Basement  
It's an actor, right?

1:26:29.745 --> 1:26:32.385  
Basement  
Yeah, I mean, we're just fine.

1:26:30.775 --> 1:26:31.255  
Luis Escobar  
Yeah.

1:26:32.385 --> 1:26:35.385  
Basement  
I mean, I mean real testimonial.

1:26:37.195 --> 1:26:38.555  
Basement  
Actor portray whatever.

1:26:38.555 --> 1:26:41.395  
Basement  
But I mean like real, real work, I mean.

1:26:42.985 --> 1:26:43.385  
Luis Escobar  
Mm hmm mm hmm.

1:26:46.695 --> 1:26:50.615  
Basement  
We we didn't with the physician, but he wasn't claiming to do any there.

1:26:50.615 --> 1:26:51.895  
Basement  
He just looked into.

1:26:55.815 --> 1:27:11.235  
Basement  
It's just they're able to do it because they have the lights, camera action right there and it's just them. So you pick out three women, 3, three men, and you get them to say four or five different scripts and testonials and it's just done like, you know it.

1:26:56.575 --> 1:26:56.935  
Luis Escobar  
Yeah.

1:27:2.445 --> 1:27:2.645  
Luis Escobar  
Mm hmm.

1:27:11.235 --> 1:27:19.375  
Basement  
Just done and it's like instead of us having to try to set it up, get it, you know, get the mic. Right, get the.

1:27:19.375 --> 1:27:21.775  
Basement  
I mean, I think we we should still do.

1:27:20.645 --> 1:27:21.125  
Luis Escobar  
Yeah.

1:27:22.435 --> 1:27:25.555  
Basement  
It is my my, no, no, we we should still.

1:27:26.225 --> 1:27:29.505  
Basement  
For for web, for.

1:27:28.865 --> 1:27:29.65  
Luis Escobar  
Mm hmm.

1:27:30.955 --> 1:27:32.355  
Basement  
It's just for organic.

1:27:32.475 --> 1:27:33.955  
Basement  
Yeah, well, I mean.

1:27:33.875 --> 1:27:34.75  
Luis Escobar  
Mm hmm.

1:27:36.155 --> 1:27:38.675  
Basement  
Maybe we'll we'll blend it in with these.

1:27:38.715 --> 1:27:45.835  
Basement  
Yeah, you know, I just think it's important that we have both, because then there's also the people who are like, oh, that person looks like me.

1:27:40.745 --> 1:27:41.625  
Luis Escobar  
Yeah, I agree.

1:27:47.255 --> 1:27:48.655  
Luis Escobar  
Mm hmm mm hmm.

1:27:47.675 --> 1:27:51.955  
Basement  
5% yeah. So yeah, not not, not everybody can be.

1:27:52.115 --> 1:27:55.595  
Basement  
Yeah, Louis, you know, not not not everybody.

1:27:55.865 --> 1:27:56.465  
Basement  
Model.

1:27:59.745 --> 1:28:6.65  
Luis Escobar  
Currently, let's let's short list, you know, a few of these guys and and put out some some bids.

1:28:10.645 --> 1:28:10.765  
Luis Escobar  
Umm.

1:28:16.995 --> 1:28:22.75  
Basement  
Yeah, like, like the ones that were shot at my, my, my house.

1:28:23.595 --> 1:28:28.675  
Basement  
Those were actors all saying, yeah, yeah, yeah. Same lines, you know, so.

1:28:30.125 --> 1:28:34.965  
Luis Escobar  
So I'm inside of the Dropbox, but I'm not sure if I'm seeing everything.

1:28:36.475 --> 1:28:37.75  
Luis Escobar  
Let's see.

1:28:41.275 --> 1:28:43.475  
Basement  
Is there anything I can help with right now?

1:28:42.865 --> 1:28:46.705  
Luis Escobar  
Of files, there's nothing.

1:28:45.865 --> 1:28:48.65  
Basement  
Shoot me a message or so.

1:28:49.835 --> 1:28:50.475  
Basement  
I don't run on.

1:28:52.395 --> 1:28:56.675  
Basement  
You you accepted the the invite.

1:28:57.695 --> 1:28:58.535  
Luis Escobar  
I see.

1:29:0.925 --> 1:29:1.85  
Basement  
OK.

1:29:1.145 --> 1:29:1.905  
Luis Escobar  
John bugs.

1:29:4.855 --> 1:29:8.55  
Luis Escobar  
This one, a new team folder.

1:29:13.635 --> 1:29:18.35  
Luis Escobar  
I guess I got to upgrade because it's it's larger than two gigs. That's.

1:29:13.685 --> 1:29:14.285  
Basement  
Account.

1:29:19.175 --> 1:29:21.175  
Basement  
But should it make you upgrade though?

1:29:21.635 --> 1:29:24.515  
Luis Escobar  
Yeah. Shouldn't I be, like on a teams account on a company?

1:29:23.905 --> 1:29:24.705  
Basement  
Yeah.

1:29:26.355 --> 1:29:32.515  
Basement  
Well, it's a Dropbox account, but it shouldn't. I should.

1:29:32.515 --> 1:29:33.675  
Basement  
I was able to add you.

1:29:33.675 --> 1:29:35.355  
Basement  
Did you have to pay more though?

1:29:35.995 --> 1:29:39.435  
Basement  
No, because I had one available, I thought.

1:29:41.965 --> 1:29:44.115  
Luis Escobar  
Link your team account I think.

1:29:45.515 --> 1:29:48.675  
Luis Escobar  
And I'm not sure if it knows that I'm part of the Eno team.

1:29:50.5 --> 1:29:51.645  
Basement  
Yeah, it may, may not.

1:29:52.325 --> 1:29:54.765  
Basement  
Oh yeah, that's a good point.

1:29:56.395 --> 1:29:56.475  
Basement  
If.

1:29:58.515 --> 1:29:58.755  
Basement  
You're.

1:30:0.355 --> 1:30:0.795  
Basement  
I don't know.

1:30:2.595 --> 1:30:6.515  
Basement  
We can see who we have like if we if I have you like on our.

1:30:12.765 --> 1:30:14.5  
Basement  
Actually I don't know how.

1:30:15.515 --> 1:30:24.195  
Basement  
To be able to see Members if you go in the Dropbox, a new team folder, it'll show you the members.

1:30:28.155 --> 1:30:29.275  
Basement  
No, I don't.

1:30:29.275 --> 1:30:39.755  
Basement  
I also don't own a strawbox, so maybe if you could go up to my office today and tomorrow or whatever, just make sure he has. It is likely that I set it up wrong.

1:30:39.825 --> 1:30:42.305  
Basement  
So I if I did it wrong.

1:30:41.665 --> 1:30:44.865  
Luis Escobar  
All good. Yeah. When you get a chance, just share that.

1:30:47.35 --> 1:30:49.195  
Luis Escobar  
So I can start digging into all that content.

1:30:53.65 --> 1:30:55.225  
Brian Hyatt  
I just said Louise.

1:30:53.145 --> 1:30:55.385  
Basement  
Oh yeah, you do have access to it.

1:30:55.225 --> 1:30:57.545  
Brian Hyatt  
I just sent 10. You do OK.

1:30:57.35 --> 1:30:57.155  
Basement  
Too.

1:30:58.25 --> 1:30:59.465  
Brian Hyatt  
I just added you to.

1:31:1.435 --> 1:31:1.915  
Brian Hyatt  
The team word.

1:31:4.235 --> 1:31:6.475  
Brian Hyatt  
Me and everybody else was maybe that helps, I don't know.

1:31:7.385 --> 1:31:7.745  
Basement  
Perfect.

1:31:14.245 --> 1:31:14.925  
Luis Escobar  
Let me log out.

1:31:16.605 --> 1:31:19.325  
Basement  
Louis, is there anything I can help with right now?

1:31:19.885 --> 1:31:22.725  
Basement  
I'm gonna try to get a few more things done here.

1:31:24.395 --> 1:31:25.955  
Basement  
Or or finish.

1:31:25.315 --> 1:31:29.155  
Luis Escobar  
The the website rightnowenew.co.

1:31:31.315 --> 1:31:34.235  
Luis Escobar  
What hosting provider do you guys use for that?

1:31:36.745 --> 1:31:37.385  
Brian Hyatt  
HubSpot.

1:31:37.545 --> 1:31:39.385  
Basement  
I knew that was like, do you know Brian?

1:31:40.915 --> 1:31:41.395  
Basement  
HubSpot right.

1:31:41.95 --> 1:31:43.735  
Brian Hyatt  
Yeah, everything's through HubSpot, yeah.

1:31:43.875 --> 1:31:44.315  
Basement  
That's right.

1:31:44.445 --> 1:31:47.485  
Luis Escobar  
OK, This site is hosted through HubSpot, OK.

1:31:47.715 --> 1:31:48.355  
Basement  
Is it true?

1:31:50.395 --> 1:31:50.915  
Basement  
I don't think so.

1:31:55.745 --> 1:31:57.25  
Basement  
That was me.

1:31:56.265 --> 1:32:4.865  
Luis Escobar  
I'm going to when I ask that we create an account with this hosting provider rapid cloud hosting.

1:32:9.35 --> 1:32:12.315  
Luis Escobar  
We can start with like the simple plan. I think it's like 100 bucks.

1:32:13.915 --> 1:32:14.555  
Luis Escobar  
109.

1:32:23.365 --> 1:32:26.205  
Basement  
You have a card, a company card, right?

1:32:26.725 --> 1:32:28.525  
Basement  
OK. Brian, do you have a company card?

1:32:29.975 --> 1:32:30.575  
Brian Hyatt  
Dot.

1:32:31.465 --> 1:32:31.785  
Basement  
OK.

1:32:31.785 --> 1:32:37.825  
Basement  
Well, if you need to buy something, Louis just we put it on one of our company cards.

1:32:39.195 --> 1:32:40.115  
Luis Escobar  
OK, OK.

1:32:41.875 --> 1:32:42.155  
Luis Escobar  
Perfect.

1:32:43.515 --> 1:32:45.715  
Luis Escobar  
Yeah, it's only that's the only resource right now.

1:32:46.315 --> 1:32:51.115  
Luis Escobar  
There's there's several resources that I already have access to, and I have developer licenses with them.

1:32:51.115 --> 1:32:53.635  
Luis Escobar  
So we can put some cost that way.

1:32:54.755 --> 1:32:54.995  
Basement  
OK.

1:32:59.785 --> 1:33:2.585  
Luis Escobar  
But yeah, I think I have my homework.

1:33:2.585 --> 1:33:5.385  
Luis Escobar  
I got quite a few things to dig my teeth in.

1:33:6.915 --> 1:33:9.715  
Luis Escobar  
And then we can run you and I can connect tomorrow at 9:00.

1:33:12.635 --> 1:33:13.955  
Brian Hyatt  
Perfect. Perfect. Yep.

1:33:14.455 --> 1:33:15.415  
Luis Escobar  
Yeah. OK.

1:33:15.855 --> 1:33:22.815  
Luis Escobar  
And then, yeah, later in in the day, same time 3:30, we said we can reconvene and and go over.

1:33:24.235 --> 1:33:33.835  
Luis Escobar  
Where we are and what are the next steps and what to expect by Friday and and really get a a better understanding of, you know exactly what the different sprints are gonna look like.

1:33:34.755 --> 1:33:39.275  
Luis Escobar  
It's gonna be a lot of a lot of things happening simultaneously. I could tell you that.

1:33:42.155 --> 1:33:43.275  
Basement  
Good deal.

1:33:43.275 --> 1:33:54.315  
Basement  
All right, I'll. I'll send out that 3330 meeting tomorrow. And then you you all can schedule the 9:00 AM and I'll see if I did get something wrong with the drop. Dropbox.

1:33:54.315 --> 1:33:57.195  
Basement  
But you're saying that you you see him in there, right?

1:33:57.315 --> 1:34:0.395  
Basement  
Yeah, I think Brian fixed it as he said.

1:34:0.955 --> 1:34:2.75  
Basement  
Didn't he fix it, Brian?

1:34:2.795 --> 1:34:3.595  
Basement  
No, Brian.

1:34:3.55 --> 1:34:3.975  
Luis Escobar  
Let me just.

1:34:4.205 --> 1:34:5.165  
Brian Hyatt  
Well, he doesn't.

1:34:5.205 --> 1:34:8.645  
Brian Hyatt  
I don't see where he has access, but I did add him.

1:34:8.65 --> 1:34:9.305  
Luis Escobar  
Doesn't seem like it.

1:34:9.305 --> 1:34:12.225  
Luis Escobar  
I logged out and I logged back in, but it looks the same.

1:34:11.445 --> 1:34:11.845  
Brian Hyatt  
Yeah.

1:34:13.315 --> 1:34:14.875  
Brian Hyatt  
Let me take a look again here in a minute.

1:34:15.505 --> 1:34:17.585  
Basement  
Talking about Dropbox or teams.

1:34:20.105 --> 1:34:20.545  
Basement  
OK.

1:34:24.105 --> 1:34:25.25  
Luis Escobar  
Something here?

1:34:26.275 --> 1:34:28.195  
Luis Escobar  
Your account setup may be easy.

1:34:30.515 --> 1:34:30.955  
Luis Escobar  
No.

1:34:41.655 --> 1:34:41.775  
Brian Hyatt  
Hmm.

1:34:45.535 --> 1:34:49.255  
Basement  
It shows you in there. On that on our team.

1:34:56.145 --> 1:35:6.545  
Basement  
Louis, I'm gonna work on getting you credentials for the database, but if there's nothing else I can help out on right now, I'm gonna go ahead and bounce out of here.

1:35:6.545 --> 1:35:8.265  
Basement  
Just let me know if there's anything I can help with.

1:35:9.185 --> 1:35:11.505  
Luis Escobar  
Bestie dental database.

1:35:11.955 --> 1:35:16.915  
Basement  
Yeah, the it's. Well, it's two different databases that I wanna get you access to.

1:35:16.915 --> 1:35:19.35  
Basement  
One is the open dental.

1:35:19.715 --> 1:35:24.835  
Basement  
It's called open medical, but it's open. Dental is a instance of their database.

1:35:24.835 --> 1:35:37.595  
Basement  
The few custom tables on there and then there's an omaggregation database which has some other custom tables that are built from a mix of open medical and like what used to be suite CRM or active campaign.

1:35:38.715 --> 1:35:40.515  
Basement  
So yeah, I wanna get you both of those.

1:35:39.335 --> 1:35:40.775  
Luis Escobar  
Noted noted.

1:35:42.475 --> 1:35:44.515  
Luis Escobar  
Perfect on the court to see that.

1:35:43.835 --> 1:35:44.195  
Basement  
Yep.

1:35:46.75 --> 1:35:51.475  
Basement  
Also, for now at least, I can give you my login to Dropbox if that helps.

1:35:52.995 --> 1:35:59.115  
Basement  
That's kind of what we use for all of our providers to access their content for socials. They all use my login.

1:35:59.115 --> 1:36:2.195  
Basement  
So we don't have to pay for a whole bunch of people.

1:36:3.875 --> 1:36:8.835  
Basement  
So if you want to do that until we can figure out why yours isn't showing up, we can we can.

1:36:8.875 --> 1:36:10.475  
Basement  
Or, you know, whatever.

1:36:9.985 --> 1:36:11.945  
Luis Escobar  
Yeah, please go ahead and send that.

1:36:12.625 --> 1:36:14.625  
Luis Escobar  
I just want to extract as much as I can.

1:36:15.55 --> 1:36:15.495  
Basement  
Yeah.

1:36:16.315 --> 1:36:16.715  
Luis Escobar  
Perfect.

1:36:21.415 --> 1:36:30.175  
Basement  
And then the domain is 25 again.com. So just make sure you put that. It's because it was made before.

1:36:31.905 --> 1:36:32.985  
Luis Escobar  
Oh, OK.

1:36:32.205 --> 1:36:35.885  
Basement  
Before we switch over to ANU, the the my login is yours.

1:36:37.475 --> 1:36:37.715  
Basement  
Yeah.

1:36:39.585 --> 1:36:41.65  
Basement  
Just the one that I just chat.

1:36:41.65 --> 1:36:50.385  
Basement  
I sent you a chat, so also let me know if that password doesn't work. I think that I'm pretty positive that's what it is, but if it doesn't I can look it up.

1:36:43.515 --> 1:36:44.35  
Luis Escobar  
Perfect.

1:36:52.155 --> 1:36:52.955  
Basement  
Reset it.

1:37:2.915 --> 1:37:7.115  
Luis Escobar  
I just wanna make sure I got this 'cause. I'm gonna feed all this to the AI tonight.

1:37:24.495 --> 1:37:27.375  
Luis Escobar  
And it says a code was sent to your e-mail.

1:37:30.735 --> 1:37:31.655  
Luis Escobar  
6 digit code.

1:37:35.395 --> 1:37:38.275  
Basement  
974160.

1:37:42.515 --> 1:37:44.475  
Luis Escobar  
Oh, password was incorrect.

1:37:46.155 --> 1:37:47.875  
Basement  
Try 1 exclamation point.

1:37:53.115 --> 1:37:53.635  
Luis Escobar  
No.

1:37:56.375 --> 1:37:56.655  
Basement  
Back.

1:37:58.265 --> 1:37:59.25  
Basement  
Hang on one second.

1:38:4.295 --> 1:38:4.415  
Basement  
Tom.

1:38:16.825 --> 1:38:16.945  
Basement  
Umm.

1:38:20.175 --> 1:38:22.55  
Basement  
Let me ask Ilda.

1:38:23.555 --> 1:38:24.115  
Basement  
And I will send it.

1:38:24.115 --> 1:38:30.515  
Basement  
I'll send another message to you on teams and I also think I have it written in my planner upstairs, so I'll I'll send you a teams chat.

1:38:26.915 --> 1:38:27.435  
Luis Escobar  
Perfect.

1:38:33.45 --> 1:38:33.685  
Luis Escobar  
OK, perfect.

1:38:33.685 --> 1:38:34.645  
Luis Escobar  
Yeah. I'll look out for that.

1:38:35.695 --> 1:38:37.15  
Basement  
I thought that's what it was, but.

1:38:38.515 --> 1:38:38.675  
Basement  
Yeah.

1:38:38.805 --> 1:38:47.285  
Luis Escobar  
No, I hear your password problems. I mean, I recommend the the the whole team sign up for lastpass.com. It's it's a lifesaver really.

1:38:41.125 --> 1:38:41.605  
Basement  
I know.

1:38:48.795 --> 1:38:51.275  
Luis Escobar  
You know you only have to remember 1 password.

1:38:51.275 --> 1:38:52.515  
Luis Escobar  
It's your master password.

1:38:52.515 --> 1:38:54.595  
Luis Escobar  
And then that LastPass?

1:38:54.595 --> 1:38:55.435  
Luis Escobar  
Remember everything else.

1:38:56.875 --> 1:38:57.875  
Basement  
Yeah, it's all fine.

1:38:56.995 --> 1:38:58.155  
Brian Hyatt  
I do love that one.

1:38:58.195 --> 1:39:0.515  
Brian Hyatt  
That is, a is a great resource.

1:39:1.525 --> 1:39:2.165  
Basement  
Yeah.

1:39:1.535 --> 1:39:4.135  
Luis Escobar  
Yeah, let's literally saved my life.

1:39:10.705 --> 1:39:14.705  
Luis Escobar  
But yeah guys, I any other things top of mind.

1:39:19.15 --> 1:39:20.775  
Basement  
No need leads.

1:39:20.415 --> 1:39:20.975  
Luis Escobar  
No.

1:39:20.775 --> 1:39:24.775  
Basement  
Need people writing his checks charging their cards.

1:39:28.25 --> 1:39:30.65  
Luis Escobar  
Yeah, simple game, right?

1:39:30.65 --> 1:39:34.105  
Luis Escobar  
We just got to play by the rules, right?

1:39:30.715 --> 1:39:31.395  
Basement  
Right.

1:39:35.795 --> 1:39:40.515  
Luis Escobar  
You know, there's a lot of changes happening right now with all this AI stuff, but it's still the same old game, right?

1:39:40.515 --> 1:39:44.915  
Luis Escobar  
Just try to get as many eyeballs on the brand as possible and then.

1:39:46.345 --> 1:39:47.745  
Luis Escobar  
It's a numbers game after that.

1:39:48.675 --> 1:39:49.915  
Basement  
It is an average game.

1:39:50.545 --> 1:39:50.985  
Luis Escobar  
Yeah.

1:39:51.475 --> 1:39:52.35  
Basement  
Alright, alright.

1:39:52.35 --> 1:39:53.75  
Basement  
Thank you.

1:39:53.235 --> 1:39:53.955  
Basement  
Enjoy joy.

1:39:53.955 --> 1:39:55.755  
Basement  
Enjoy your evening and we'll see you tomorrow.

1:39:56.495 --> 1:39:57.55  
Luis Escobar  
Right on.

1:39:57.95 --> 1:39:58.135  
Luis Escobar  
All right. Thank you guys.

1:39:58.45 --> 1:39:58.885  
Brian Hyatt  
Thank you.

1:39:59.815 --> 1:40:0.375  
Basement  
Bye guys.