0:0:8.817 --> 0:0:9.537  
What's up brother?

0:0:11.68 --> 0:0:11.988  
Cliff  
Hey there.

0:0:15.67 --> 0:0:18.627  
See, Ted should be walking down.

0:0:21.867 --> 0:0:27.427  
I thought it was Monso request for him to for Lewis to jump in, but I missed it or something.

0:0:55.988 --> 0:0:56.28  
Cliff  
Uh.

0:1:5.557 --> 0:1:8.477  
Do you know those that the survey?

0:1:10.307 --> 0:1:14.707  
Just finished it and I hope it's taken a look at it a few minutes ago.

0:1:15.508 --> 0:1:15.868  
Luis Escobar  
She.

0:1:18.997 --> 0:1:20.317  
It needs to be formatted.

0:1:19.148 --> 0:1:19.748  
Luis Escobar  
It's.

0:1:20.917 --> 0:1:21.917  
Hey, Lewis. How you doing, man?

0:1:22.108 --> 0:1:24.748  
Luis Escobar  
Hey, doing good. How are you?

0:1:24.387 --> 0:1:25.227  
Pretty good.

0:1:27.157 --> 0:1:28.237  
I heard you had a good weekend.

0:1:29.28 --> 0:1:32.988  
Luis Escobar  
Yeah, we give it up at 10.

0:1:30.788 --> 0:1:30.868  
Cliff  
Uh.

0:1:42.188 --> 0:1:43.428  
Cliff  
Lewis, how you doing, man?

0:1:43.428 --> 0:1:51.748  
Luis Escobar  
I'm doing pretty good. Can't complain very just, yeah, really putting together this new website. I got some exciting updates to share with everyone.

0:1:43.747 --> 0:1:43.907  
OK.

0:1:46.228 --> 0:1:46.508  
Cliff  
Next.

0:1:53.788 --> 0:1:57.268  
Luis Escobar  
And yeah, looking forward to just bringing it to life, at least this 1.0 version.

0:2:2.547 --> 0:2:2.707  
Yeah.

0:2:7.228 --> 0:2:10.388  
Cliff  
Is it still the staging link? Same link you're gonna show?

0:2:11.188 --> 0:2:13.228  
Luis Escobar  
Yeah, we're still working off that staging.

0:2:17.877 --> 0:2:22.517  
It's hard for me to kind of get, you know, the staging.

0:2:22.517 --> 0:2:26.37  
I think it's easier for you 'cause you could you.

0:2:29.197 --> 0:2:31.157  
Standard but.

0:2:32.487 --> 0:2:36.767  
To me, it doesn't have the ultimate like design or colors or.

0:2:33.317 --> 0:2:33.397  
It.

0:2:37.707 --> 0:2:39.107  
You know, whatever I envision.

0:2:39.107 --> 0:2:42.307  
So so I I don't have that vision.

0:2:42.307 --> 0:2:43.907  
Maybe that you've got so.

0:2:44.508 --> 0:3:0.468  
Luis Escobar  
I I believe we're gonna get there very soon and with what's really going, you know, the staging of the focus going on in the back end, right. What I'll share with you now is a lot of functionality that's that's really coming.

0:2:45.597 --> 0:2:45.717  
But.

0:3:0.468 --> 0:3:9.188  
Luis Escobar  
Together, right? It's it's, you know, the front end, of course, doesn't show everything right now, but I'll I'll walk you through that.

0:3:17.17 --> 0:3:21.537  
But it looks like you're on like a cool pod podcast or something.

0:3:21.537 --> 0:3:28.817  
You know you you have like the brick wall going behind you. And yeah, I mean, it's cool.

0:3:29.828 --> 0:3:30.548  
Cliff  
Here we go.

0:3:31.347 --> 0:3:32.627  
Yeah. OK.

0:3:33.748 --> 0:3:38.388  
Cliff  
Pull this in here. Maybe I haven't used it in a while.

0:3:42.457 --> 0:3:46.137  
Is this where you do do your only fans?

0:3:48.908 --> 0:3:50.428  
Cliff  
There we go.

0:3:49.437 --> 0:3:50.597  
Look at that.

0:3:50.637 --> 0:3:53.317  
Holy \*\*\*\* Joe Rogan.

0:3:53.357 --> 0:3:55.677  
All right, there we go.

0:3:54.788 --> 0:3:55.508  
Luis Escobar  
Mhm.

0:3:55.668 --> 0:3:58.788  
Cliff  
Yeah, I got an office. That's crazy, isn't it?

0:3:58.877 --> 0:4:2.77  
Nice. Well, sure. We'll go over there and do it.

0:3:59.868 --> 0:3:59.988  
Cliff  
OK.

0:4:2.277 --> 0:4:5.37  
Go over there and do our pipe podcast, OK?

0:4:4.828 --> 0:4:7.428  
Cliff  
I'll show you. We got a little fun little.

0:4:5.508 --> 0:4:6.188  
Luis Escobar  
OK.

0:4:7.597 --> 0:4:8.37  
You know what?

0:4:8.37 --> 0:4:11.277  
We can if it, if it wasn't for The Walking.

0:4:12.757 --> 0:4:14.997  
We easily do do something here.

0:4:15.37 --> 0:4:16.117  
Hey, cliffs.

0:4:15.148 --> 0:4:16.308  
Cliff  
I thought.

0:4:15.627 --> 0:4:16.467  
Hey, guys.

0:4:16.157 --> 0:4:17.117  
Yeah, that's nice.

0:4:17.987 --> 0:4:19.107  
Oh \*\*\*\* man.

0:4:18.588 --> 0:4:20.348  
Cliff  
Yeah, it's a.

0:4:19.947 --> 0:4:23.987  
Yeah, it's nicer than ours by far.

0:4:24.68 --> 0:4:36.668  
Cliff  
Well, US Framing apparently owned the building before we started renting it, so they did it. Do you know the US framing guy, Dad?

0:4:25.517 --> 0:4:25.677  
Yeah.

0:4:31.257 --> 0:4:31.737  
Yeah.

0:4:34.428 --> 0:4:34.548  
Luis Escobar  
Nice.

0:4:36.397 --> 0:4:37.277  
No, I don't.

0:4:37.628 --> 0:4:41.348  
Cliff  
He's some big, some big guy drives a Lambo in town.

0:4:43.367 --> 0:4:45.927  
You you don't, you don't.

0:4:45.927 --> 0:4:47.727  
Most guys that I know that drive.

0:4:49.197 --> 0:4:49.237  
A.

0:4:49.237 --> 0:4:57.117  
Lambo are small guys that have something that are overcompensating or something, so that that's usually what.

0:4:58.917 --> 0:4:59.997  
I get from guys.

0:5:1.797 --> 0:5:3.877  
Except for women's Escobar, of course.

0:5:5.667 --> 0:5:6.67  
Yeah.

0:5:7.428 --> 0:5:10.428  
Luis Escobar  
That was too funny.

0:5:10.508 --> 0:5:12.628  
Cliff  
You've got a Lambo, Lewis.

0:5:13.497 --> 0:5:14.297  
Oh yeah.

0:5:14.377 --> 0:5:15.97  
Oh yeah.

0:5:14.548 --> 0:5:15.68  
Luis Escobar  
No.

0:5:15.697 --> 0:5:16.937  
Oh yeah, he does.

0:5:18.548 --> 0:5:20.348  
Luis Escobar  
I Uber everywhere.

0:5:21.397 --> 0:5:23.997  
That's where he he puts his three-year old.

0:5:25.717 --> 0:5:26.957  
And five year old girls in.

0:5:27.428 --> 0:5:31.628  
Luis Escobar  
Yeah, you can't can't fit two car seats in Orlando.

0:5:28.268 --> 0:5:28.868  
Cliff  
I bet.

0:5:36.428 --> 0:5:40.388  
Luis Escobar  
All right, should we get into it or are we waiting on anyone else?

0:5:39.237 --> 0:5:40.637  
Well, I'm curious.

0:5:41.237 --> 0:5:44.437  
I'm curious, Cliff. If the answer is no, that's fine.

0:5:44.477 --> 0:5:46.557  
But did you give this any thought?

0:5:46.597 --> 0:5:49.837  
I mean, like, I'm kind of curious from like a design perspective.

0:5:50.707 --> 0:5:51.747  
Just kind of what?

0:5:51.747 --> 0:5:53.787  
What thoughts have you given, if any?

0:5:53.787 --> 0:5:58.427  
I mean, Noah is an acceptable answer. Of course. I'll I'll be \*\*\*\*\*\*.

0:5:58.427 --> 0:5:59.507  
But you know, whatever.

0:6:0.188 --> 0:6:15.668  
Cliff  
I mean I put some, I mean the weekend was the weekend, right. So not not a not a ton of like on screen time. I mean I think the the follow through of the brand itself from what we had originally.

0:6:3.627 --> 0:6:4.307  
Yeah.

0:6:8.957 --> 0:6:9.317  
Yeah.

0:6:16.668 --> 0:6:27.588  
Cliff  
Thought this to be is 2 things. Storytelling was one part of it and the.

0:6:28.668 --> 0:6:48.68  
Cliff  
The the tone, I guess, which would be not upscale, not luxury, but like defining. I guess you're you're leveling up a little bit and I think that's where the gold came into play in the tuxedo talk.

0:6:29.87 --> 0:6:29.767  
That's the thing.

0:6:48.268 --> 0:6:52.428  
Cliff  
From a look and visual perspective.

0:6:54.308 --> 0:7:9.388  
Cliff  
So, but that kind of stuff is apart from structure, from, you know, technical, from photo product photography, things like that.

0:7:5.337 --> 0:7:6.617  
Yeah, yeah, yeah, yeah.

0:7:9.468 --> 0:7:10.948  
Cliff  
So but from this.

0:7:10.747 --> 0:7:11.747  
You're right though.

0:7:12.227 --> 0:7:15.587  
Every great brand has a story, right?

0:7:14.508 --> 0:7:14.868  
Cliff  
Yeah.

0:7:15.587 --> 0:7:18.787  
I mean, Gucci Victoria's Secret.

0:7:18.787 --> 0:7:27.227  
I mean, even McDonald's on, you know, obviously not the high end, but I don't necessarily be mind being.

0:7:29.717 --> 0:7:29.757  
A.

0:7:33.917 --> 0:7:34.77  
Yeah.

0:7:36.297 --> 0:7:48.697  
You know, I mean, like, you know it's it's, it's accessible, but it is thought to be luxury in the sense of I've got it.

0:7:38.388 --> 0:7:38.548  
Cliff  
Yeah.

0:7:48.697 --> 0:7:51.457  
Well, why don't you, you know, kind of thing so.

0:7:52.817 --> 0:7:52.937  
1.

0:7:53.268 --> 0:7:53.788  
Cliff  
Yeah.

0:7:54.117 --> 0:7:58.677  
I don't think that luxury has to be a lead.

0:7:54.748 --> 0:7:57.388  
Cliff  
Yeah, and I mean with it.

0:7:58.668 --> 0:8:9.828  
Cliff  
The, yeah, the thing from when we talked last week that sort of stood out, but I mean it was the talk of.

0:7:59.907 --> 0:8:0.507  
I don't know.

0:8:11.28 --> 0:8:26.148  
Cliff  
Coming into brick and mortar versus versus it now being primarily telehealth and so you do, you do have a a conflict almost with users.

0:8:26.748 --> 0:8:30.388  
Cliff  
When you when you try to tell a story.

0:8:31.508 --> 0:8:48.148  
Cliff  
What am I trying to say? You know there is data over story kind of mentality with with a online selling machine. So so the story although it's important.

0:8:32.508 --> 0:8:32.988  
Luis Escobar  
No.

0:8:48.748 --> 0:9:6.148  
Cliff  
It's primarily gonna be the the user journey in getting people in front of things that they want rather than making it cute and and you know all that. So that that that's where I'm, I'm, I'm not sure.

0:9:6.708 --> 0:9:7.948  
Cliff  
Um, how much I'm?

0:9:7.817 --> 0:9:9.617  
You're right.

0:9:9.617 --> 0:9:24.457  
The the the experience has to be an intuitive one. Very quick to the point, but I think that the story comes second where like the reason I believe the reason to stay.

0:9:25.117 --> 0:9:29.637  
The reason to refer and recommend him to our friends like you.

0:9:29.637 --> 0:9:34.997  
You're like you have the ability to strengthen that brand relationship.

0:9:38.57 --> 0:9:38.177  
Aye.

0:9:42.487 --> 0:9:44.407  
You know, whatever type type deal.

0:9:44.407 --> 0:9:45.727  
So anyway.

0:9:44.908 --> 0:10:2.148  
Cliff  
Yeah, and I think, I think in combination of thinking about the early thoughts too of of of the micro sites. So really honing into the problem area, listening to those people in those specific problem areas feels more like a.

0:10:2.188 --> 0:10:17.348  
Cliff  
This feels more like a ad campaign driven thing. Here's an example. I'm sure you've got plenty, but last week I on Instagram saw a.

0:10:8.367 --> 0:10:9.127  
Yeah, yeah.

0:10:10.47 --> 0:10:10.247  
Yeah.

0:10:17.628 --> 0:10:33.308  
Cliff  
67 year old Tai Chi, you know, master. So they all use. So there's that one, there's that guy, there's the apostolic diet. It's basically a Mediterranean diet.

0:10:22.437 --> 0:10:24.917  
The same thing, yes, yes.

0:10:27.977 --> 0:10:28.497  
Yeah.

0:10:33.308 --> 0:10:50.668  
Cliff  
There's one other one that I can't think of, but they all use this formula app if you ever heard of the the formula app. But it was it was just what you were showing just a simple like you know, age, all all the all the survey stuff, but it led me.

0:10:51.588 --> 0:11:9.828  
Cliff  
Because of it matched up with who I was. So you could put out the same product to 50 different people with a different message. You could pull off the, you know, Tai Chi crew and then the the, you know, whatever you could, you know, defining the story.

0:11:10.428 --> 0:11:14.988  
Cliff  
Can be out there and then they land here because once I can.

0:11:15.628 --> 0:11:29.228  
Cliff  
Meal plans. I've got, you know, whatever it is. But it it kind of caught me off because it took me to this app, but that's kind of normal now.

0:11:29.948 --> 0:11:34.668  
Cliff  
So yeah, the the story. So back to the story. I think it's it's.

0:11:37.308 --> 0:11:48.788  
Cliff  
Still about them. So so the the your journey, your result, you know your whatever you fill in fill in the blank is important.

0:11:49.708 --> 0:12:2.148  
Cliff  
But the the difference would be the the the follow through or the the nurturing that you would want to do to get them into other stuff, so the upsells.

0:12:5.308 --> 0:12:21.308  
Cliff  
So from a from a visual standpoint, it's it's subtle stuff. It's gold here, gold there. It's a looking at looking at doing a quick competitor thing on female colors, defining that like a soft.

0:12:21.388 --> 0:12:28.708  
Cliff  
Right out of the top of my head, like a what's the new kitchen sink color that everybody's loving?

0:12:30.188 --> 0:12:32.788  
Cliff  
Not copper. Um.

0:12:32.547 --> 0:12:34.947  
Kitchen sink color. Brass. Yeah.

0:12:35.268 --> 0:12:37.788  
Cliff  
Not Brad.

0:12:37.157 --> 0:12:39.517  
Come up today on my kitchen sink colors, I don't think.

0:12:39.148 --> 0:12:41.988  
Cliff  
Hot, hot kitchen sink colors. Hang on.

0:12:41.697 --> 0:12:42.417  
Silver.

0:12:43.348 --> 0:12:44.268  
Cliff  
No.

0:12:44.687 --> 0:12:44.887  
Black.

0:12:46.268 --> 0:12:51.268  
Cliff  
Champagne. There you go. Champagne. You gotta look it up.

0:12:49.867 --> 0:12:50.187  
OK.

0:12:51.587 --> 0:12:51.907  
All right.

0:12:53.57 --> 0:12:55.977  
Hi, babe. Babe, babe. OK.

0:12:54.547 --> 0:12:54.707  
OK.

0:12:56.657 --> 0:13:0.217  
What was going through where, where, where?

0:13:0.217 --> 0:13:2.217  
You're at OK, ma'am. Let's kind of.

0:13:4.428 --> 0:13:10.828  
Luis Escobar  
Not sure thing, but I agree with pretty much all those points. Now it's.

0:13:8.668 --> 0:13:11.868  
Cliff  
There, there's sort of, there's sort of the color right there.

0:13:11.788 --> 0:13:12.628  
Luis Escobar  
Yeah, yeah.

0:13:13.548 --> 0:13:16.268  
Cliff  
That's your female teller.

0:13:16.777 --> 0:13:20.537  
You know, that's actually wouldn't look bad.

0:13:21.17 --> 0:13:28.617  
More Rosa Ish, but in the aesthetic side, maybe the gold turns that color.

0:13:23.308 --> 0:13:23.588  
Cliff  
Yep.

0:13:27.868 --> 0:13:31.28  
Cliff  
Yeah, yeah. Yeah. Mm-hmm.

0:13:28.657 --> 0:13:29.937  
You know, I mean.

0:13:31.367 --> 0:13:37.47  
You know the the gold turns that color in the optimal health side, the gold turns more.

0:13:37.327 --> 0:13:38.727  
You know what I mean?

0:13:40.327 --> 0:13:41.207  
It isn't too far off.

0:13:41.207 --> 0:13:43.887  
Not that that's Uncle Palate, but spectrum.

0:13:43.887 --> 0:13:45.687  
But you you know what I'm saying, I mean.

0:13:47.868 --> 0:13:51.548  
Cliff  
Yeah, it'd be selective where you used it. I mean you.

0:13:50.797 --> 0:14:0.637  
I think it's cool the way that Lewis explained it as like this is all part of a a new life eco.

0:13:54.788 --> 0:13:54.988  
Cliff  
Sure.

0:14:4.687 --> 0:14:6.247  
You know where.

0:14:6.327 --> 0:14:21.767  
I mean, like, we're talking about aesthetics and health, but we're also talking about, like, your, your, your, your mental stability, your mental health and and like, you know, we have the ability to create so many.

0:14:23.527 --> 0:14:25.927  
Add-ons I think you know.

0:14:27.807 --> 0:14:28.407  
Going to where?

0:14:28.407 --> 0:14:33.87  
To where we can really help folks get to the core problem. Feel like Riley.

0:14:33.397 --> 0:14:38.877  
You know, I mean, like, she's specifically trained in a master degree.

0:14:38.877 --> 0:14:39.157  
In psych.

0:14:40.477 --> 0:14:45.477  
Ology. And what if there's an add on for 99 bucks a month where they can talk to somebody?

0:14:45.477 --> 0:14:46.477  
You know, I mean.

0:14:47.967 --> 0:14:48.607  
You know about.

0:14:50.907 --> 0:14:51.587  
Everybody.

0:14:53.787 --> 0:14:53.827  
I.

0:14:54.547 --> 0:14:56.347  
Had multiple things this week.

0:14:58.787 --> 0:15:3.387  
So one of the white Lewis maybe stabbed \*\*\*\*\*.

0:15:3.467 --> 0:15:6.707  
I mean, you know, that would have been one.

0:15:8.307 --> 0:15:8.547  
Anyway.

0:15:9.827 --> 0:15:10.387  
OK.

0:15:15.228 --> 0:15:18.308  
Cliff  
You're muted. You're muted, Luis.

0:15:15.387 --> 0:15:15.987  
What? What?

0:15:15.497 --> 0:15:15.657  
OK.

0:15:20.468 --> 0:15:26.268  
Luis Escobar  
Oh, saying, yeah, I totally agree with that ecosystem idea, right?

0:15:27.468 --> 0:15:33.908  
Luis Escobar  
And and storytelling, I mean, right, we have to think about, you know, this is just the the, you know.

0:15:36.788 --> 0:15:37.668  
Luis Escobar  
So.

0:15:38.668 --> 0:15:53.268  
Luis Escobar  
We're doing advertising on Facebook. We wanna use something more like a a structured funnel like what you see here. Let's see, this is a specifically a four step funnel. It's landing and the checkout.

0:15:46.108 --> 0:15:46.748  
Cliff  
Mhm.

0:15:54.348 --> 0:15:55.668  
Luis Escobar  
Bendy up so.

0:15:56.177 --> 0:15:56.977  
So true.

0:15:56.748 --> 0:16:10.948  
Luis Escobar  
Then the thank you see it, but it the only thing you can do on this page is by by the option to do anything else. You can't navigate or anything. You either buy or you exit essentially.

0:16:12.68 --> 0:16:12.228  
Cliff  
Yeah.

0:16:12.508 --> 0:16:23.28  
Luis Escobar  
So when it comes to storytelling, we want to think about these different funnels, right? This is 1 funnel. This is another one I thought was also be nice in design.

0:16:22.337 --> 0:16:24.177  
Love those colors.

0:16:25.268 --> 0:16:25.508  
Luis Escobar  
Yeah.

0:16:25.847 --> 0:16:26.887  
Look cool. Yeah.

0:16:27.188 --> 0:16:35.108  
Luis Escobar  
The way I was thinking like this could make a good female, you know, membership funnel where we're just we're speaking about the new life membership.

0:16:36.508 --> 0:16:51.148  
Luis Escobar  
Females and we take them to that story right from top to bottom 1234 become a member. We'll present the pricing, take them to the checkout.

0:16:53.788 --> 0:16:56.188  
Luis Escobar  
And then thank you, call it a day at that point.

0:16:57.148 --> 0:17:5.28  
Luis Escobar  
This I was thinking maybe this could be a good like EV or or or or center, right?

0:17:6.28 --> 0:17:12.868  
Luis Escobar  
like product centric, present the product, the details.

0:17:14.857 --> 0:17:24.297  
I wouldn't get too far away from selling service only like I think service service like like specific product.

0:17:24.297 --> 0:17:29.577  
I mean, like, I think that a new life is the is the.

0:17:27.748 --> 0:17:28.228  
Luis Escobar  
Mhm.

0:17:31.247 --> 0:17:34.447  
Bachion of or the place to go.

0:17:37.47 --> 0:17:37.207  
No.

0:17:39.57 --> 0:17:45.817  
That specialized aesthetics is the doctor that specialize in optimal health is the doctors you know. So you go there.

0:17:45.857 --> 0:17:50.97  
You can go anywhere and buy a singular product, right?

0:17:49.908 --> 0:17:50.548  
Luis Escobar  
Mhm.

0:17:50.97 --> 0:17:58.697  
But but but I mean, why you're coming to us is because we have those hooks that say, hey, take these surveys and find out what's best for you.

0:17:59.507 --> 0:18:6.987  
Or or or what funnel to go down or or what you know. You know where where to start, what you know we're selling our time.

0:18:5.108 --> 0:18:5.268  
Luis Escobar  
Yeah.

0:18:6.987 --> 0:18:7.907  
I think it makes sense.

0:18:7.907 --> 0:18:9.347  
A new a new like.

0:18:9.188 --> 0:18:10.148  
Luis Escobar  
I agree.

0:18:10.257 --> 0:18:16.457  
Is a new life kind of becomes like were your coach like like like like like were your coach?

0:18:14.228 --> 0:18:14.708  
Luis Escobar  
Mhm.

0:18:18.97 --> 0:18:24.777  
And we use tripods and those other things for for for like I wanted. I I know what I want.

0:18:24.777 --> 0:18:26.737  
I I just want this and that's it.

0:18:26.868 --> 0:18:27.508  
Cliff  
Mhm.

0:18:27.137 --> 0:18:34.617  
But I think for the luxury brand that that's how I see a new life is being like, I don't know.

0:18:35.827 --> 0:18:36.747  
I mean I want.

0:18:36.827 --> 0:18:40.147  
I want the best advice and I know to go here, my friend said.

0:18:40.147 --> 0:18:40.667  
Go here.

0:18:41.468 --> 0:18:57.548  
Luis Escobar  
I agree completely and that's where those those survey landing pages are gonna come into play, right? This is more product specific. I was thinking kind of like that hair and ED campaign you guys want to get off the ground for for men.

0:18:57.317 --> 0:18:57.597  
Yeah.

0:18:57.868 --> 0:19:14.668  
Luis Escobar  
For your internal database, right? We'll take them here, we'll present the product that they're interested in and then picture this. We take them to the checkout or we offer them the upsell where, hey, you can save, you know, 20% on this product by becoming in a new life member.

0:19:15.148 --> 0:19:32.68  
Luis Escobar  
But that that's a simple idea there. But actually what I do want to speak about are those scores, right? What I spent quite a good amount of time last week doing was putting together these different lead capture forms or or surveys.

0:19:18.157 --> 0:19:19.77  
I said yeah, OK.

0:19:24.948 --> 0:19:25.28  
Cliff  
Um.

0:19:33.388 --> 0:19:51.748  
Luis Escobar  
So we have the men, women, health, skin, hair, weight and so far the the pages and the content around those pages are not designed or or they're not, you know, updated. So what we do have working are the the questions in these forms.

0:19:52.388 --> 0:19:58.868  
Luis Escobar  
What I want to speak about is like, you know how the new life core is gonna be.

0:20:0.428 --> 0:20:6.348  
Luis Escobar  
People are going to receive this score when they become a member and they do their first initial assessment, correct?

0:20:6.877 --> 0:20:7.557  
Yeah, yeah.

0:20:8.108 --> 0:20:14.708  
Luis Escobar  
I would really like to provide people a score before they even pay, right?

0:20:14.707 --> 0:20:16.67  
Agreed. Agreed.

0:20:14.748 --> 0:20:24.568  
Luis Escobar  
Right. A score on their health or score on their hair, a score on their skin, a score on their weight, on Ed and etcetera. The rest.

0:20:17.7 --> 0:20:17.527  
Yeah.

0:20:25.828 --> 0:20:26.708  
Luis Escobar  
OK.

0:20:27.507 --> 0:20:27.707  
It's.

0:20:34.867 --> 0:20:35.147  
OK, bye.

0:20:36.188 --> 0:20:36.308  
Luis Escobar  
OK.

0:20:36.257 --> 0:20:38.897  
Like matrix would like Scorpio.

0:20:43.657 --> 0:20:45.257  
Then what you would do.

0:20:46.267 --> 0:20:53.67  
If we create a scoring system based off symptoms cause at that point that's all you really know, right? Rank 1:00 to 5:00.

0:20:53.717 --> 0:20:54.317  
Have your.

0:20:53.857 --> 0:21:1.497  
Yourself skinned out whatever you know. All of that and it's based on that.

0:21:2.867 --> 0:21:9.867  
Say, and everything would be 25 years old, right?

0:21:10.507 --> 0:21:14.587  
Anything vary from from that would be a discount, right?

0:21:14.587 --> 0:21:16.467  
I mean, it'd be adding age.

0:21:16.507 --> 0:21:20.787  
So. So. So, yeah, we could come up with that for sure, yeah.

0:21:20.508 --> 0:21:28.588  
Luis Escobar  
I I already kind of got a head start on that and I'll share these notes with you, right, essentially.

0:21:30.908 --> 0:21:35.788  
Luis Escobar  
For these surveys, though, men, women, health, skin, hair, weight, ED.

0:21:38.148 --> 0:21:47.28  
Luis Escobar  
Put together all the questions for them. Let me go here. This is the health one. We start by asking their their age.

0:21:49.228 --> 0:21:53.788  
Luis Escobar  
In order not to, like, fully copy what my life force did, I'm.

0:21:49.817 --> 0:21:50.337  
So.

0:21:54.428 --> 0:22:11.188  
Luis Escobar  
Trying to make it a little different by asking their birthday, right? And in turn we get their age instead of asking for their age range, right? I want. I think that could be our take. Like we're not asking for your age range because we want that exact number to make a difference.

0:22:11.388 --> 0:22:13.788  
Luis Escobar  
if you're 42 or 45.

0:22:14.737 --> 0:22:19.857  
Well, it gives us something else to send them to. Happy birthday, you know.

0:22:19.228 --> 0:22:27.508  
Luis Escobar  
Yeah. So how would you rate your overall health? Excellent. And how to progress?

0:22:20.537 --> 0:22:20.857  
You know.

0:22:23.547 --> 0:22:23.787  
Mobile.

0:22:26.817 --> 0:22:27.537  
\*\*\*\*\*\*\*\*.

0:22:33.68 --> 0:22:37.508  
Luis Escobar  
Very healthy.

0:22:40.388 --> 0:22:41.828  
Luis Escobar  
Sleep well.

0:22:42.988 --> 0:22:45.708  
Luis Escobar  
That's a lot very high span.

0:22:44.867 --> 0:22:45.187  
Yeah.

0:22:47.348 --> 0:22:48.228  
Luis Escobar  
OK.

0:22:50.788 --> 0:22:55.508  
Luis Escobar  
Prevent disease. See, I'm not asking for multiple choice.

0:22:56.508 --> 0:23:0.308  
Luis Escobar  
Here and the AI you know did the strategic to just get really quick.

0:23:0.988 --> 0:23:5.308  
Luis Escobar  
Insight. Don't. Don't make them think too much. Oh.

0:23:4.707 --> 0:23:10.867  
So you're you're. You're gonna give them an age based on their goals.

0:23:11.428 --> 0:23:18.508  
Luis Escobar  
No, I know their age. I'm gonna give them a score. I'm gonna. Yeah, yeah, it would be a.

0:23:14.567 --> 0:23:16.447  
Well, that's what I meant, OK?

0:23:17.407 --> 0:23:18.927  
Oh, not not a.

0:23:19.487 --> 0:23:23.47  
Not a based on your results, this is your age.

0:23:22.868 --> 0:23:31.108  
Luis Escobar  
No, I will give him a a hair score. What is your hair score? What is your skin score? What is your weight score? What is your ED score?

0:23:24.587 --> 0:23:24.787  
Let's.

0:23:24.787 --> 0:23:25.747  
Go a score.

0:23:27.587 --> 0:23:27.827  
OK.

0:23:30.297 --> 0:23:30.697  
OK.

0:23:30.697 --> 0:23:35.57  
So, so OK, so symptom or goals?

0:23:36.547 --> 0:23:38.27  
Go to a score but.

0:23:38.507 --> 0:23:40.227  
Eventually, once we.

0:23:40.847 --> 0:23:45.487  
Once your levels and more information, we're going to give them a biological age or a member score.

0:23:45.428 --> 0:23:56.388  
Luis Escobar  
Yeah, yeah, for sure. We're just trying to like, imagine the advertisement says, what's your hair score, right? How? How healthy is your hair out of a one through 100, right?

0:23:47.657 --> 0:23:48.577  
Members for.

0:23:50.627 --> 0:23:51.27  
Like that.

0:23:51.307 --> 0:23:52.187  
Like that.

0:23:52.187 --> 0:23:53.107  
I do like that.

0:23:56.617 --> 0:23:58.537  
That that's. You know what? What?

0:23:58.537 --> 0:23:59.97  
Trent said.

0:23:59.97 --> 0:24:1.777  
Was kind of maybe.

0:24:5.337 --> 0:24:6.137  
Quote that's right.

0:24:6.907 --> 0:24:7.307  
He said.

0:24:7.867 --> 0:24:18.387  
Members score and and and whether it's, it's it a new life score or members score. What's cool about what he said was.

0:24:19.147 --> 0:24:24.307  
There's always ways to increase your member score by adding on things that we offer.

0:24:24.347 --> 0:24:26.107  
You know, I mean so.

0:24:26.577 --> 0:24:29.777  
So I mean a little part of that, you know, I mean.

0:24:29.708 --> 0:24:46.708  
Luis Escobar  
Yeah, yeah, this scoring thing is taking up a lot of my thoughts right now because it's, I mean, there's a lot we can do with this. There's a ton. And this all really came from like, I'm calling it the basic assessment. So in in HubSpot, we're gonna have.

0:24:46.748 --> 0:24:58.668  
Luis Escobar  
You know, a bunch of basic assessments. That means that people came to the website and they took their hair basic, their skin basic assessment, their all, you know, all those different kinds.

0:24:58.708 --> 0:25:8.148  
Luis Escobar  
The way that Gemini, you know, came up with this scoring system.

0:25:9.628 --> 0:25:10.508  
Luis Escobar  
No.

0:25:11.427 --> 0:25:12.227  
You do.

0:25:15.427 --> 0:25:15.947  
Realize it.

0:25:15.947 --> 0:25:17.547  
What you're doing on screen is hard for us to see. So just.

0:25:17.708 --> 0:25:19.548  
Luis Escobar  
Oh, is it? Let me try to.

0:25:20.857 --> 0:25:21.857  
Well, I mean, it's not.

0:25:20.948 --> 0:25:21.628  
Luis Escobar  
That help.

0:25:21.857 --> 0:25:22.777  
I mean, it's just kind of.

0:25:22.777 --> 0:25:23.457  
Like.

0:25:24.577 --> 0:25:25.457  
Yeah, that's better.

0:25:27.268 --> 0:25:37.228  
Luis Escobar  
All right, so a simple way to think about it is question number one. What is your, you know, if they answer?

0:25:42.628 --> 0:25:42.668  
Luis Escobar  
Uh.

0:25:44.588 --> 0:25:52.948  
Luis Escobar  
Out of 10, right? And I'm gonna put a weight on that of three and then lifestyle factor, high stress.

0:25:46.367 --> 0:25:46.567  
OK.

0:25:49.687 --> 0:25:50.327  
Right.

0:25:54.308 --> 0:26:6.908  
Luis Escobar  
We'll put a score on that and put a weight of 1.5. Now let's use the formula and it's score times weight, right? It's how you get that score. That's essentially what it.

0:26:3.777 --> 0:26:8.217  
Yeah, so so do all the.

0:26:9.907 --> 0:26:11.507  
What? Wait equal?

0:26:13.588 --> 0:26:18.108  
Luis Escobar  
Um, here for you. Here's an example for.

0:26:16.317 --> 0:26:20.757  
No, no, wait, wait, 333457.

0:26:22.147 --> 0:26:22.307  
No.

0:26:25.27 --> 0:26:27.147  
It doesn't matter because you're doing the.

0:26:29.428 --> 0:26:31.788  
Luis Escobar  
It could be 10 or 100, right?

0:26:31.297 --> 0:26:37.697  
Yeah, well, he could be anything, honestly, because then you're you're adding a weight and dividing it by the total. So yeah, it's.

0:26:38.308 --> 0:26:39.268  
Luis Escobar  
Mhm, mhm.

0:26:41.428 --> 0:26:42.868  
Luis Escobar  
And here we go.

0:26:44.497 --> 0:26:44.577  
CP.

0:26:47.507 --> 0:26:47.547  
A.

0:26:51.247 --> 0:26:53.207  
You you'd be surprised, man. I mean.

0:26:53.668 --> 0:26:54.908  
Luis Escobar  
Like taking goals.

0:26:53.847 --> 0:26:53.967  
No.

0:26:55.697 --> 0:26:57.537  
Like auditing is a lot of that.

0:26:59.28 --> 0:27:14.948  
Luis Escobar  
So if I'm if I'm asking them what are your hair, hair goals, right? Stop hair loss, regrow hair, thicken hair or overall improvement, right? The A I just gave it that a score of 8.

0:26:59.407 --> 0:27:0.807  
A ridiculous number to me.

0:27:1.437 --> 0:27:1.837  
Shut up.

0:27:1.837 --> 0:27:2.157  
Shut up.

0:27:15.28 --> 0:27:15.948  
Luis Escobar  
Essentially.

0:27:17.188 --> 0:27:28.428  
Luis Escobar  
And we can refine this. I'll share these notes because basically essentially I I have a lot of this already coded and we just have to, you know, play around with exactly how we want it to reflect.

0:27:17.348 --> 0:27:17.508  
Cliff  
OK.

0:27:28.237 --> 0:27:29.997  
So is a score of.

0:27:31.867 --> 0:27:32.987  
They don't see the score, they just.

0:27:33.907 --> 0:27:35.27  
Deep. I mean do.

0:27:35.947 --> 0:27:40.707  
Do you have to see a numerical score or just the subject of what it means?

0:27:41.748 --> 0:27:51.468  
Luis Escobar  
It should show a score and there should be some information along you know with that score along with the call to action so that you can book your your consultation.

0:27:53.17 --> 0:27:57.377  
I flip from a design standpoint and all that.

0:27:59.227 --> 0:28:0.107  
What do you think?

0:28:0.107 --> 0:28:3.627  
Wait, I mean, I guess I don't want to take up too much of your time.

0:28:3.707 --> 0:28:6.987  
What? What else do you want to know with where we're heading?

0:28:6.987 --> 0:28:14.867  
Or does anybody else have any input on like where where they see where the site should go or journey or?

0:28:15.827 --> 0:28:17.547  
Concerns or that kind of thing?

0:28:16.68 --> 0:28:16.468  
Luis Escobar  
This.

0:28:18.727 --> 0:28:23.767  
I really loved one of the one of the pages was landed on.

0:28:19.148 --> 0:28:19.388  
Luis Escobar  
Yeah.

0:28:25.267 --> 0:28:34.987  
Initially, when you were filling out one of the forms, I can't remember what it was, but you got the completion on it and I was like, man, that was I think it was after you filled this out.

0:28:35.147 --> 0:28:37.427  
Yeah. When you got to the bottom one at.

0:28:35.828 --> 0:28:38.588  
Luis Escobar  
You got taken to...

0:28:39.47 --> 0:28:39.887  
Yeah, yeah.

0:28:39.887 --> 0:28:46.687  
See, I love that because you have the options, but then you also have the opportunity to schedule a call.

0:28:41.597 --> 0:28:42.357  
That's true.

0:28:46.828 --> 0:28:47.348  
Luis Escobar  
Mhm.

0:28:48.977 --> 0:28:49.97  
Oh.

0:28:49.717 --> 0:28:49.757  
I.

0:28:49.797 --> 0:28:51.37  
I we we can't.

0:28:51.817 --> 0:28:52.217  
Get.

0:28:53.767 --> 0:28:53.927  
Yeah.

0:28:55.237 --> 0:28:55.717  
We can't get.

0:28:55.857 --> 0:28:59.297  
Schedule it now for 3:00 PM it's just right here, right now.

0:28:59.297 --> 0:29:0.897  
Talk to Celaya now.

0:29:2.17 --> 0:29:4.337  
Like I seriously, because whether it's it's it's.

0:29:4.497 --> 0:29:6.857  
I mean, I don't care who I mean, I could.

0:29:6.857 --> 0:29:12.457  
I could tell you 10 folks in our company that probably have time. I mean, not only.

0:29:14.387 --> 0:29:20.267  
Providers. But the nurses? Shelley, my, my, my wife.

0:29:22.97 --> 0:29:23.377  
With probably a do.

0:29:25.817 --> 0:29:27.297  
Probably gonna do a baseline.

0:29:29.267 --> 0:29:36.667  
So I mean, we have, I don't think that that's huge that that would be a big difference.

0:29:39.937 --> 0:29:40.497  
Over.

0:29:40.727 --> 0:29:41.647  
Anybody else?

0:29:43.207 --> 0:29:50.887  
And I can't believe that life force is telling you that that you can't even.

0:29:52.227 --> 0:29:52.827  
Use that.

0:29:53.617 --> 0:29:56.57  
Hey, and you don't even talk to somebody until.

0:29:56.988 --> 0:30:9.828  
Luis Escobar  
No, no, I signed up for the a free call, right? And and I want to like, read the brain before I no, I want the whole sales processes.

0:29:57.97 --> 0:29:57.577  
Everything.

0:30:2.737 --> 0:30:2.817  
Hi.

0:30:10.767 --> 0:30:12.407  
Yeah, but, but, but then I want you to also.

0:30:16.767 --> 0:30:18.727  
It's like, how was she like?

0:30:17.388 --> 0:30:17.628  
Luis Escobar  
Yeah.

0:30:22.937 --> 0:30:23.577  
I think that's more.

0:30:24.817 --> 0:30:25.577  
What point is?

0:30:26.668 --> 0:30:26.748  
Luis Escobar  
It.

0:30:28.417 --> 0:30:33.537  
Whatever this high deal comes up and it talks about the whole a new ecos.

0:30:31.188 --> 0:30:31.388  
Luis Escobar  
Yeah.

0:30:35.188 --> 0:30:45.268  
Luis Escobar  
Yeah, for sure. No, I I definitely will. I'm gonna try like poke for like, I wasn't there up so or down. So it's gonna be really like.

0:30:37.627 --> 0:30:37.667  
Y.

0:30:46.237 --> 0:30:48.37  
The worst nightmare when you have on that.

0:30:46.988 --> 0:30:48.988  
Luis Escobar  
Right. Yeah, exactly.

0:30:50.27 --> 0:30:53.667  
So, so, so they they do offer.

0:30:55.167 --> 0:30:56.247  
A free call.

0:30:56.788 --> 0:31:1.108  
Luis Escobar  
They do. They do. So I'm I'm curious what their funnel's like.

0:30:57.927 --> 0:30:59.847  
It was all the way at the bottom of their page.

0:30:59.137 --> 0:30:59.257  
Hey.

0:31:0.767 --> 0:31:1.167  
Yeah.

0:31:2.987 --> 0:31:3.947  
Wasn't something that the advertis?

0:31:5.467 --> 0:31:5.587  
Ers.

0:31:6.548 --> 0:31:9.268  
Luis Escobar  
And and I mean that's a sign that they're.

0:31:7.57 --> 0:31:9.577  
And they're they're making you wait. Wait a week.

0:31:9.367 --> 0:31:9.527  
Yeah.

0:31:9.687 --> 0:31:11.407  
It sounds like they're either busy or they book.

0:31:11.348 --> 0:31:11.468  
Luis Escobar  
OK.

0:31:11.407 --> 0:31:12.327  
You out for.

0:31:13.788 --> 0:31:14.308  
Luis Escobar  
Yeah.

0:31:17.468 --> 0:31:17.508  
Luis Escobar  
Oh.

0:31:17.937 --> 0:31:18.537  
Baron.

0:31:18.748 --> 0:31:19.428  
Luis Escobar  
What?

0:31:20.387 --> 0:31:20.547  
So.

0:31:22.228 --> 0:31:33.588  
Luis Escobar  
One thing I do want to say on the design front, right? So my I think there should be a big video here at at the top of every.

0:31:34.388 --> 0:31:40.778  
Luis Escobar  
Same thing, a really high impact video.

0:31:43.228 --> 0:31:57.308  
Luis Escobar  
Aesthetics. I kind of like this one, but I thought it looks real nice, but it just really captures the emotion of of, you know, the page we're looking at. You know that that was just using some art.

0:31:48.847 --> 0:31:49.407  
Yes, ma'am.

0:31:55.257 --> 0:31:55.777  
Oh, it's got.

0:31:55.787 --> 0:32:1.987  
I what would what would really be cool is if that beautiful 20 something year old.

0:32:3.467 --> 0:32:11.147  
Would almost AI go into this beautiful 50 year old? You know you would see her development over time.

0:32:11.307 --> 0:32:20.27  
You know, as she's coming at you, she know her lines become structured and she she. She's obviously getting older.

0:32:11.527 --> 0:32:11.887  
Yes.

0:32:14.348 --> 0:32:14.468  
Cliff  
But.

0:32:20.987 --> 0:32:22.587  
But she's almost getting better.

0:32:22.587 --> 0:32:24.747  
You know, I mean, it's almost like she's developing.

0:32:25.137 --> 0:32:27.817  
You know, and So what?

0:32:27.817 --> 0:32:29.217  
Are you smiling at Louis?

0:32:29.217 --> 0:32:31.777  
Look, as you get older, you get better bro, OK?

0:32:31.817 --> 0:32:32.977  
I mean, stop it.

0:32:34.747 --> 0:32:34.867  
God.

0:32:34.868 --> 0:32:52.428  
Cliff  
Totally. What if? What about what about what about this idea on the videos? So going back to story mode, what if on the women's page you saw this woman doing her athletic thing or or her or her?

0:32:38.828 --> 0:32:38.948  
Luis Escobar  
Yeah.

0:32:52.548 --> 0:33:8.348  
Cliff  
Whatever thing. And then you go to the men's page and you have a guy doing his workout thing or whatever it is he he's doing, eating healthy, whatever it is. And then on the aesthetics page you see both show up together.

0:33:8.548 --> 0:33:27.388  
Cliff  
And the same actors throughout the website. What if the story developed around these characters, so to speak, so that when you have age, you can get away with showing?

0:33:11.908 --> 0:33:15.108  
Luis Escobar  
be great. That would be cool.

0:33:18.567 --> 0:33:19.887  
So if I say that I'm.

0:33:27.828 --> 0:33:36.548  
Cliff  
Someone progressing I I I would be I'd price I I I get what you're saying but this was character.

0:33:37.988 --> 0:33:38.428  
Cliff  
So.

0:33:43.428 --> 0:33:59.388  
Cliff  
I think you get away with showing what age could do for you, for that woman, for that man. Just an idea that would be a lot of fun to kind of write the the the life.

0:34:0.108 --> 0:34:8.468  
Cliff  
Portion of a new out. It would be really nice to write out someone's story. Um, that's that's.

0:34:1.668 --> 0:34:2.188  
Luis Escobar  
Mhm.

0:34:9.988 --> 0:34:12.548  
Cliff  
Just funneled throughout the the site.

0:34:11.937 --> 0:34:12.857  
So you almost like.

0:34:12.857 --> 0:34:15.457  
You almost have like a friends.

0:34:17.507 --> 0:34:18.147  
Concept, right?

0:34:18.147 --> 0:34:19.827  
Friends, you remember the series.

0:34:19.827 --> 0:34:27.467  
Friends, you know where you're following three or four or you're following 33 girls and.

0:34:21.228 --> 0:34:21.468  
Cliff  
Yeah.

0:34:27.637 --> 0:34:36.37  
3333 guys, maybe. But in our case, they're all ones in their 20s, ones in their 30s.

0:34:36.37 --> 0:34:41.397  
One's in their 40s and 50s, but so. So there's 8 main characters.

0:34:41.397 --> 0:34:43.357  
One of each gender.

0:34:43.987 --> 0:34:48.627  
But that's who's on our site like that. That's that's the story that we're telling.

0:34:47.68 --> 0:34:49.628  
Cliff  
Something like that, yeah, yeah.

0:34:48.747 --> 0:34:56.707  
One's African American one's Asian 1, you know, and the most are white, because that's our demo. But but but. But I mean.

0:34:58.537 --> 0:35:1.817  
Yeah, that's actually a cool idea.

0:35:1.588 --> 0:35:17.268  
Cliff  
Another way to maybe pull it off too is with I mean how great A I is. You could during survey make a person based on their score or based on their answers.

0:35:17.988 --> 0:35:33.748  
Cliff  
And and at the end they choose instead of instead of outline. Hey, are you a are you a short and chunky guy? Are you a tall and slender guy? But an actual character of one of these people that that that then becomes.

0:35:31.548 --> 0:35:33.28  
Luis Escobar  
That's next level.

0:35:34.388 --> 0:35:36.788  
Cliff  
Your coach.

0:35:39.828 --> 0:35:54.908  
Cliff  
Put them out there. I just think that I'm I'm trying to connect all the things that everybody's kind of saying and and and it is a life thing. It's a lot. You're making a decision here, not just a not just off.

0:35:40.287 --> 0:35:40.927  
Avatar.

0:35:53.597 --> 0:35:53.997  
I think it's.

0:35:53.997 --> 0:35:54.797  
Almost like a brand.

0:35:54.797 --> 0:35:58.797  
It becomes like a brand like a like, like a a new life becomes.

0:36:0.227 --> 0:36:1.507  
AI mean you can do so much with that.

0:36:5.737 --> 0:36:7.857  
Listen to not give too much credit to.

0:36:9.777 --> 0:36:11.897  
Will Louis OK? Because.

0:36:13.17 --> 0:36:13.377  
Yeah.

0:36:13.588 --> 0:36:15.308  
Luis Escobar  
You guys get me.

0:36:16.68 --> 0:36:19.868  
Luis Escobar  
I mean, that's definitely where we can go.

0:36:16.787 --> 0:36:18.787  
Oh. Oh, wait, I thought it was on mute.

0:36:19.227 --> 0:36:22.147  
I'm sorry, I thought I thought it was on mute. Sorry.

0:36:23.748 --> 0:36:23.828  
Luis Escobar  
Um.

0:36:24.508 --> 0:36:39.468  
Cliff  
Yeah, I I let let me jump off and and Luis, if you can just give me any access to stuff if you want, I'd like to see what builder and all that and.

0:36:36.668 --> 0:36:37.228  
Luis Escobar  
Yeah, of course.

0:36:39.988 --> 0:36:55.388  
Cliff  
Like what we can think about the alternative way to do it is to take screenshots and like point stuff out. But that's that's boring and then.

0:36:44.588 --> 0:36:44.788  
Luis Escobar  
Sir.

0:36:55.828 --> 0:37:7.348  
Cliff  
I think it sounds like you want me to help out with some story and the brand, just the color theming of the site. Is that?

0:37:9.348 --> 0:37:9.668  
Cliff  
Correct.

0:37:9.668 --> 0:37:13.228  
Luis Escobar  
I think if, yeah, we can nail this homepage, it may be.

0:37:11.748 --> 0:37:20.108  
Cliff  
And and you can give me a art list login, collaborator thing, whatever, um, wherever I can see like.

0:37:17.588 --> 0:37:19.148  
Luis Escobar  
Yeah.

0:37:19.77 --> 0:37:21.397  
I'd rather you yell.

0:37:22.517 --> 0:37:28.997  
Yell. Sometimes you amaze me, Cliff. By coming up with really things that are outside the revenues.

0:37:28.997 --> 0:37:32.277  
I mean, you do a really good job of thinking at it from.

0:37:33.817 --> 0:37:34.137  
Spring.

0:37:35.97 --> 0:37:35.497  
So.

0:37:37.267 --> 0:37:37.827  
You do.

0:37:37.827 --> 0:37:38.307  
I really love you.

0:37:38.307 --> 0:37:38.587  
Say hey.

0:37:39.767 --> 0:37:43.887  
I'm still. Here's where I think I can really help you know, I mean.

0:37:44.108 --> 0:38:0.668  
Cliff  
Yeah, I don't. I don't know if I'm gonna be able to help with like the technical things building like from a developer side of me. I don't know that I'll be able to help much. And it looks like it's, I mean, Luis, you got this, that part under control anyways.

0:37:45.387 --> 0:37:45.547  
Yeah.

0:38:1.388 --> 0:38:4.708  
Luis Escobar  
No, yeah, for sure. For sure, I think.

0:38:2.348 --> 0:38:17.348  
Cliff  
But as we if it's a if it's a starting start start up and then an ongoing like every time a new plugin or a new new pages.

0:38:7.437 --> 0:38:8.757  
Take good luck but.

0:38:12.457 --> 0:38:21.257  
This is easy done like we need minimum level product done like soon yeah 'cause we need to at least pitch it like we need something.

0:38:17.828 --> 0:38:20.188  
Cliff  
I can, I can.

0:38:21.68 --> 0:38:22.508  
Cliff  
Project level or something like that.

0:38:23.268 --> 0:38:27.388  
Luis Escobar  
I hear you, man. I mean, I think one.

0:38:24.357 --> 0:38:33.677  
So the only thing is, the only thing is if we get to, yeah, why don't you do that?

0:38:25.148 --> 0:38:26.68  
Cliff  
I'm alright.

0:38:33.677 --> 0:38:35.717  
I don't want to rush this, but.

0:38:36.717 --> 0:38:40.917  
Kind of have to, unless we have pages now that are performing well.

0:38:41.157 --> 0:38:42.397  
That's what I was gonna ask.

0:38:42.397 --> 0:38:56.77  
Are we able to make landing pages through like WordPress now or I just know that we have a couple that we are like gonna build out brand new like the 15 minute free consultation.

0:38:49.108 --> 0:38:49.388  
Luis Escobar  
Will be.

0:38:56.707 --> 0:38:58.187  
The like we have some landing pages for.

0:38:58.897 --> 0:38:59.377  
I think.

0:38:59.377 --> 0:39:0.497  
We don't have time to wait.

0:39:0.497 --> 0:39:1.977  
It's kind of what she she's saying.

0:39:1.977 --> 0:39:7.577  
She's saying, look, we need to get these new pages out now because we have.

0:39:4.748 --> 0:39:6.348  
Luis Escobar  
Mhm.

0:39:7.617 --> 0:39:12.697  
We have idle haphazity that we have to fill.

0:39:12.737 --> 0:39:24.697  
And also I don't want like if we can make them here, where they're gonna need to live eventually. I would rather start there instead of starting brand new in HubSpot and then having to redo it later.

0:39:14.668 --> 0:39:14.908  
Luis Escobar  
Yeah.

0:39:23.508 --> 0:39:31.68  
Luis Escobar  
I I yeah, I totally agree. And I I would say that we are.

0:39:24.697 --> 0:39:25.497  
That makes sense.

0:39:27.27 --> 0:39:27.747  
All of it takes longer.

0:39:27.987 --> 0:39:28.827  
Yeah, right.

0:39:28.827 --> 0:39:33.867  
We have to do those. If that takes too long, then we'll do them in HubSpot, you know.

0:39:33.867 --> 0:39:34.827  
You know what I'm saying?

0:39:34.827 --> 0:39:36.307  
I just don't know where we should.

0:39:35.428 --> 0:39:53.988  
Luis Escobar  
No, yeah, I totally, I totally understand. Yeah. And I do, you know, believe that it's a smart move to like build them out on the new site, right. Because we are that close to making it live in the sense of like just, you know, making sure those initial pages are are fully functional.

0:39:54.228 --> 0:39:58.508  
Luis Escobar  
One of the bigger things that that I just want to cover is that work.

0:39:59.468 --> 0:40:14.868  
Luis Escobar  
When someone goes through these assessments or they sign up or they go through this sign up process, right? What's happening is that the by the time they get to this page, they already have a username and password on a new life.com.

0:40:14.927 --> 0:40:15.887  
Yeah, that's awesome.

0:40:15.348 --> 0:40:22.468  
Luis Escobar  
And at the very same time, they've already been accepted into our affiliate program and this is what their affiliate portal looks like.

0:40:23.717 --> 0:40:25.997  
So so if we have 60,000.

0:40:29.117 --> 0:40:32.917  
Records already but but yet they.

0:40:36.147 --> 0:40:44.787  
Register again. Will it create another record or will it somehow eventually merge those?

0:40:44.428 --> 0:40:49.108  
Luis Escobar  
If it's the same e-mail, it'll ask you to log in instead of.

0:40:49.527 --> 0:40:49.807  
OK.

0:40:49.807 --> 0:40:58.767  
So that's the unique key, but that's going to be weird because they'll be like, well, I've never had to log in before.

0:40:59.228 --> 0:41:13.468  
Luis Escobar  
As soon as they register, like by the time they get to this page, they'll have a text message in their phone that says welcome to a new life. Your e-mail is your password. Sorry your your username is your e-mail and your password is.

0:41:0.187 --> 0:41:0.387  
Right.

0:41:15.148 --> 0:41:20.668  
Luis Escobar  
First name 123 or I can allow them to enter their password. Might be a HIPAA thing.

0:41:23.287 --> 0:41:23.927  
That's true.

0:41:23.927 --> 0:41:32.87  
Yeah, because if it's a standard one, then somebody that knew that they were registered here could just say, oh, it's Ted 123. You know, I mean, yeah.

0:41:32.87 --> 0:41:34.687  
So you would probably want to be something different.

0:41:35.108 --> 0:41:41.988  
Luis Escobar  
Yeah, I'll let them do it at the last step, right? So here I ask first name, last name, e-mail address.

0:41:43.468 --> 0:41:49.748  
Luis Escobar  
Phone number and then I ask click create account. I'll probably just add one more step that says create your password.

0:41:51.137 --> 0:41:51.897  
You have.

0:41:53.717 --> 0:41:56.917  
Randomized password symptom.

0:41:57.28 --> 0:42:3.428  
Luis Escobar  
Yeah, correct. It's just like an alphanumeric random password, yeah.

0:41:59.317 --> 0:41:59.557  
OK.

0:42:2.377 --> 0:42:3.857  
Yeah, yeah.

0:42:3.857 --> 0:42:11.457  
So that instead of having them create you know new password, confirm new password.

0:42:11.457 --> 0:42:13.337  
That's just one more step, right?

0:42:13.457 --> 0:42:16.857  
I mean, it'd be cool if they didn't have to do that.

0:42:17.68 --> 0:42:23.748  
Luis Escobar  
The best is to get them to just create their account using their app ID, and that's that's exactly what it would do.

0:42:24.637 --> 0:42:24.917  
Good.

0:42:27.148 --> 0:42:32.308  
Luis Escobar  
On that thing, yeah, we need us apply for a DUNS number if you don't already have one.

0:42:32.777 --> 0:42:34.97  
I yeah.

0:42:32.988 --> 0:42:33.108  
Luis Escobar  
But.

0:42:34.97 --> 0:42:34.537  
OK.

0:42:34.537 --> 0:42:36.417  
Probably not under that name, no.

0:42:36.588 --> 0:42:41.348  
Luis Escobar  
OK, let's get that so we can get registered with Apple.

0:42:42.857 --> 0:42:43.177  
OK.

0:42:43.977 --> 0:42:45.657  
I'll find out from John if we have one.

0:42:47.187 --> 0:42:47.347  
OK.

0:42:47.907 --> 0:42:53.27  
Also, we currently just have the like free trial version of artless, right?

0:42:48.28 --> 0:42:48.868  
Luis Escobar  
And the.

0:42:53.388 --> 0:42:55.108  
Luis Escobar  
Yeah, I think so, yeah.

0:42:55.828 --> 0:42:55.948  
Cliff  
OK.

0:42:55.837 --> 0:42:56.797  
OK, I can.

0:42:56.508 --> 0:42:56.988  
Luis Escobar  
Yeah.

0:42:58.597 --> 0:43:0.477  
I have an account and I can.

0:43:1.277 --> 0:43:2.717  
Yeah, I don't know how much it costs.

0:43:2.717 --> 0:43:11.157  
I haven't gone that far into it yet, but I know that sometimes it's better to see what the stuff looks like without the watermark on it.

0:43:11.837 --> 0:43:14.637  
Then to keep using the free stuff, if we're gonna use that anyway, then.

0:43:16.628 --> 0:43:21.188  
Luis Escobar  
Yeah, our list is really one of the best ones I would recommend. I mean, it's 39 bucks it seems.

0:43:16.947 --> 0:43:17.587  
You might as well.

0:43:21.628 --> 0:43:21.908  
Cliff  
Yeah.

0:43:22.697 --> 0:43:24.297  
We've we've been saving some stuff.

0:43:25.977 --> 0:43:26.137  
OK.

0:43:26.907 --> 0:43:27.467  
Now you're gonna.

0:43:29.397 --> 0:43:30.597  
Put some like stuff that we just.

0:43:30.597 --> 0:43:31.637  
Favored that we thought looked cool.

0:43:33.477 --> 0:43:33.797  
I just.

0:43:33.797 --> 0:43:38.437  
I mean like once we kind of like agree on how this website looks.

0:43:40.77 --> 0:43:41.237  
Our social post, everything.

0:43:41.237 --> 0:43:43.757  
Our ads, everything really has to flow.

0:43:43.797 --> 0:43:45.157  
It really has to.

0:43:43.907 --> 0:43:44.67  
OK.

0:43:45.717 --> 0:43:50.997  
I mean, you know when, when, when you see brands, I mean they don't vary much, right?

0:43:50.997 --> 0:43:51.37  
I.

0:43:51.67 --> 0:43:51.507  
I mean.

0:43:51.197 --> 0:43:54.877  
Their their ads look like their site and their app and.

0:43:55.957 --> 0:43:56.837  
Their and their e-mail.

0:43:57.427 --> 0:43:59.547  
You know, I mean have.

0:43:59.547 --> 0:44:1.787  
So I just want to be.

0:44:3.457 --> 0:44:5.177  
You're in charge of design, right?

0:44:5.247 --> 0:44:9.247  
So kind of like that's like a must, right?

0:44:9.247 --> 0:44:12.167  
I mean, I feel like we have to be in this shade.

0:44:12.167 --> 0:44:13.7  
We have to be.

0:44:13.7 --> 0:44:17.327  
You know, whatever, you know, I mean just consistency.

0:44:15.227 --> 0:44:15.707  
Sorry.

0:44:18.777 --> 0:44:23.137  
Really has a lot to do with the brand, you know, so.

0:44:22.347 --> 0:44:22.587  
Yep.

0:44:23.697 --> 0:44:25.737  
Definitely. I think that up until now.

0:44:26.307 --> 0:44:27.507  
And we suck at it.

0:44:28.187 --> 0:44:29.227  
We suck at it.

0:44:29.227 --> 0:44:32.27  
I mean, we we have admittedly done a really bad job.

0:44:32.447 --> 0:44:33.87  
Have that in mind.

0:44:33.677 --> 0:44:35.837  
Much, much to go off of website wise but.

0:44:39.468 --> 0:44:50.468  
Luis Escobar  
Yeah, I think it'll be a good mix of like stuff like Artlist and then also some AI ideas. I'm I'm running a prompt right now based on that idea. Let's see how it comes out.

0:44:54.717 --> 0:44:54.997  
What?

0:44:54.847 --> 0:44:56.207  
Partly just $39.00 a month.

0:44:56.207 --> 0:44:57.887  
We're good to go and sign up for that, right?

0:44:59.337 --> 0:44:59.657  
Yeah, well.

0:45:3.307 --> 0:45:4.347  
Off your salary.

0:45:6.777 --> 0:45:9.17  
OK, so that you haven't been paid or own probably?

0:45:8.957 --> 0:45:9.277  
Yeah.

0:45:10.17 --> 0:45:11.97  
That's a good idea.

0:45:10.588 --> 0:45:10.708  
Luis Escobar  
Um.

0:45:11.97 --> 0:45:11.577  
We should start doing that.

0:45:13.388 --> 0:45:24.628  
Luis Escobar  
The other thing I want to share is also I I've gone ahead and imported a total of so far 115 products with product descriptions, product SKUs, price points.

0:45:27.308 --> 0:45:33.28  
Luis Escobar  
This is based on that export, sorry that that official report.

0:45:27.647 --> 0:45:28.47  
It.

0:45:31.487 --> 0:45:34.367  
Is that the document that I gave you or was?

0:45:34.188 --> 0:45:37.828  
Luis Escobar  
Yeah. Yeah, that document you gave me.

0:45:34.367 --> 0:45:35.127  
It something else.

0:45:35.327 --> 0:45:35.607  
OK.

0:45:37.737 --> 0:45:44.17  
I think there was some updating to some pricing here recently. If I heard Kagan correctly.

0:45:44.17 --> 0:45:45.977  
Is there a way to get him this list?

0:45:47.617 --> 0:45:48.337  
In an easy to read way.

0:45:48.337 --> 0:45:49.497  
And it's not ready.

0:45:49.497 --> 0:45:50.297  
We're not gonna.

0:45:50.777 --> 0:45:53.337  
Yeah. I mean, it's not out of that's definitely doubt.

0:45:53.337 --> 0:45:55.177  
That's probably that might be down the road, but.

0:45:56.847 --> 0:45:57.527  
So.

0:45:56.948 --> 0:46:12.788  
Luis Escobar  
That's totally fine. Whenever it is ready, I would advise that we whenever there's a new product or we need to update a product price, we go in here into this a newlife.com admin, the B12 injection and this is directly connected to HubSpot.

0:46:13.148 --> 0:46:16.708  
Luis Escobar  
So any product name, description or price?

0:46:14.247 --> 0:46:20.607  
So then, then, then we'll. Sorry. Sorry, ma'am. Will will inventory then.

0:46:18.348 --> 0:46:19.28  
Luis Escobar  
No, go ahead.

0:46:22.857 --> 0:46:22.937  
Be.

0:46:23.217 --> 0:46:34.177  
Is this like the website inventory or is are will we be able to like drop this inventory, add inventory at each location?

0:46:35.697 --> 0:46:36.337  
For like peptides.

0:46:36.468 --> 0:46:54.68  
Luis Escobar  
Yeah, totally. I mean, we can add that feature, but yeah, this is our HQ database of all products. We can make it for a singular location or make it, you know, shared across multiple locations or each location gets their own.

0:46:42.677 --> 0:46:43.597  
See, that's.

0:46:46.457 --> 0:46:47.777  
What you would want that?

0:46:54.628 --> 0:47:1.68  
Luis Escobar  
Store, essentially. I think that is a nice approach. It could be, you know, lexington.inulife.com.

0:47:4.787 --> 0:47:8.147  
So then is there a log in?

0:47:8.187 --> 0:47:19.27  
Is there like an EMR plug in for HubSpot or whatever where where like Sam could just work from HubSpot?

0:47:19.27 --> 0:47:22.227  
I mean, she does 38 units of talks.

0:47:23.57 --> 0:47:27.17  
Boom. I mean, I mean, she gets done, Stacy.

0:47:27.17 --> 0:47:33.497  
You know, it goes up and they're already basically it's updated, right, right away. She know, I mean.

0:47:34.167 --> 0:47:35.527  
That'd be \*\*\* \*\*\*.

0:47:36.167 --> 0:47:40.447  
I would recommend these supplements, these peptides. OK, OK.

0:47:40.447 --> 0:47:41.167  
Good, good, good.

0:47:41.167 --> 0:47:45.687  
30 units done. Filler done. Boom. And I mean, how \*\*\*\*\*\* would that be?

0:47:45.687 --> 0:47:47.487  
And then commissions could all be.

0:47:48.817 --> 0:47:50.257  
Paid, you know, directly from those.

0:47:50.697 --> 0:47:51.177  
If they get.

0:47:51.177 --> 0:47:54.57  
Signed up for an A good appointment with Hayley and just.

0:47:56.217 --> 0:47:59.137  
Sorry, I was thinking about something completely different.

0:47:59.137 --> 0:48:5.377  
OK, no, no, but, but but but but like this would really solve like a major freaky issue.

0:48:5.807 --> 0:48:15.7  
You with us because we our current EMR has no inventory functionality at all.

0:48:16.767 --> 0:48:19.487  
So if if this could be the POS.

0:48:19.487 --> 0:48:25.367  
So if the provider I mean, I mean best case it.

0:48:25.367 --> 0:48:32.487  
Is back in the room or the provider is carrying around it?

0:48:34.377 --> 0:48:36.977  
Goes to the wall.

0:48:38.897 --> 0:48:45.857  
They do all of that and then just bring them up front and then Stacy can see exactly what they bought, put it in a bag.

0:48:47.377 --> 0:48:47.937  
Check them out.

0:48:47.937 --> 0:48:53.337  
They're already even check out if the card card card on file you.

0:48:53.337 --> 0:48:54.657  
Know I mean.

0:48:55.207 --> 0:48:56.287  
Yeah, you know, so if?

0:48:56.417 --> 0:48:57.377  
That would be nice, yeah.

0:48:58.867 --> 0:49:11.587  
But but but the biggest problem is is like right now we only have one software at one location that's doing aesthetics, which is inventory heavy.

0:49:13.227 --> 0:49:16.707  
Like aesthetics is inventory heavy all the other?

0:49:19.187 --> 0:49:25.547  
Is using the medical ELR, which has no ability to track inventory.

0:49:25.937 --> 0:49:26.217  
Lori.

0:49:27.817 --> 0:49:30.817  
So so if you could use this woo.

0:49:33.507 --> 0:49:34.387  
Commerce as a POS.

0:49:36.227 --> 0:49:38.867  
And you could somehow plug into.

0:49:42.337 --> 0:49:42.377  
A.

0:49:43.57 --> 0:49:48.297  
All the medical records could still go maybe somewhere else, right?

0:49:48.457 --> 0:49:52.617  
I mean but but the actual products being bought?

0:49:54.697 --> 0:49:59.177  
Could be checked out by by the M AI mean you know.

0:50:0.268 --> 0:50:8.388  
Luis Escobar  
The short answer is yes. Everything you just described is totally possible and not that hard to achieve.

0:50:14.268 --> 0:50:18.308  
Cliff  
I just. I just left a left a chat. I gotta run.

0:50:14.468 --> 0:50:16.908  
Luis Escobar  
And WooCommerce, you know they do have.

0:50:20.108 --> 0:50:30.268  
Cliff  
I'll I'll I'll think about what I would do and get a I'll get a quote over to you Ted by tomorrow afternoon.

0:50:31.127 --> 0:50:32.7  
You wanna get paid?

0:50:32.468 --> 0:50:32.948  
Cliff  
Absolutely.

0:50:35.527 --> 0:50:36.967  
Wait a minute. That's crazy.

0:50:36.828 --> 0:50:42.988  
Cliff  
Free products? Nah, I'm good. I got, I got a I got a formula app now, so.

0:50:43.307 --> 0:50:43.507  
OK.

0:50:44.148 --> 0:50:44.308  
Cliff  
Ha ha.

0:50:45.748 --> 0:50:50.68  
Cliff  
No, good talking to you guys. Good to see you all again, Trent. Good to see you, man.

0:50:49.827 --> 0:50:50.547  
You as well, Cliff.

0:50:51.508 --> 0:50:53.148  
Cliff  
I'll be in touch, Ted, for sure.

0:50:52.908 --> 0:50:54.548  
Luis Escobar  
All right, Cliff, be in touch.

0:50:53.337 --> 0:50:54.177  
Thank you, Sir.

0:50:54.68 --> 0:50:54.988  
Cliff  
Alright, bye.

0:50:58.188 --> 0:50:58.268  
Luis Escobar  
Um.

0:51:0.708 --> 0:51:13.588  
Luis Escobar  
Yeah, there there is a a plugin for WooCommerce that does the multi store functionality right where the inventory can be completely independent for each one.

0:51:17.668 --> 0:51:33.388  
Luis Escobar  
And yeah, totally. I mean with a simple iPad, you know, they can log in. I picture them seeing using something like this, like users and well, no, a user will always land on a landing page. It's more, you know, well structured, but.

0:51:33.628 --> 0:51:44.68  
Luis Escobar  
For the iPad, we just need different URLs, right? That serve different purposes and the administrator can totally handle all those bookings on their iPad.

0:51:39.767 --> 0:51:39.927  
Yeah.

0:51:48.827 --> 0:52:1.387  
Yeah. I mean, if you're going to handle the consents immediately being filled out, you know the the you know, I mean like once they bought, if they were to buy a.

0:52:5.537 --> 0:52:9.417  
Peptide they could not do so without signing the consent.

0:52:10.897 --> 0:52:11.217  
You know.

0:52:12.737 --> 0:52:16.57  
So you were just literally handed the iPad.

0:52:16.57 --> 0:52:21.737  
They just, you know, no more scanning into open mind, open body or whatever.

0:52:26.297 --> 0:52:27.457  
I'll do. I'll do medical, yeah.

0:52:34.588 --> 0:52:41.468  
Luis Escobar  
Someone gracefully aging, but I don't think it was too good, I mean.

0:52:41.457 --> 0:52:42.177  
Mr. young.

0:52:42.668 --> 0:52:42.828  
Luis Escobar  
OK.

0:52:44.588 --> 0:52:44.708  
Luis Escobar  
OK.

0:52:46.207 --> 0:52:46.887  
All right.

0:52:49.137 --> 0:52:49.577  
What guys?

0:52:49.577 --> 0:52:50.417  
What? What from?

0:52:51.217 --> 0:52:51.257  
A.

0:52:51.337 --> 0:52:51.737  
Here and.

0:52:52.227 --> 0:52:52.347  
Now.

0:52:52.577 --> 0:52:55.57  
Like we need we need cash.

0:52:55.57 --> 0:53:1.737  
Now we need to get our people busy now so we can afford Louis and Cliff and.

0:53:2.217 --> 0:53:2.417  
Quite.

0:53:2.417 --> 0:53:3.377  
Frankly, everybody here.

0:53:4.457 --> 0:53:5.337  
So we we need.

0:53:5.707 --> 0:53:6.467  
Me too.

0:53:8.417 --> 0:53:8.777  
To.

0:53:8.977 --> 0:53:9.857  
How are we doing?

0:53:12.17 --> 0:53:15.497  
I mean like from A is I have like.

0:53:15.537 --> 0:53:16.417  
When you say, how are we?

0:53:17.127 --> 0:53:21.47  
I mean like like how are the ads performing?

0:53:18.827 --> 0:53:19.627  
Adds Prof.

0:53:21.527 --> 0:53:23.647  
And I mean like just like.

0:53:25.177 --> 0:53:26.17  
Are new people signing up?

0:53:26.137 --> 0:53:26.777  
I mean like that.

0:53:26.777 --> 0:53:30.457  
That's really the only measure that matters right now.

0:53:30.457 --> 0:53:31.537  
I know Melissa hasn't.

0:53:31.537 --> 0:53:35.377  
I mean, she's been signing up one or two, maybe 3 a day, but.

0:53:35.697 --> 0:53:36.537  
That's not gonna do it.

0:53:36.537 --> 0:53:38.217  
Yeah, yeah, yeah. So.

0:53:39.897 --> 0:53:42.137  
So real, real, real quick.

0:53:42.137 --> 0:53:45.897  
Did did Steven Bennett came into my office?

0:53:46.127 --> 0:53:52.607  
And I thought he expressed everybody like, hey, look, the only option that we had was for telehealth.

0:53:52.607 --> 0:53:56.807  
Was that they had to pay upfront like for for the entire year?

0:53:57.127 --> 0:53:58.847  
I didn't even know that was the case.

0:53:59.287 --> 0:54:4.207  
I thought we had basically mirrored what Lifeor said, which was look, it's.

0:54:5.737 --> 0:54:10.777  
349 bill and then 1:49 every month after that we do.

0:54:11.257 --> 0:54:14.217  
Have monthly a monthly option now.

0:54:14.327 --> 0:54:15.407  
Yeah, we have.

0:54:15.447 --> 0:54:16.7  
We have.

0:54:16.7 --> 0:54:17.327  
We have had. Oh.

0:54:17.327 --> 0:54:26.167  
He was saying that like we weren't giving them an option, a reasonable option to do a health assessment. I think that was the point.

0:54:26.167 --> 0:54:28.927  
He was making. It's either sign up right away or nothing.

0:54:29.617 --> 0:54:40.617  
Because our health assessment was $600.00 compared to whatever the monthly price is, I think that was what he was saying where like, but I think we're kind of solving that with the 15 minute free.

0:54:40.737 --> 0:54:41.337  
We have.

0:54:41.337 --> 0:54:42.297  
A well, no.

0:54:42.617 --> 0:54:44.577  
I think Ryan created a meeting for 4/15.

0:54:44.807 --> 0:54:47.287  
Today, with me and Steven to go.

0:54:47.487 --> 0:54:48.87  
Over all of it.

0:54:48.87 --> 0:54:48.727  
Is he here today?

0:54:49.47 --> 0:54:49.567  
Yeah. OK.

0:54:50.247 --> 0:54:50.967  
So.

0:54:50.967 --> 0:54:52.47  
But we all we have had a monthly.

0:54:52.47 --> 0:54:54.47  
Option the whole time, right?

0:54:52.907 --> 0:54:53.147  
The.

0:54:53.867 --> 0:54:55.587  
I didn't on on telehealth.

0:54:55.827 --> 0:54:56.227  
That's.

0:54:56.507 --> 0:54:57.347  
Not what he said.

0:54:58.867 --> 0:55:7.107  
He he's more worried about when the payment happens because right now you he might have made a change, but you click the button and he's at the checkout.

0:55:4.7 --> 0:55:4.407  
I think.

0:55:7.227 --> 0:55:11.267  
Yeah, like put your credit card information. Pay not book first.

0:55:11.267 --> 0:55:11.947  
Give us your name.

0:55:11.947 --> 0:55:13.507  
Give us your like it's just big.

0:55:14.267 --> 0:55:21.547  
Teddy. Yeah. And then and then you have to trust that the company's gonna send you an e-mail or crystal. And Melissa gonna call you.

0:55:22.297 --> 0:55:25.177  
I just I when it comes to telehealth.

0:55:27.147 --> 0:55:28.747  
Until life force files for.

0:55:30.377 --> 0:55:37.417  
Bankruptcy, I mean, like I would model what they're doing. I mean, I mean, seriously, like, I would just.

0:55:37.777 --> 0:55:45.777  
I would want to present except for adding the option of a 15 minute. I don't think it should be 30 minute.

0:55:45.777 --> 0:55:46.977  
I mean, I think it should be.

0:55:47.617 --> 0:55:50.57  
A 15 minute. You know it was.

0:55:50.57 --> 0:55:50.697  
15 minutes.

0:55:50.697 --> 0:55:51.337  
We'll talk about.

0:55:51.317 --> 0:55:55.877  
You know, free talk, talk to somebody, maybe even same day.

0:55:55.877 --> 0:55:58.597  
You know right now well.

0:55:56.548 --> 0:56:12.788  
Luis Escobar  
Also, yeah, when you said that, Ted, it got me thinking. Another thing I can do is instead of asking you to schedule an appointment, I can ask you to enter your phone number. Well, actually I already did. I asked you to for your phone number so I can just have a little button here that says.

0:56:9.387 --> 0:56:10.347  
Yeah, yeah.

0:56:13.228 --> 0:56:25.68  
Luis Escobar  
Call me now. What's gonna happen next is the you know your sales reps line will ring and then the lead their phone will ring and connect both of them.

0:56:26.27 --> 0:56:37.507  
It'd be great what information? So so, like, let, let's say they go pick a time and say, look, I want a 15 minute meeting tomorrow.

0:56:33.228 --> 0:56:33.708  
Luis Escobar  
Mhm.

0:56:39.137 --> 0:56:39.217  
At.

0:56:39.807 --> 0:56:43.207  
10 AM or 44430.

0:56:44.697 --> 0:56:45.617  
Wouldn't we?

0:56:45.617 --> 0:56:46.857  
We want to know what?

0:56:48.737 --> 0:56:54.737  
Their three biggest goals are or or, you know, like what they wouldn't. That individual really want to focus on that.

0:56:55.927 --> 0:56:58.687  
Wasn't that part of the the flow?

0:56:57.988 --> 0:57:0.708  
Luis Escobar  
Yeah, it was we.

0:56:58.687 --> 0:57:0.367  
That part of the flow so.

0:56:59.297 --> 0:56:59.537  
OK.

0:57:0.407 --> 0:57:3.887  
So so getting to to to that point, OK.

0:57:4.7 --> 0:57:5.527  
Oh, yeah. Yeah, yeah, yeah. OK.

0:57:5.527 --> 0:57:10.287  
So, so we already know, know that their age grade so I think.

0:57:11.507 --> 0:57:16.707  
We behind the scenes, we should have a script that basically.

0:57:17.147 --> 0:57:18.387  
That's what you wanted to see.

0:57:18.547 --> 0:57:19.627  
Yes. Yeah.

0:57:19.707 --> 0:57:22.27  
I mean, honestly, it'd be awesome.

0:57:23.587 --> 0:57:24.787  
I mean behind the scenes.

0:57:25.137 --> 0:57:36.697  
I mean like they once they book, they immediately get this like 30 second video that says hey, so excited, you know, thousands of folks just like you have.

0:57:36.737 --> 0:57:38.17  
You know, whatever.

0:57:38.17 --> 0:57:40.297  
Here's what what you'll go over in this meeting.

0:57:40.297 --> 0:57:40.977  
It's important to.

0:57:42.627 --> 0:57:46.107  
Be on time, you know, kind of that kind of thing, I mean.

0:57:45.828 --> 0:57:46.468  
Luis Escobar  
Mhm.

0:57:48.227 --> 0:57:50.507  
That doesn't need to happen now.

0:57:50.507 --> 0:57:51.467  
I'm just saying.

0:57:52.388 --> 0:58:10.908  
Luis Escobar  
They will will be totally, you know, capable of doing those kinds of things with this new setup, right? As soon as someone registers a new account, they should immediately receive a text, right, that says, hey, welcome to a new life, looking forward to seeing you on our call, you know, tomorrow at 4:30 to speak about.

0:58:11.268 --> 0:58:14.388  
Luis Escobar  
Living longer, boosting your energy, improving your sleep.

0:58:15.348 --> 0:58:17.28  
Luis Escobar  
Um, whatever they selected.

0:58:22.247 --> 0:58:24.207  
So how can warn it go? How? How?

0:58:23.57 --> 0:58:26.137  
We connect one quick question.

0:58:26.497 --> 0:58:30.537  
With what Marissa was asking, I think in order for us.

0:58:32.387 --> 0:58:36.347  
To figure out how we need to build out some of these pages.

0:58:36.827 --> 0:58:38.387  
The remaining ones that we have left.

0:58:40.67 --> 0:58:40.787  
And then.

0:58:42.467 --> 0:58:43.227  
Get the 15 minute.

0:58:44.637 --> 0:59:0.437  
Schedule going was what do you think is like a a good timeline to think between you and Cliff that we would be ready on this because I mean it'd be great if we didn't.

0:59:0.477 --> 0:59:6.677  
Have to overlap and do things on HubSpot, but I feel like realistically we're going to have to do.

0:59:6.677 --> 0:59:7.877  
Do some of that.

0:59:7.917 --> 0:59:10.957  
They're gonna be at least two weeks 3.

0:59:9.348 --> 0:59:24.108  
Luis Escobar  
There, there might. I wouldn't necessarily push it that much. Like I did, you know, carve out a good amount of new time for this week, right today, tomorrow. And my one of my goals is to really just get that 1.0 version.

0:59:25.708 --> 0:59:32.828  
Luis Escobar  
What does that include? I would say, you know, definitely all these landing pages that you're using right now to for ads.

0:59:34.228 --> 0:59:41.548  
Luis Escobar  
We want to have those recreated, for example the weight loss one. What else are you running ads on?

0:59:39.47 --> 0:59:39.167  
Yep.

0:59:42.987 --> 0:59:48.507  
The one that performs the best is the telehealth.

0:59:48.547 --> 0:59:49.187  
What was it?

0:59:49.907 --> 0:59:51.107  
The weight loss telehealth.

0:59:51.147 --> 0:59:54.347  
It's not the one that you just pulled up, so don't worry.

0:59:54.867 --> 0:59:55.707  
I redid it.

0:59:56.428 --> 0:59:56.668  
Luis Escobar  
OK.

0:59:57.177 --> 0:59:58.617  
I don't know what exactly it's called.

0:59:58.737 --> 1:0:3.537  
The the so just I'm running I I just kind of Trent.

1:0:4.57 --> 1:0:4.697  
Well, we were.

1:0:4.697 --> 1:0:8.737  
Talking about all the saying in my sleep deprivation day today.

1:0:11.137 --> 1:0:12.17  
I I I remember.

1:0:12.447 --> 1:0:18.167  
Or, you know, it's a laborious task to take a domain through.

1:0:20.57 --> 1:0:33.497  
The legit script thing. So I need to approach them and say, look, we're going to, we're going to abandon a new Deco and move to a new com.

1:0:34.897 --> 1:0:35.177  
From.

1:0:37.177 --> 1:0:37.217  
A.

1:0:37.217 --> 1:0:39.657  
You can you certify.

1:0:39.737 --> 1:0:41.897  
Can we just move this certificate?

1:0:42.847 --> 1:0:49.47  
Take Asian over because because because we're going to point a new dot code to anewlife.com.

1:0:43.837 --> 1:0:44.397  
Over.

1:0:50.657 --> 1:0:58.577  
I don't want to have to, I mean that that was a four month 5 month certification, you know, 5-6 grand per site.

1:0:58.617 --> 1:1:4.977  
I mean, it was a lot, you know, so so my question to you is, can we still?

1:1:5.977 --> 1:1:11.657  
Can it be a newlife.com but from ad approvals at you'll be?

1:1:12.87 --> 1:1:17.327  
Adam's frivolous stuff, which right now might still have to go under a a new deck. Oh.

1:1:18.607 --> 1:1:19.767  
So show.

1:1:18.868 --> 1:1:23.908  
Luis Escobar  
Oh, you're you're referring to ad approvals for what network for Google?

1:1:19.817 --> 1:1:20.217  
Yeah.

1:1:23.517 --> 1:1:32.477  
Meta Google so all of them. You know, for for like anything. The medical they require you to.

1:1:32.727 --> 1:1:35.647  
Be approved by third party.

1:1:35.647 --> 1:1:47.647  
And so we're already approved a New Deco 25. Again com and tripods com all have a yeah right there, you know, so.

1:1:47.647 --> 1:1:50.607  
But that's tied directly to a new deck O.

1:1:52.247 --> 1:1:53.967  
And we'll have to go through the.

1:1:52.508 --> 1:1:53.708  
Luis Escobar  
What is this?

1:1:56.817 --> 1:2:0.657  
At least go through the initial with Google again and with meta.

1:2:0.827 --> 1:2:3.667  
Well, no. What what I'm saying is, do we have to?

1:2:2.657 --> 1:2:5.497  
Learning because they have to know, I think we're going to have to.

1:2:6.177 --> 1:2:10.457  
Even if even if it just, I mean, can it not?

1:2:10.807 --> 1:2:15.327  
I'm looking up right now and they're gonna want that to be finished before.

1:2:15.527 --> 1:2:17.967  
Well, we even request because they're gonna.

1:2:17.967 --> 1:2:24.527  
Review all they wanted was the private ride tripods, if you.

1:2:24.777 --> 1:2:27.57  
Go there. It just it says coming now.

1:2:25.587 --> 1:2:25.667  
Go.

1:2:28.577 --> 1:2:29.337  
And but but what?

1:2:29.337 --> 1:2:34.657  
What they wanted to know was, do you have your privacy policy?

1:2:34.657 --> 1:2:36.697  
You know, do you have the consumer?

1:2:40.777 --> 1:2:42.137  
Section type things.

1:2:45.997 --> 1:2:49.37  
I also just have a question on kind of like.

1:2:50.137 --> 1:2:53.657  
For Cliff's responsibilities, I guess.

1:2:53.657 --> 1:2:55.537  
And obviously he's building out.

1:2:54.547 --> 1:2:54.907  
Is bill.

1:2:57.37 --> 1:2:59.837  
The design things with the website when it comes to landing pages.

1:3:2.197 --> 1:3:5.37  
I don't think we have anyone in house.

1:3:6.757 --> 1:3:7.397  
Who's designing in?

1:3:7.397 --> 1:3:7.997  
WordPress.

1:3:8.837 --> 1:3:14.117  
So are we asking Cliff for like, hey, we have a special, we need a landing page.

1:3:14.117 --> 1:3:16.37  
Is Cliff gonna make that or?

1:3:16.37 --> 1:3:19.157  
Well, once we once the site's built out.

1:3:19.427 --> 1:3:21.947  
Team will be there for whatever landing pages we build.

1:3:22.117 --> 1:3:23.197  
So it's easy to.

1:3:22.147 --> 1:3:22.827  
There won't have.

1:3:22.827 --> 1:3:24.227  
To be. Yeah, OK, it.

1:3:23.28 --> 1:3:25.548  
Luis Escobar  
Yeah, that's it.

1:3:24.387 --> 1:3:28.947  
It'll be similar to HubSpot, but way easier to work in. Oh, OK.

1:3:28.228 --> 1:3:29.588  
Luis Escobar  
Yeah, super.

1:3:28.647 --> 1:3:29.47  
Yeah.

1:3:29.27 --> 1:3:30.987  
I've never done anything in WordPress before.

1:3:30.887 --> 1:3:32.807  
I have no.

1:3:31.67 --> 1:3:31.107  
I.

1:3:31.188 --> 1:3:35.548  
Luis Escobar  
So no, it's super simple.

1:3:31.427 --> 1:3:32.147  
To give that any word.

1:3:32.147 --> 1:3:33.587  
I could do WordPress OK.

1:3:33.697 --> 1:3:34.57  
OK.

1:3:35.277 --> 1:3:35.677  
That's easy.

1:3:37.567 --> 1:3:37.927  
Thank you.

1:3:39.277 --> 1:3:42.77  
Oh, that's true. That's that's not even.

1:3:39.348 --> 1:3:51.68  
Luis Escobar  
But yeah, I can just show you really simple. Yeah, it's super simple. Like it's, you know, you click add new page. Hey, look, I'll show you right.

1:3:44.257 --> 1:3:45.137  
Yeah. So.

1:3:46.757 --> 1:3:49.277  
Yeah, I've never seen the editor editor.

1:3:50.517 --> 1:3:54.557  
I think I think the other question, Ted, is because I haven't.

1:3:54.597 --> 1:3:57.77  
I've worked with Cliff, but not a lot.

1:3:57.77 --> 1:4:2.77  
So like, what do you envision like the time?

1:4:2.717 --> 1:4:4.557  
Like how much time is he gonna take?

1:4:4.557 --> 1:4:6.197  
Because, I mean, I know.

1:4:5.837 --> 1:4:9.477  
It really depends like like like like like I.

1:4:6.917 --> 1:4:8.197  
Looks suspirable.

1:4:8.197 --> 1:4:9.637  
So is he gonna be?

1:4:11.907 --> 1:4:13.107  
That was not the response.

1:4:13.107 --> 1:4:18.587  
I wanted him to have at the end what I wanted him to say was hey, can you and I talk?

1:4:18.827 --> 1:4:21.627  
So we can really get together and go, OK, I'm doing this.

1:4:21.627 --> 1:4:25.947  
You're doing this because I don't want Cliff to give you a $20,000.

1:4:26.907 --> 1:4:32.427  
Proposal. You know when, when? When. Look, dude, we we just need need you to play.

1:4:32.947 --> 1:4:34.507  
Yeah. We need you to do the colors.

1:4:34.627 --> 1:4:35.467  
You know this this.

1:4:35.737 --> 1:4:37.777  
In this era.

1:4:37.457 --> 1:4:38.617  
How else do you think?

1:4:39.987 --> 1:4:40.627  
Could you send?

1:4:40.807 --> 1:4:42.647  
Cliff in the e-mail and just.

1:4:42.967 --> 1:4:49.367  
Schedule time to go over that with him in detail. Like here's here's my responsibilities.

1:4:46.788 --> 1:4:47.188  
Luis Escobar  
Absolutely.

1:4:48.797 --> 1:4:54.357  
Yeah, I think that's the most efficient way. Is just YouTube getting us together and just doing what you all do before. Thank you.

1:4:54.617 --> 1:4:55.17  
Or.

1:4:55.197 --> 1:4:55.517  
All.

1:4:55.677 --> 1:5:4.117  
Yeah, I don't mind sis saying. Hey, Cliff. But before you give me back your your bed or whatever.

1:5:5.117 --> 1:5:7.317  
You and Luis talk, you know.

1:5:9.37 --> 1:5:10.597  
Because I you know I.

1:5:11.797 --> 1:5:12.797  
Hope we were there.

1:5:11.908 --> 1:5:23.68  
Luis Escobar  
No, yeah, for sure. I I agree. We can get into like the weeds, right, of what's really involved. And it's, you know, the the keyword that stuck with me is storytelling.

1:5:23.357 --> 1:5:25.37  
Yeah, yeah, he's good at that.

1:5:24.868 --> 1:5:31.788  
Luis Escobar  
If someone can help with that, I'll take it for sure. It's something that like there's some.

1:5:30.537 --> 1:5:34.617  
I can help with that. I I think I can help with that.

1:5:36.237 --> 1:5:37.637  
Cliff's really good at that.

1:5:39.428 --> 1:5:39.908  
Luis Escobar  
Mhm.

1:5:40.367 --> 1:5:42.527  
I think you could be good at that too actually.

1:5:44.27 --> 1:5:45.307  
Marissa, thanks.

1:5:47.748 --> 1:5:49.748  
Luis Escobar  
Oh yeah, I know. I mean, it's.

1:5:48.347 --> 1:5:49.467  
Actually I think.

1:5:49.867 --> 1:5:57.627  
Most of the relationships that I've actually see that's that's why I get in trouble, so.

1:5:58.107 --> 1:5:59.307  
Often with your mother.

1:5:59.877 --> 1:6:0.317  
Yeah.

1:6:0.147 --> 1:6:1.147  
It's 'cause I save.

1:6:1.147 --> 1:6:3.27  
It, but it's actually meant to be a compliment.

1:6:3.27 --> 1:6:4.827  
But it wasn't obviously.

1:6:5.507 --> 1:6:6.787  
It came off a little as a back.

1:6:6.417 --> 1:6:7.537  
Yeah, yeah.

1:6:7.537 --> 1:6:8.897  
Well, think about it.

1:6:8.897 --> 1:6:12.737  
You might be good at it, yeah.

1:6:11.737 --> 1:6:11.897  
Yeah.

1:6:14.157 --> 1:6:16.877  
We could write all right.

1:6:17.37 --> 1:6:27.317  
I actually do just one more thing on my end. I would like to be kind of kept in the loop a little bit when it comes to, you know, the design, the website, the content, all of that.

1:6:28.117 --> 1:6:33.277  
I know that Cliff is is great at all of all of that in general, but I know that.

1:6:32.188 --> 1:6:32.668  
Luis Escobar  
Mhm.

1:6:34.317 --> 1:6:36.157  
After the website we're moving in a very.

1:6:36.587 --> 1:6:43.427  
Different directions. So our socials, our content for everything is gonna have to follow suit with all of that. And I just.

1:6:44.547 --> 1:6:49.507  
I don't wanna be like looking at a finished product at the end and trying to figure out what need to fit.

1:6:48.37 --> 1:6:51.837  
No, don't give you the fonts like and the colors.

1:6:51.628 --> 1:6:52.188  
Luis Escobar  
Yeah.

1:6:51.837 --> 1:6:54.277  
Exactly. And like like like like.

1:6:53.347 --> 1:6:54.347  
Yeah, I just don't.

1:6:54.627 --> 1:6:55.867  
Want to be a part of the conversation?

1:6:55.697 --> 1:6:56.537  
Yes, yeah, yeah.

1:6:56.537 --> 1:6:59.177  
So that's a good why don't I do that?

1:6:59.177 --> 1:7:1.617  
Why don't I do like a like hey?

1:7:3.387 --> 1:7:10.427  
Let's you and Lewis follow up with the website and then some.

1:7:10.507 --> 1:7:15.27  
Surely you want a conversation with them, or just some some you know?

1:7:15.267 --> 1:7:19.547  
Hey, Cliff. At the end of the deal, we need to make sure that we are left with.

1:7:19.567 --> 1:7:30.887  
With France to standards, and sometimes that you have available for you and him to talk and and you know.

1:7:29.647 --> 1:7:31.47  
Yeah, yeah, I.

1:7:33.467 --> 1:7:39.187  
Like when you want to be at the right now, would you give us a bid or or?

1:7:38.207 --> 1:7:42.647  
No, I mean after that initial process where he figures out that.

1:7:43.627 --> 1:7:44.107  
Yeah.

1:7:44.407 --> 1:7:48.207  
I think that'll be good because he'll be able to see it all on bold and it'll help.

1:7:47.657 --> 1:7:48.137  
Yeah.

1:7:48.207 --> 1:7:48.807  
You.

1:7:49.407 --> 1:7:52.207  
Get the messaging and everything that you're gonna be doing long term.

1:7:51.777 --> 1:7:55.577  
Yeah, I just wanna know how we get to where we're where we end up.

1:7:52.748 --> 1:7:53.228  
Luis Escobar  
Mhm.

1:7:55.857 --> 1:7:57.417  
I wanna know the process there.

1:7:58.68 --> 1:7:59.268  
Luis Escobar  
For sure, for sure.

1:7:58.987 --> 1:7:59.147  
Yeah.

1:7:59.557 --> 1:8:0.157  
But but but.

1:8:0.157 --> 1:8:7.637  
But I mean like we have to be like we like aesthetics and medical can't look too different. Like they have to look.

1:8:7.637 --> 1:8:13.997  
They have to follow like this. This this like the colors, the images and and and.

1:8:16.847 --> 1:8:20.327  
I think has to tell the story, right, I mean.

1:8:21.577 --> 1:8:23.777  
Healthier, whether it's medical or aesthetics.

1:8:22.77 --> 1:8:22.277  
Every.

1:8:23.777 --> 1:8:24.457  
Well, no.

1:8:24.457 --> 1:8:27.137  
The goal to bring out your best, right?

1:8:27.217 --> 1:8:29.57  
So, right.

1:8:29.177 --> 1:8:32.817  
I mean, so, so, so you know, aesthetics is a lag.

1:8:32.977 --> 1:8:35.457  
Health is a lag, you know.

1:8:36.547 --> 1:8:40.547  
And then there was add to that ecosystem really.

1:8:40.547 --> 1:8:48.947  
So, but what what I'm saying is all of these have to carry the attributes of the Bane brand, you know?

1:8:50.388 --> 1:9:7.148  
Luis Escobar  
I hear you. We're gonna get there. I'm gonna already dial in the next 48 hours and really bring this to life there. I'll speak with Cliff. I'll schedule a time with him, right. There's still a few things I gotta do with the back end, make sure that HubSpot's fully integrated.

1:8:50.867 --> 1:8:51.267  
So.

1:8:53.957 --> 1:8:54.237  
And.

1:8:54.367 --> 1:8:54.887  
It's.

1:9:7.468 --> 1:9:23.548  
Luis Escobar  
And make with those new objects and and and all those systems, but we're getting very close. I I would say I would like to get access to Stripe soon and register the domain with Apple so that we can get that login with Apple working when we do switch to the.

1:9:24.428 --> 1:9:26.268  
Luis Escobar  
Live domain.

1:9:28.388 --> 1:9:28.588  
Luis Escobar  
And.

1:9:29.748 --> 1:9:31.548  
Luis Escobar  
In terms of the.

1:9:31.707 --> 1:9:33.267  
We hope they hold on.

1:9:33.447 --> 1:9:40.207  
On reverse, so are we changing stripe account?

1:9:41.588 --> 1:9:41.628  
Luis Escobar  
I.

1:9:41.667 --> 1:9:42.107  
Are we?

1:9:42.267 --> 1:9:43.187  
Are we getting a new?

1:9:44.68 --> 1:9:58.268  
Luis Escobar  
I would, I mean if you have an active strike count, I would say let's just update it, right. I do also want to mention there is a WooCommerce payments is another service it's called.

1:9:59.508 --> 1:10:14.828  
Luis Escobar  
Woo Pay. It's basically WooCommerce's version of Stripe. It's super easy to set up. Every time I get it set up, it usually takes less than 24 hours to be fully operational and accepting Apple Pay.

1:10:13.57 --> 1:10:15.697  
Do do do they?

1:10:15.697 --> 1:10:19.857  
They accept medical cards like FSA HSA.

1:10:22.717 --> 1:10:24.317  
That that's what you have to figure out.

1:10:24.868 --> 1:10:28.508  
Luis Escobar  
I can figure that out. Yeah, I'm not too certain about that.

1:10:30.87 --> 1:10:35.567  
And do they accept money for meds? That's the other thing.

1:10:37.77 --> 1:10:43.997  
Like supplements and supplements is probably OK, but prescription see. I don't even think we're going to look at.

1:10:46.927 --> 1:10:50.967  
Peptides necessarily as a prescription, it's more of a supplement.

1:10:52.97 --> 1:10:52.657  
So.

1:10:54.308 --> 1:10:58.268  
Luis Escobar  
I'll research this alsoauthorize.net is a pretty good one.

1:10:56.977 --> 1:10:57.617  
OK.

1:11:1.597 --> 1:11:6.277  
Well, I'll tell you though the, the, the what I use the most is like Applebee.

1:11:6.357 --> 1:11:7.917  
I mean boom, it's right.

1:11:7.788 --> 1:11:8.108  
Luis Escobar  
No.

1:11:8.257 --> 1:11:8.657  
There.

1:11:8.757 --> 1:11:9.477  
By it.

1:11:9.917 --> 1:11:10.117  
Looks.

1:11:12.77 --> 1:11:12.557  
Accepted, yeah.

1:11:12.228 --> 1:11:16.188  
Luis Escobar  
Yeah, no, for sure. Also, uh, Klarna and affirm those.

1:11:17.548 --> 1:11:23.468  
Luis Escobar  
Buy now, pay later options. They they they integrate very quickly with WooCommerce.

1:11:25.597 --> 1:11:30.117  
Cherry, I mean, is that an approval process?

1:11:30.297 --> 1:11:30.497  
Built.

1:11:30.677 --> 1:11:34.837  
Are those do you go through an approval thing?

1:11:35.588 --> 1:11:42.228  
Luis Escobar  
Yeah, you have to. You have to apply with a firm and Clark and I have a.

1:11:36.197 --> 1:11:37.77  
Lorma and.

1:11:36.717 --> 1:11:36.877  
With.

1:11:40.457 --> 1:11:43.777  
So we're we, we are set up with what is it.

1:11:43.777 --> 1:11:47.337  
Cherry and GE Care care credit.

1:11:47.307 --> 1:11:48.507  
Yeah. Good afternoon.

1:11:48.837 --> 1:11:51.837  
Care Care, credit and cherry.

1:11:53.717 --> 1:11:55.277  
Our big big pay patient.

1:12:0.748 --> 1:12:1.588  
Luis Escobar  
Fair credit.

1:12:2.467 --> 1:12:4.587  
Care care. Care. Credit.

1:12:4.587 --> 1:12:5.587  
It's a division of GE.

1:12:7.547 --> 1:12:8.187  
Financial.

1:12:16.827 --> 1:12:18.947  
Did you put it in the right care?

1:12:19.467 --> 1:12:19.707  
Credit.

1:12:19.588 --> 1:12:23.228  
Luis Escobar  
I didn't care credits. Your website is easy. Hope so.

1:12:19.707 --> 1:12:21.467  
Yeah, that's right.

1:12:23.827 --> 1:12:25.107  
It says it says.

1:12:26.28 --> 1:12:26.588  
Luis Escobar  
Thank you.

1:12:29.108 --> 1:12:32.548  
Luis Escobar  
Yeah, I'll figure this out. Is there a care credit login? Maybe that would.

1:12:30.737 --> 1:12:31.17  
Hello.

1:12:32.947 --> 1:12:34.867  
Yeah, yeah, we we can get that.

1:12:33.668 --> 1:12:37.388  
Luis Escobar  
To download digital assets, visit the production.

1:12:36.417 --> 1:12:38.337  
I don't have Celio.

1:12:39.137 --> 1:12:40.737  
Celia play well.

1:12:40.737 --> 1:12:41.777  
Can you get him?

1:12:40.948 --> 1:12:41.748  
Luis Escobar  
This time.

1:12:42.97 --> 1:12:44.497  
And for Cherry, too, amber cherry. Yeah.

1:12:45.988 --> 1:12:46.668  
Luis Escobar  
I'll research it.

1:12:50.757 --> 1:12:51.77  
OK.

1:12:51.77 --> 1:12:54.437  
So in the meantime, the question still is unanswered.

1:12:54.837 --> 1:12:56.877  
I mean, I guess we have to wait till he talks to.

1:12:57.157 --> 1:12:57.357  
Cliff.

1:12:57.357 --> 1:13:0.317  
But how hard is it to just design this?

1:13:0.507 --> 1:13:1.467  
I mean, I guess.

1:13:3.57 --> 1:13:5.457  
Yeah, for the for the 15 minute.

1:13:6.947 --> 1:13:8.667  
Like after we talked to Steven, I mean, I.

1:13:10.467 --> 1:13:12.867  
Feel like we can get that turned out quick.

1:13:13.307 --> 1:13:17.667  
We just need to make sure that it's all going to work on his on Steven's end.

1:13:18.667 --> 1:13:20.947  
The right seats the booking calendar.

1:13:20.577 --> 1:13:21.497  
Yeah, they are.

1:13:22.57 --> 1:13:25.257  
Just a lot of the technicalities that it seems really easy.

1:13:25.257 --> 1:13:25.897  
But then you.

1:13:26.397 --> 1:13:28.597  
Yeah. You know it's I mean.

1:13:28.507 --> 1:13:30.387  
What tell the providers about it?

1:13:30.77 --> 1:13:31.37  
Like the whole.

1:13:31.37 --> 1:13:31.397  
Line.

1:13:31.867 --> 1:13:33.227  
What? What you would?

1:13:33.407 --> 1:13:35.127  
Wish is that.

1:13:35.447 --> 1:13:39.887  
Yeah, I mean, like you want to to just go and look for any, you know, who can do this.

1:13:40.797 --> 1:13:41.157  
Yeah.

1:13:41.357 --> 1:13:45.597  
Right, But then it has to look at every open medical office, you know.

1:13:46.317 --> 1:13:46.797  
So.

1:13:47.547 --> 1:13:49.627  
I mean the easier way, which isn't.

1:13:49.627 --> 1:13:52.467  
I don't think it's a great solution, but it is.

1:13:52.467 --> 1:13:56.987  
A solution is like the schedule.

1:13:55.257 --> 1:13:55.737  
Does he?

1:13:57.867 --> 1:13:58.227  
You know.

1:13:59.507 --> 1:14:2.307  
You know, book your call or something.

1:14:2.307 --> 1:14:2.667  
I don't know. I don't.

1:14:2.667 --> 1:14:3.467  
That's not a good.

1:14:4.557 --> 1:14:6.117  
I would love to be able to have them.

1:14:8.927 --> 1:14:18.567  
You know, call and have crystal, Melissa or not them call, but have crystal, Melissa schedule their 15 minute call rather than them having to go through.

1:14:19.467 --> 1:14:27.747  
I mean, yeah, you could hit him with the call. Now they call and they said, OK, like and likely we'll have time that day with one.

1:14:20.157 --> 1:14:20.277  
The.

1:14:27.647 --> 1:14:28.487  
Like when they call.

1:14:28.487 --> 1:14:30.567  
Now they're Melissa crystal.

1:14:30.567 --> 1:14:34.527  
Melissa schedule that call with one of the providers. So.

1:14:33.937 --> 1:14:39.377  
Yeah, but they're gonna. If I saw a call now button, I'd wanna answer it right now.

1:14:40.577 --> 1:14:41.97  
I wouldn't.

1:14:41.97 --> 1:14:42.217  
I wouldn't be a little.

1:14:41.377 --> 1:14:41.737  
Might be a.

1:14:41.977 --> 1:14:42.337  
Different.

1:14:42.217 --> 1:14:46.17  
It's one more step you don't want for sure, but let's talk all options.

1:14:46.17 --> 1:14:49.657  
I mean, let's just, let's just see how easy or hard it's gonna be and.

1:14:50.57 --> 1:14:51.17  
Go from there talk.

1:14:50.87 --> 1:14:56.207  
Because you know that is the the land page can be done very very quickly I mean.

1:14:57.677 --> 1:14:57.837  
In a.

1:14:57.837 --> 1:15:0.797  
In a day? What for? For the 15 minute.

1:15:1.387 --> 1:15:2.227  
Well, OK.

1:15:2.397 --> 1:15:2.717  
Scheduling that.

1:15:5.577 --> 1:15:7.297  
I would put put that as an option.

1:15:9.267 --> 1:15:10.707  
On every telehealth ad.

1:15:10.777 --> 1:15:12.657  
I mean, there was, you know, there.

1:15:13.27 --> 1:15:17.107  
Probably any ad, honestly, whether it's a brick and mortar or telehealth, it'd be like.

1:15:16.227 --> 1:15:18.107  
There is this page.

1:15:19.227 --> 1:15:23.147  
Currently, and so I was asking Steven about this. HI was like.

1:15:24.177 --> 1:15:25.497  
Can we use this?

1:15:25.577 --> 1:15:31.217  
And that's where this meeting this afternoon really came from, because this is already in HubSpot.

1:15:31.217 --> 1:15:33.737  
It's already page like they could.

1:15:35.647 --> 1:15:36.127  
What?

1:15:35.707 --> 1:15:36.267  
We can.

1:15:36.267 --> 1:15:40.187  
We can use this, but we still have to make sure it's all connected and.

1:15:41.697 --> 1:15:42.257  
That it's gonna.

1:15:42.257 --> 1:15:43.697  
Work, but that one's just specific to.

1:15:43.697 --> 1:15:45.217  
Gencoro right.

1:15:45.217 --> 1:15:47.897  
Right. But but it's linked to open.

1:15:48.437 --> 1:15:48.957  
Yeah.

1:15:49.657 --> 1:15:50.617  
Medical.

1:15:50.897 --> 1:15:53.577  
I mean, if they could, yeah, right.

1:15:53.617 --> 1:15:54.57  
I understand.

1:15:54.137 --> 1:15:55.897  
Yeah, I mean, yeah.

1:15:56.747 --> 1:15:58.187  
Like I would love to.

1:15:58.387 --> 1:16:2.667  
You know, we've been talking about this one for like 3 weeks. I got with Bob to see this.

1:16:2.667 --> 1:16:3.227  
Just.

1:16:4.67 --> 1:16:5.147  
Let's turn it on.

1:16:6.28 --> 1:16:7.308  
Luis Escobar  
Yeah, no, I hear you, man.

1:16:8.828 --> 1:16:9.68  
Luis Escobar  
Um.

1:16:10.548 --> 1:16:17.908  
Luis Escobar  
We're really not far and and I'm I'm looking at this landing page. Is this the one you guys are referring to? Lose weight?

1:16:17.757 --> 1:16:20.597  
Yeah, that's the one. I kind of fixed a little bit.

1:16:20.637 --> 1:16:21.597  
It still needs some work.

1:16:21.597 --> 1:16:26.197  
We were trying to just get stuff out that gives real information.

1:16:23.908 --> 1:16:24.428  
Luis Escobar  
Mhm.

1:16:26.437 --> 1:16:26.957  
The other way.

1:16:27.77 --> 1:16:28.397  
We're trying to make it look.

1:16:28.507 --> 1:16:32.587  
A little bit different from life force because.

1:16:32.917 --> 1:16:40.557  
If you look at some of the pages on the current site like it's almost an exact replica in some areas.

1:16:39.228 --> 1:16:39.948  
Luis Escobar  
Mhm.

1:16:40.557 --> 1:16:48.197  
So, so we we need to add low cost compound meds like like we need and we have the name brand there.

1:16:48.997 --> 1:16:56.717  
But also I mean, because you'll see even hymns, hymns says we have low cost compounded semi cool.

1:16:59.837 --> 1:17:2.157  
You know now whether they're doing it at a party.

1:17:2.367 --> 1:17:3.887  
Or, you know, whatever.

1:17:4.127 --> 1:17:5.327  
I mean, they're.

1:17:4.767 --> 1:17:7.7  
On the need to use it also.

1:17:7.267 --> 1:17:9.267  
Definitely that that page has.

1:17:10.377 --> 1:17:14.737  
More work to be done, obviously, but that we threw that together.

1:17:14.967 --> 1:17:16.767  
It looks good.

1:17:15.57 --> 1:17:15.777  
In a couple days.

1:17:16.767 --> 1:17:19.7  
It needs to.

1:17:19.127 --> 1:17:22.927  
It doesn't look like I'm saving money or a great deal.

1:17:22.897 --> 1:17:26.337  
Feel free to go through the whole thing and send me notes.

1:17:26.417 --> 1:17:28.897  
If you send me the links to each one, that'd be.

1:17:28.897 --> 1:17:29.817  
Great or?

1:17:29.607 --> 1:17:33.407  
That one's the only one that's finished right now, and I'll send you the pause tomorrow.

1:17:29.628 --> 1:17:30.268  
Luis Escobar  
Mhm.

1:17:31.707 --> 1:17:32.347  
And you move.

1:17:34.877 --> 1:17:35.157  
And then.

1:17:35.407 --> 1:17:39.487  
I mean, like my my wife would be available.

1:17:40.817 --> 1:17:43.977  
We literally just, you know, 455 hours a day.

1:17:43.977 --> 1:17:51.297  
Just, I mean, there's a way for her to get a text like say hey on, you know.

1:17:52.67 --> 1:17:54.347  
Also, are we going to break the news to him?

1:17:55.847 --> 1:17:57.367  
I'm I'm getting on.

1:17:58.77 --> 1:17:58.397  
Go ahead.

1:18:0.397 --> 1:18:3.837  
Are we going to ask for their goals?

1:18:5.577 --> 1:18:7.537  
Like, that's before we launch it.

1:18:7.537 --> 1:18:10.97  
We want to know their goals before the 15 minute.

1:18:10.657 --> 1:18:12.577  
I yeah, not right now.

1:18:12.747 --> 1:18:21.27  
Let's figure out how it's how it's gonna work, and then we can use the intake that the intake quiz that he did in 30 seconds that gave us their.

1:18:21.407 --> 1:18:23.887  
Worst case you'll see the page that they added.

1:18:23.927 --> 1:18:25.687  
I mean the ad, right?

1:18:25.687 --> 1:18:34.247  
So if it's weight, weight loss, ad or testosterone ad or menopause ad, you'll at least want to say hey, it looks like you click.

1:18:34.317 --> 1:18:34.837  
On this app.

1:18:34.607 --> 1:18:35.47  
Ad.

1:18:36.157 --> 1:18:38.517  
Is that your focus right now?

1:18:38.517 --> 1:18:39.197  
You know, you just.

1:18:39.187 --> 1:18:40.587  
You just have to make sure you tell the.

1:18:40.597 --> 1:18:41.557  
How to do that?

1:18:41.557 --> 1:18:45.637  
Because I don't know if they know how to see where they came from on HubSpot and.

1:18:45.637 --> 1:18:50.157  
Maybe you can generate some kind of PDF summary of that person that gets sent to them.

1:18:50.707 --> 1:18:52.67  
But with the scheduling.

1:18:53.227 --> 1:18:54.347  
Thank you.

1:18:57.387 --> 1:18:57.707  
OK.

1:18:59.317 --> 1:19:1.397  
All right. Is there anything else?

1:19:1.397 --> 1:19:7.437  
Do we want to set another meeting or or is there anything made about right now?

1:19:8.228 --> 1:19:8.308  
Luis Escobar  
Um.

1:19:9.237 --> 1:19:13.277  
Where are we at with Steven and the and?

1:19:15.397 --> 1:19:15.797  
Right.

1:19:16.197 --> 1:19:17.37  
What?

1:19:20.237 --> 1:19:21.997  
Where where we are with that.

1:19:22.988 --> 1:19:41.828  
Luis Escobar  
Yes, Stephen and I, we met last week on on Friday to do a review and he's he made some good progress on on several fronts. I'm also helping with the with the basic assessments object which is the one that I I really want to make sure is nailed down properly. So all this.

1:19:42.468 --> 1:19:49.628  
Luis Escobar  
All these different assessment or quizzes we have on the live site are gonna have a place to to be stored.

1:19:47.997 --> 1:19:48.477  
Right.

1:19:48.507 --> 1:19:59.907  
But but but but I mean like if we could get HubSpot and AI working now marketing to the database that we have that can make a huge impact on cash flow.

1:19:59.947 --> 1:20:3.787  
So I mean like like like that, that's what I'm saying.

1:20:0.388 --> 1:20:0.908  
Luis Escobar  
Mhm.

1:20:3.787 --> 1:20:5.667  
The the sooner he can get.

1:20:6.357 --> 1:20:8.517  
This data in the better off we are.

1:20:12.7 --> 1:20:15.247  
And it needs to go in the right way, obviously.

1:20:18.307 --> 1:20:26.147  
It all needs to be in a in the place that we know where, where, where it's at and how to find it and what to do with it. And all of that but.

1:20:31.587 --> 1:20:38.267  
That me was almost like everyone was kind of like getting in there so we can start.

1:20:40.717 --> 1:20:43.197  
SMS e-mail.

1:20:44.757 --> 1:20:57.357  
Type campaigns using the existing database that we have to to win, win, back or recapture. Maybe at a 149 a month. Like what?

1:20:57.357 --> 1:20:59.717  
Like you know, just come back for 14049 a month.

1:21:0.267 --> 1:21:4.907  
And you get so much more kind of thing, you know, you know.

1:21:6.597 --> 1:21:7.477  
So, so so to.

1:21:7.477 --> 1:21:11.637  
Answer my question, Louis, what else is Stephen and Renzo have to do?

1:21:12.937 --> 1:21:18.137  
To get all that data mapped into HubSpot.

1:21:20.148 --> 1:21:33.748  
Luis Escobar  
So it seems like they just have to finish up a a few more of those custom fields that that they have on their on their instruction implementation guide.

1:21:35.668 --> 1:21:42.188  
Luis Escobar  
I believe he has like at least. I think this week he should be able to get the grand majority done, right?

1:21:43.108 --> 1:21:45.108  
Luis Escobar  
Of the essential.

1:21:43.817 --> 1:21:44.337  
So.

1:21:44.47 --> 1:21:44.367  
What?

1:21:44.527 --> 1:21:46.407  
What do you expect? I mean he.

1:21:48.357 --> 1:21:48.837  
Has his.

1:21:50.597 --> 1:21:51.837  
Mom's his aunt just died.

1:21:53.677 --> 1:21:58.877  
So. So he'll be out, I'm sure, for some of the week. So so.

1:22:0.388 --> 1:22:4.828  
Luis Escobar  
Let me assist on that front end more so.

1:22:0.757 --> 1:22:1.517  
What?

1:22:4.687 --> 1:22:9.127  
I just need to know exactly like like. I thought this was so.

1:22:9.447 --> 1:22:11.327  
Will be done last week.

1:22:12.308 --> 1:22:19.628  
Luis Escobar  
Yeah, yeah. No, it it seems like he he still has some way to go. I don't think he has a lot to go. Seems like it's.

1:22:13.117 --> 1:22:13.197  
So.

1:22:21.548 --> 1:22:23.308  
Luis Escobar  
50%, I would say.

1:22:24.507 --> 1:22:24.667  
OK.

1:22:25.148 --> 1:22:25.388  
Luis Escobar  
Yeah.

1:22:27.487 --> 1:22:28.567  
And then from a.

1:22:31.157 --> 1:22:33.157  
Calendar we got click up.

1:22:34.427 --> 1:22:35.547  
I mean have we?

1:22:36.427 --> 1:22:39.427  
I know you're kind of like overseeing that.

1:22:39.947 --> 1:22:45.867  
I mean, is everybody. If I looked at that now, is it still kind of a \*\*\*\*\*\*\*\*\*\*\* or is it?

1:22:45.407 --> 1:22:48.567  
No, no, it's a it's a good shape.

1:22:51.917 --> 1:22:58.957  
When I look at the team view that you look at, mine looks a lot more, looks more cleaned up.

1:22:59.477 --> 1:22:59.997  
Oh, you should be.

1:22:59.717 --> 1:22:59.877  
OK.

1:23:4.947 --> 1:23:13.187  
On their I mean mainly because of the campaigns that we have going out, the e-mail on SMS, the landing pages we're working on.

1:23:15.907 --> 1:23:17.467  
Renzo's done some great work, of course.

1:23:19.37 --> 1:23:21.517  
But you know, Zamina's covered up.

1:23:21.917 --> 1:23:22.397  
She is.

1:23:22.397 --> 1:23:23.397  
She is covered up.

1:23:23.597 --> 1:23:32.757  
Yeah, she actually, she sent an e-mail to me, like, at 1:30 in the morning last night. So I was pretty impressed that she was Theo.

1:23:32.837 --> 1:23:33.517  
Or, you know like.

1:23:34.77 --> 1:23:35.237  
She how she she doing?

1:23:38.557 --> 1:23:38.877  
Yes.

1:23:39.927 --> 1:23:42.7  
Can ask her for help with things.

1:23:42.7 --> 1:23:44.487  
Ruth recently, for the landing pages.

1:23:44.567 --> 1:23:46.7  
I know that we had some.

1:23:46.847 --> 1:23:47.807  
Surgicalurs so we get.

1:23:50.147 --> 1:23:50.707  
096.

1:23:51.867 --> 1:23:53.507  
Thank you to either.

1:23:52.467 --> 1:23:52.987  
It's not.

1:23:52.987 --> 1:23:54.587  
Yeah, it's a lot.

1:23:53.507 --> 1:23:54.227  
She's she does a.

1:23:54.747 --> 1:23:56.747  
I I pushed a little bit with.

1:23:58.277 --> 1:24:8.837  
With, you know, the new campaign that's going to be going out and she's like, I'll get that on Thursday or whatever. I was like, this is kind of a high priority for Trent.

1:24:8.837 --> 1:24:13.517  
So let's let's get this moving a little bit faster, I'll think Thursday.

1:24:17.237 --> 1:24:17.957  
You gotta get some.

1:24:19.507 --> 1:24:23.67  
Content to, I mean, you know.

1:24:24.757 --> 1:24:33.157  
For for like me, just you know some I do want to start to figure out what I want to include in that 62nd.

1:24:35.37 --> 1:24:37.437  
Story video like like the the.

1:24:39.157 --> 1:24:40.597  
Who we are, you know, that kind of thing.

1:24:40.597 --> 1:24:42.277  
So for sure.

1:24:42.428 --> 1:25:0.348  
Luis Escobar  
Yeah, I would, I would agree that that video is key really. I think when we launch the site we won't be able to have this play button here. Hopefully we're able to add that play button within a couple weeks. That's how long it takes to make this special video, but that video should last us.

1:25:0.748 --> 1:25:2.28  
Luis Escobar  
Months or years?

1:25:5.217 --> 1:25:6.417  
Yeah. We also have to.

1:25:8.357 --> 1:25:9.117  
Kind of think about.

1:25:10.877 --> 1:25:13.37  
The wording and branding of that video because we're.

1:25:13.437 --> 1:25:14.797  
We're very clearly.

1:25:14.797 --> 1:25:17.837  
Moving in a different direction than we've ever been before.

1:25:17.957 --> 1:25:28.677  
So like the things that the way that we edit things and the way that we show, you know, videos of you or Lisa or whoever it is, it has to be different to match this.

1:25:28.757 --> 1:25:30.957  
So we can't kind of do it the way we've been.

1:25:31.587 --> 1:25:32.827  
Where it just looks like.

1:25:33.557 --> 1:25:34.437  
You know we have.

1:25:34.437 --> 1:25:36.77  
We have a good camera for some things.

1:25:36.77 --> 1:25:43.837  
I think that if we want a really professional video, we kind of we need to go, we need to take it there instead of just kind of throwing something together.

1:25:45.357 --> 1:25:46.437  
That's going to be, yeah.

1:25:46.437 --> 1:25:47.757  
Wonder how that works.

1:25:47.757 --> 1:25:49.517  
I can get Zack to to do that.

1:25:51.757 --> 1:25:53.677  
Like obviously, I I, Zack miners.

1:25:55.557 --> 1:26:2.837  
Where was Zack, Zack, Zack films like you know, I mean, so, so so.

1:26:1.407 --> 1:26:4.567  
And that's if you need something very professional.

1:26:3.837 --> 1:26:6.277  
And maybe we call.

1:26:8.257 --> 1:26:9.457  
My guy back in Carl.

1:26:9.457 --> 1:26:9.697  
Did.

1:26:10.817 --> 1:26:13.817  
You read Carl, Carl writes.

1:26:17.457 --> 1:26:21.777  
Community scrabs. And so it's all about telling a story, right?

1:26:21.817 --> 1:26:29.857  
And so you have 60 seconds to like tell a story or whatever, and and Carl has just like this amazing ability.

1:26:31.237 --> 1:26:31.317  
To.

1:26:32.227 --> 1:26:44.707  
You know, interview you and say, oh, no, I mean, because like, the way they take it, I thought we want it started was actually the way that you ended it. And it was like, oh, \*\*\*\* Carl, you're right.

1:26:44.707 --> 1:26:46.707  
I mean, it was like, you know, it was cool.

1:26:46.807 --> 1:26:47.367  
So.

1:26:47.607 --> 1:26:52.727  
Whatever to the one guy that you used to use for video.

1:26:47.637 --> 1:26:47.717  
So.

1:26:55.847 --> 1:26:56.807  
Wasn't Zach.

1:26:56.807 --> 1:26:57.487  
It was.

1:26:57.487 --> 1:27:0.327  
I don't think it was his name in a little bit.

1:26:59.727 --> 1:27:0.87  
Yeah.

1:27:0.327 --> 1:27:2.287  
I think he ended up going to over to.

1:27:2.647 --> 1:27:8.247  
He's with a Turkey guy now. Yeah, yeah, yeah, yeah.

1:27:9.607 --> 1:27:9.887  
But.

1:27:11.117 --> 1:27:12.997  
He would still still do. Do I?

1:27:12.997 --> 1:27:18.317  
Think we could also take like, whatever story Cliff is going to come up with and kind of tie that in as well.

1:27:18.317 --> 1:27:18.757  
Yes. Yeah.

1:27:20.557 --> 1:27:22.397  
I like where his head was at. With what?

1:27:22.397 --> 1:27:22.637  
He.

1:27:22.637 --> 1:27:24.677  
Was saying earlier, but obviously you think better by yourself.

1:27:22.748 --> 1:27:22.988  
Luis Escobar  
Yeah.

1:27:25.327 --> 1:27:25.927  
Or I do?

1:27:25.927 --> 1:27:31.127  
So that's going to be why you said it's going to be a huge shift and I think it's going to be great.

1:27:29.508 --> 1:27:31.228  
Luis Escobar  
Yeah, yeah.

1:27:31.487 --> 1:27:35.167  
I'm excited about it. Like I'm excited to see the the messaging.

1:27:37.988 --> 1:27:53.268  
Luis Escobar  
I think it's it's not just one story. I mean, there, yeah, there will be 1 overarching main story, but I think there will also be a specific women's story, a specific aesthetic story, a medical story, you know.

1:27:52.287 --> 1:27:53.87  
1%.

1:27:52.947 --> 1:27:53.507  
Yeah.

1:27:53.268 --> 1:27:59.228  
Luis Escobar  
Right. So and they all, of course, lead to that main overarching story.

1:28:3.348 --> 1:28:8.948  
Luis Escobar  
And and that idea of like following a character.

1:28:6.947 --> 1:28:10.827  
Yeah, it's exactly what I was saying.

1:28:11.28 --> 1:28:12.148  
Luis Escobar  
Yeah.

1:28:11.67 --> 1:28:21.507  
And the idea of them following a group of girls, you know, a 25 year old, a 34 year old mommy, you know.

1:28:15.268 --> 1:28:16.348  
Luis Escobar  
Mm-hmm.

1:28:22.677 --> 1:28:33.997  
And a 48 year old perimenopausal and then a, you know, older way so, so, so these two before almost like holding hands, you know, kind of going into this thing.

1:28:35.428 --> 1:28:35.708  
Luis Escobar  
Yeah.

1:28:35.557 --> 1:28:35.877  
I mean.

1:28:36.107 --> 1:28:49.67  
They could be physically or or they they you make it seem as such. You know that that I mean we are no matter what phase of life you're in.

1:28:44.308 --> 1:28:44.828  
Luis Escobar  
Mhm.

1:28:49.137 --> 1:28:51.137  
Yeah, yeah, you should be at your best.

1:28:51.177 --> 1:28:53.217  
Yeah. And we're gonna. And you're the part.

1:28:53.217 --> 1:28:54.297  
We are the partner.

1:28:54.297 --> 1:28:59.57  
We we are the we are the magician archetype. To make that happen, yeah.

1:28:59.577 --> 1:29:8.737  
Like that we can show all ages too with that type of story, because instead of having to say, Oh well, the people who are spending the most money, is this a troop?

1:29:8.737 --> 1:29:9.697  
So let's stick here.

1:29:9.697 --> 1:29:9.977  
We can.

1:29:9.977 --> 1:29:14.737  
Kind of just like tailor to all the different age groups and people that we see so.

1:29:21.727 --> 1:29:22.207  
And.

1:29:23.637 --> 1:29:29.437  
Eventually, when it comes to an app and this is down the road, so maybe they were saying, but the more we.

1:29:31.437 --> 1:29:35.717  
Can gamify this whole experience and make it fun and make it something that.

1:29:37.467 --> 1:29:40.747  
At a minimum, you're competing against yourself, right?

1:29:40.867 --> 1:29:42.187  
Like I'm getting better.

1:29:42.187 --> 1:29:45.867  
My scores are getting better. My biological age is getting better.

1:29:44.927 --> 1:29:55.447  
I think there's something to that visual aspect of it as well. You know, I mean, I can look at the scale I can look at myself in the mirror, but there's something about.

1:29:57.337 --> 1:29:57.777  
On the screen.

1:29:58.107 --> 1:29:58.467  
Yeah.

1:30:1.137 --> 1:30:1.977  
All right, well.

1:30:4.347 --> 1:30:7.987  
I'll send that. Should I? Do you want me to send that?

1:30:9.747 --> 1:30:10.667  
To you and Cliff.

1:30:11.107 --> 1:30:19.307  
Hey, Cliff, prior to you give me a bid. Whatever. Can you and Lewis have a 30 minute combo?

1:30:19.988 --> 1:30:24.28  
Luis Escobar  
Yeah, I think that's a fair idea. Yeah, if you can connect us and and we'll schedule it.

1:30:24.27 --> 1:30:26.147  
What what that would so so when?

1:30:26.347 --> 1:30:32.627  
So maybe by tomorrow you'd have a better idea of saying, hey, hey, Cliff, I feel comfortable doing these things.

1:30:33.188 --> 1:30:33.668  
Luis Escobar  
Mhm.

1:30:34.667 --> 1:30:34.947  
OK.

1:30:37.237 --> 1:30:46.317  
I think I think if you're able to say I'll do these things, I need your help doing these things like it would make it much more, yeah.

1:30:37.348 --> 1:30:38.28  
Luis Escobar  
And the.

1:30:44.628 --> 1:30:45.748  
Luis Escobar  
Make it samples.

1:30:46.748 --> 1:31:1.988  
Luis Escobar  
I got you. And Marissa, if you, if you could share with me, I guess what are the high priority landing pages, right? Like I'm thinking about the men, women, health.

1:31:2.268 --> 1:31:3.668  
Luis Escobar  
But is there any other ones that are?

1:31:2.807 --> 1:31:5.7  
Wait, wait, wait, wait, wait.

1:31:7.797 --> 1:31:9.837  
Of course, energy.

1:31:11.517 --> 1:31:16.797  
Energy like like energy and sleep are are the yeah.

1:31:14.508 --> 1:31:15.988  
Luis Escobar  
Energy and sleep.

1:31:17.668 --> 1:31:18.68  
Luis Escobar  
OK.

1:31:18.997 --> 1:31:20.237  
Energy. Sleep.

1:31:22.357 --> 1:31:29.797  
I mean, we've always really wanted to target in on menopause and focus on on that you.

1:31:30.637 --> 1:31:30.797  
Know.

1:31:30.797 --> 1:31:32.77  
The the.

1:31:32.77 --> 1:31:33.797  
Nice lights and all the the different things.

1:31:32.257 --> 1:31:32.657  
Yeah.

1:31:34.277 --> 1:31:37.197  
Yeah. So, so, so that's an amazing.

1:31:35.108 --> 1:31:36.28  
Luis Escobar  
I did.

1:31:37.277 --> 1:31:41.157  
I mean, I mean, it's horrible, but the buying.

1:31:42.627 --> 1:31:49.267  
Philosophy is, I mean the the more pain you're in, the easier sale it is and the higher you can charge.

1:31:51.67 --> 1:31:51.427  
Literally.

1:31:54.97 --> 1:31:55.897  
Women that are going to hurt.

1:31:58.227 --> 1:32:5.987  
Lashes will pay anything to get rid of it, and we know with 100% certainty within a week.

1:32:7.177 --> 1:32:13.897  
Within a week, we can we can cure, cure that something that their mother never was able to do.

1:32:13.897 --> 1:32:19.297  
You know, so, so I mean we we know that immediately we can.

1:32:19.297 --> 1:32:22.537  
Cure that and I think highlighting our 14 years of experience.

1:32:22.468 --> 1:32:22.708  
Luis Escobar  
OK.

1:32:23.197 --> 1:32:26.317  
Is is really big for no matter what we're pushing.

1:32:23.437 --> 1:32:23.717  
Yeah.

1:32:24.828 --> 1:32:27.268  
Luis Escobar  
To lean on that, yeah.

1:32:27.37 --> 1:32:30.157  
No matter what we're pushing, that is a differentiator.

1:32:30.197 --> 1:32:32.197  
That's just part of.

1:32:32.197 --> 1:32:34.557  
Our story, you know, I think that's part of.

1:32:34.348 --> 1:32:34.628  
Luis Escobar  
Yeah.

1:32:35.947 --> 1:32:36.27  
The.

1:32:37.148 --> 1:32:38.628  
Luis Escobar  
I also wanna.

1:32:37.337 --> 1:32:38.817  
I mean, that's cool that we have.

1:32:38.817 --> 1:32:42.737  
That means that's something that we have that life force doesn't have.

1:32:43.97 --> 1:32:46.937  
I mean, you know, I don't know how you do it.

1:32:46.937 --> 1:32:48.587  
I mean, I don't.

1:32:48.587 --> 1:32:50.417  
And I don't even really matters.

1:32:50.417 --> 1:32:53.697  
I mean, but I think it's cool that like a brand.

1:32:54.867 --> 1:32:55.467  
Like like.

1:32:57.787 --> 1:33:12.307  
Race car brand, you know, I mean, they've been in F1 for since 1958, you know, and so they obviously are bred from race car, you know, Porsche or or.

1:33:12.377 --> 1:33:12.577  
Yeah.

1:33:13.747 --> 1:33:13.907  
OK.

1:33:15.507 --> 1:33:19.347  
Ferrari or whatever, that's part of their story.

1:33:20.737 --> 1:33:21.297  
So.

1:33:25.437 --> 1:33:28.37  
So so a better you begins inside.

1:33:29.507 --> 1:33:35.947  
Became was it's a federal trademark that that, that we we we own that.

1:33:37.97 --> 1:33:38.737  
There you begins inside.

1:33:38.977 --> 1:33:49.817  
Now, that's affiliated with the 25 five again brand, but just in and of itself, the better you begins inside is something that we could use on when you drop into the health.

1:33:51.547 --> 1:33:56.187  
Thing could actually use it on the aesthetics. When you come to peptide too.

1:33:56.307 --> 1:34:0.747  
Because we're selling these Globe, Globe, Globe lens like all these.

1:34:0.747 --> 1:34:4.27  
I don't know if you know this this or not, but.

1:34:6.747 --> 1:34:7.227  
Peptides are.

1:34:7.537 --> 1:34:8.777  
Heavily used.

1:34:9.337 --> 1:34:12.577  
For skin health now like like for.

1:34:14.707 --> 1:34:16.107  
To darken the skin.

1:34:16.227 --> 1:34:28.187  
Smooth skin, I mean. And there's been like 400 books a month. So these 2425 year olds that seemingly don't have money are somehow finding the money for this.

1:34:29.587 --> 1:34:31.227  
And spending it. Yes, it's.

1:34:30.357 --> 1:34:30.917  
That's crazy.

1:34:30.917 --> 1:34:32.437  
That's crazy.

1:34:34.857 --> 1:34:35.17  
OK.

1:34:36.577 --> 1:34:37.897  
Well, so so is buying.

1:34:37.487 --> 1:34:38.767  
We were kind of talking about.

1:34:38.17 --> 1:34:43.417  
So so is so is Paris buying a $5000 pair of sandals?

1:34:39.87 --> 1:34:39.367  
That.

1:34:43.417 --> 1:34:45.537  
But you know, I mean that's a whole different.

1:34:45.148 --> 1:34:46.628  
Luis Escobar  
Oh yeah.

1:34:50.268 --> 1:34:59.708  
Luis Escobar  
Um, yeah, let's, let's uh, you know, connect with Flip and um, happy to meet again tomorrow and give you guys a status update.

1:34:59.807 --> 1:35:1.47  
Thanks. All right.

1:35:2.27 --> 1:35:2.467  
Thank you.

1:35:3.68 --> 1:35:6.68  
Luis Escobar  
All right. Bye, George. Have a good one, guys.