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📇 Mon, Dec 29, 2025 11:45AM   🕐 38:08

SUMMARY KEYWORDS

Salesforce crisis, call to action, proof elements, credibility boosters, urgent problem, unique solution, irresistible offer, lead generation, marketing framework, business diagnostic, video content, customer action, data loss, automation failures, integration issues.

SPEAKERS

Tyler Colby, Speaker 2, Speaker 1, Bob Brauer

B **Bob Brauer** 00:00

Big, above the fold call to action. Because when I read this, when Salesforce fails, the business feels it immediately like this isn't really addressing what they're going through. It's not really what's running through their mind. In my opinion, I could be wrong, but I think if it's truly an emergency, you could just say something along the lines of this, where, yeah, is your Salesforce organization in crisis, and then a call to action, and then also by the call to action buttons, I would put some type of proof. So I think these buttons here are these little blocks here with the less than two hour response time, 15 plus years of experience, 24/7 support. And I don't know if you want to offer 27 24/7 support, but these things are good to have as like proof and credibility boosters. And then if you have any other, I know you have a lot of like, credentials and certifications. If they have little badges or anything, I would put a bunch of badges right right there as well. Just to anytime you want to make a like, a call to action, it's always good to have as much proof and thing elements that reduce anxiety as much as possible. Does that make sense?

Tyler Colby 01:26

Keep on going, man, you're on fire right now,

Speaker 1 01:29

I'm trying to get all those marketing neurons to start reconnecting and firing in my brain. It's been a little while since I've, you know, gone gone down these pathways were once very ingrained. So it's, they're still there. I'm just like, they're just a little bit rusty, yeah, but yeah, I would. So who is? Who is your ideal client?

Speaker 2 01:57

Man, anybody

Speaker 1 02:00

that can write a check and straight up,

Speaker 2 02:03

I think, quite honestly, this is going to end up being a pretty good lead generator overall, long term, yeah, Like, if I start hitting this, you know, at first, stuff just takes a couple to just prove that it works, and then just plow the money back in with marketing. Like, there's tons of Salesforce places, but basically, just sit on those keywords, the really hard ones. And like, most people aren't sitting on crisis ones. They're sitting on like, and what are you going to do in the future? And, you know, that kind of stuff. Versus, like, oh shit, this fucks, this shits fucking broken most people like, chat, GPT, or like, you know, Stack Overflow or things like that, versus being like, Yo, we're here to help. Like, you know, and most people don't even know where to look. So, you know, I think it is going to be one where, like, at first, I think I'm going to take the things like 24/7 off and all that kind of stuff, because I can't actually do it. Yeah, I'm also part of a really large Salesforce architect. Afternoon is like, apply to be a first responder, essentially, yeah, to make give the illusion that we're a lot larger than we are. And then I'm going to make us something that, like our vetting process is, you know, everybody is 15 plus years experience, multiple into you for immediate response.

Speaker 1 03:42

So, yeah, I love that. Yep, yeah. So one of the frameworks that I really like a lot for kind of diagnosing any type of marketing company, copy or funnel, is from the he's, like, the top copywriter of all time. He created this course that was very exclusive, and I found a way to get my hands on it. And basically the framework is urgent problem, unique solution, undeniable proof, and then irresistible offer, and then all four of those things combined to a score. So you kind of grade yourself on each one of those. And then he says, if you can wrap all of that and like, the bonus points would be something like making it, the ad itself, feel valuable, so like turning it into valuable content, essentially. And this stuff is, he's kind of an older school copywriter, but I do still think that his framework is very legit. So when you said that you have, you're planning on, you know, finding other people that can help you, and listing all their credentials and like that will help your build up your unique solution component of this, and then, like the urgent. Problem is pretty clear, but I think it can be communicated maybe slightly better. And I think this copy here is pretty good as a start. I had another idea for a headline I just wrote, When Salesforce breaks.dot.we fix it fast, something like that. Love it. And then the sub headline would be, this is very rough copy, but, and again, I don't think this is going to be true for a lot of people. And you might not even want to offer this, but I would say, have a sub headline that would say, in many cases, we can fix yourself Salesforce problems in less than, you know, 24 hours, or whatever hours. And if we can't, then you don't pay some type of guarantee, some type of something that reduce their anxiety and give them sort of what they want, which is a near immediate resolution to their their problem. And that kind of leads me to like, what I wanted to ask you is, how quickly do these people generally take action, and then what is the normal call, it like throughput, of like, how long does it take to resolve most people's issues? And I realize, if you're working with big organizations, that could be a lot longer. But is there any sort of like, like, can you fix a lot of issues in 24 hours or 48 hours, or most of these things gonna take weeks or months to do. Scroll down a bit,

Speaker 2 06:27

below there, below there. Oh, these are these real below right there? Yeah, so they're close enough to reality, okay, but yeah, I

Speaker 1 06:37

saw this before, and I wasn't sure if these were just like placeholder, or if it was, if this was

Speaker 2 06:45

legit, yeah. So all of these would be roughly general. So like that 90 minute one, totally doable. Four hours, three hours for each of those problems. Yeah, that's about right? And then there's one that's like one week, I think, Series B due diligence, yeah, there. And then there's another one that's like four weeks, yeah. And I put all of those in there because it's gonna depend in a big Right? Like, it could literally be like, shit. I can't get this to work. I need this to work within the next 15 minutes. Help? Boom. Cool. There you go. So, so

Speaker 1 07:25

say that last part one more time, about the 15 minutes you said that, for some people, will be 15 minutes you can accomplish it,

Speaker 2 07:31

yep, but I'm not going to give guarantees around it, because it's going to be highly, highly dependent on what they're right.

Speaker 1 07:39

So, for sure. Okay, so maybe we say something like, in many cases, like, I think we should talk about how Salesforce support sucks without being too demeaning and saying like, something along the lines of, you can fix the problem in a fraction of the time of what it would take Salesforce or other, you know, other companies to do it. And then you can say this can range anywhere from, you know, 90 minutes up to a few weeks, depending on the issue or something. But we find a way to frame that so it's compelling. But yeah, as a headline, I do like something very simple, which I said before, is like, when Salesforce breaks, we fix it fast, some type of call to action, some type of proof and like all of that, be like this, above the fold, copy, you kind of are already doing that, like this. I like this layout a lot. Like headline. I don't know if these bullet points are necessary. I would move like these buttons up higher. So like, one second, are you gonna actually have a phone number that people can call, or is it just this placeholder?

Speaker 2 08:48

I don't. I haven't decided the telephone number. Probably not the telephone number, because fucking nobody does telephones anymore. And I also don't want to be standing by telephone all day. I'd much rather just hook this up to Calendly and just go, Yeah, you know what? I mean, yeah. So yeah. Do you mind if we record where you're starting to, like, move things around on the screen, I have an audio recording going for transcription, but just for that part where you're, like, moving things around, because I can't take notes that quickly, so

Speaker 1 09:19

sure. Do you mean recorded inside of Google?

Speaker 2 09:23

Me? Shoot me the Google Drive link after okay.

Speaker 1 09:26

How do I? How do I record in here? Hit

Speaker 2 09:29

the ellipses next to the Hangout. That should be the top button, okay.

Speaker 1 09:36

It says recording unavailable. You're not allowed to record this video.

Speaker 2 09:42

No worries. I'll try to remember and take notes, say

Speaker 1 09:44

it again, and I can write, I can write something for you at the end that sounds good, and I can talk slower too. Yeah.

Speaker 2 09:51

You know, if you put it out, it'll be in the transcription. We'll just, I'll just kind of try to keep my best notes as possible. And if anything comes up, there's. Going to be a million changes as well, where it's really just like, we're going to AB test, I'm sure at some point, like, use the service, like lead pages, and throw a whole bunch of shit in it, and then optimize over time. This is really just like, yeah, we need customer one. And legitimately, I think I could get customer one off of this.

Speaker 1 10:18

Yeah, totally. So, yeah, it doesn't have to be, I don't want to, be I don't want to I don't want you to think it has to be perfect, or has to be like the best copy ever, the best layout ever. And also, like you're saying, it's always better to let data drive your decisions, because a lot of times they'll have a hypothesis about I think this is going to work, and then something else that you didn't expect actually works a lot better. So everything I'm getting is just my best guess at what I think would work for your case. So, yeah, I'll just repeat that again if you want so quick, short headline, when Salesforce breaks.dot.go to the next line. We fix it fast with an underline underneath the fast some type of sub headline like this, like the size in this, in this location, but this where it's like a lighter, you know, lighter font waiting here. We'll come up with that copy in a little bit. I'm not exactly sure what to say there, but usually this is good just to kind of break things up. I even think a video of you might be a good option here, like, instead of these bullet points, I think a short video of you could add a lot of personal touch. And there's a lot of data that shows that when you have a real human that's not AI and like, you know, is is kind of like humble and just a normal person, it can convert really well. And it doesn't have to be anything crazy, crazy graphics or whatever. You can literally film it on your phone and just say, Hey, I'm Tyler. I founded the company. I've been doing Salesforce for this many years. You know, I have a track record of helping companies, small and large, solve their really urgent problems extremely quickly. And I'd love to help you and see if we can help you out something like that, right? And almost like the less businessy you can make it, the better, not that you want it to be unprofessional, but you like, you don't need to be like in a suit or anything. You'd literally be on the couch and make a video, as long as the lighting is good and sound is good, just an idea, though not not necessary if you don't want to

Speaker 2 12:36

do that. Actually, I'm putting that like bolded in my notes, actually, okay, and straight up, not AI, I'm gonna fucking Sora, it

Speaker 1 12:48

whatever you want, but I'm just

Speaker 2 12:49

gonna do the tries to because, like, you know, those videos take a while, and I'm just gonna see what I can do as easily as possible with version. Yeah, you know what I mean, but it's a really good idea.

Speaker 1 13:02

So, yeah, yeah. And like, the whole, the entire goal of a sales page, I think, is one of the big things to do, is to lower people's anxiety and to build trust in any way you can. And the problem with that is, like, when you go to a page like this, which is that Tyler page that you need. There's an inherent problem. And the problem is that it generates fear, because people will go, okay, they're trying to sell me something, right? So anything that you can do to lower the fear and anxiety that people have, even if they're not aware of that anxiety or fear, the better. And you know, this is why, you know, videos tend to work if they're done well in the right way. So, yeah, so headline, sub, headline, possibly some type of video doesn't need to be long. Can be very short, to the point, you know, very like kind of your vibe, what's very friendly, but professional, you know, very eloquent, that type of thing. But again, doesn't need to be. It shouldn't almost feel too businessy. And by the way, if you want an idea to generate leads, I don't know if you're open to this or not, but I came across a strategy a couple years ago when I was thinking about maybe doing, like fractional coo type work, CTO work, probably cmo CEO, not CTO as much. But basically what it is is you go to LinkedIn and now people cold message people and most it's fucking spam. If you actually take a few minutes, look over their profile and film a short 32nd to one minute video of yourself, just like a selfie video, you know, vertically filmed video, send it to them say, Hey, I'm Tyler. I was just looking over your page. I noticed blah, blah, blah, and here. What I do. And here's the benefits. Would love if we could maybe connect. And I, you know, I have some ideas for your company or whatever, and I don't know exactly how you would do that for Salesforce stuff, because you kind of want them to come to you, but I guess you could also maybe use it for referrals and stuff as well, or for recruiting people to your team. There's a lot of ways to use it, but I think the outgoing, like very personable video, can be extremely effective if done correctly. And I don't think it'd be selling people right away. It'd be more just like to start the conversation, maybe to, you know, invite them to a virtual coffee or whatever, and then see what transpires from there. It, yeah, it's a very like good way to bootstrap lead gen. And, you know, like, I worked with a company for a while, and they were doing all outbound stuff for me, and it just felt so spammy and like there's a way to do this in a few minutes a day, where you could, you know, one day a week, you could generate your list of people you're going to target, and then the other four days you could send them a video like, spend 20 minutes sending out videos and probably get a bunch of leads by the end of the week. But anyways, back to the sales page. So headline, sub, headline, possibly a video. I would put the buttons like a little higher, because right here there, my screen is pretty big, but you have to think too about like, other people's screens and you know what they're viewing the website on. So I would try to get the buttons up higher, if possible. Maybe even put it like directly underneath the sub headline or under the video, because you don't

want to bury the call to action. And then, yeah, so headline, sub headline, possible video buttons, and then I'd put proof elements beneath that so that could be badges like this. I might get a little bit more specific about what you're gonna like, what your credentials are, maybe some badges like images of badges for Salesforce badges, because they'll probably recognize those. And I sure, I'm sure, you probably have a bunch of them, or any other credentials that you can quickly, like, put there, that people can quickly visualize, that will help credibility, and then, yeah, that's or maybe a testimonial, like, if it's short, like, there's different ways of Adding credibility and reducing anxiety and friction. But this area here is like the most the above the fold copy is the most important thing you can have, that you can that you can optimize, because a lot of people are just going to bounce right off of that and won't even scroll lower than that. And then beneath here you think about this for a second. Do you have any questions, by the way, before I go on,

Speaker 2 18:13

you're good, yeah, I was taking notes in the background. Okay?

Speaker 1 18:20

I mean, I would probably just have, like, beneath this section here, just put the calendar stuff right here, okay, and then I would have a headline, or have this, trying to think if it's better to put the assessment here, or maybe to do that on the call.

Speaker 2 18:41

I think I'm gonna do is put it in the top link and at the bottom and just keep this as an extra type of thing. And just like, if they click there, then boom, you know, like, use it as, like a, almost like a little funnel of its own, yeah? But take it off the main page. I agree with you.

Speaker 1 19:01

Okay, one of the things that I built in the past, and I don't know if this is going to be valuable for you or not, but it could be. So I had something like this on the website, my initial website for that other fractional executive company, and then I realized, I'm like, wait a second, like, this diagnostic is actually pretty valuable, if we go deep with it. You know what I mean? Like, there were 7080 questions there, and that might be overkill for what you're doing, but I realize, like a lot of people, don't even know what's wrong. I guess these people probably do know what's wrong, because it's an urgent problem that they're reaching out for. So actually, you know, scratch everything I'm saying, because it's probably, they probably know exactly what's wrong, whereas some people they don't. Actually, they just know their business is a mess. And then I. Help them go through kind of the high level parts of each part of their company, and then say, Okay, this is actually your number one priority, and then this is second. And here's what I would recommend. So we're trying to frame that as like a valuable thing, instead of just saying, Oh, this is a sales call. Like we're saying, like, sign up for your business diagnostic, right? Like, the Advanced Business diagnostic, something like that. It was, I think it was called, so we're trying to frame it as extremely valuable. And it was extremely valuable, but and it helped us understand them a lot deeper, and it helped them actually think about their problems and start to, you know, prioritize, and it positioned us as experts, and also, like, made that initial call pretty valuable to them, so we figured that would probably help them show up to that call a lot more, just because it's, you know, it's easy to blow up a salesperson, but I Do think you're in a different situation, because, you know, time is of the essence here. So, like, how aware? Let me just ask you, How aware are most people, of like, what the actual problem is, or do they just know? Like, they're seeing the downstream effects of, like, a like, a higher up issue. And like, I'm just trying to get some clarity on how problem aware are these people.

Speaker 2 21:24

Again, it's gonna really depend. If you're talking about a small business, you may be having somebody call in that has no fucking clue what's going on. They're just gonna be like, I can't pull up reports, or I can't save an account, and, yeah, all right. And on that opposite end, somebody from an enterprise calling, going, we just blew apart all these things. It was this exact integration that did it. We have no idea how to roll back the data, but this is exactly the problem. So, okay, yeah, just no idea. So okay,

Speaker 1 21:55

and that might even be some good copies, like whether you know your exact Oh, yeah, or not, we can help you fix it. I like that, diagnose and fix it. I do think there's also some good copy around like this is just a general truth about life, I think is, like most people, spend a lot of time trying to solve problems yet they haven't properly diagnosed the problem. Yeah, so maybe there's a way to include that somewhere, like we can help you properly diagnose the problem, or, like, the root cause of your issues, so that they can be solved once for all and don't break as you continue to scale and evolve. I don't know if that's good or not, but I like, is that even true?

Speaker 2 23:03

Yeah. I mean, it is. It's exactly the pitch that a lot of places have given to be honest. Like, you know, I think, I mean, you Yeah,

Speaker 1 23:16

like it though it is. It is like a true thing. I'm not just, I'm not just sort of hallucinating,

Speaker 2 23:22

little bit of both. Okay, it's good, man, it's good.

Speaker 1 23:32

Okay, I'm just putting this down. The other thing I'm thinking, too is, like, actually, before I say that, like, I might have asked you this already, and maybe we kind of circled around it in another way. But how quickly do you think people are ready to take action? Do you think it's they want help? Like, immediately? Are they going to wait a week, two weeks a month, to actually make a decision? So I've

Speaker 2 24:02

need this working like, I can't figure it out our team is stuck, and we need this report by the end of the week. So it literally is urgent, urgent, and this is really basing it around that. And I'm kind of viewing it like I view dog sitting a little bit right, like so many of my clients are like, Oh, I have a trip coming up, a business trip. I got booked last minute, and I just need something, and that'll be my first time with them. And then all of a sudden, I'm watching their dog for the next two years, right? Yeah, so it's very much a like, this is just literally the whole thing, the whole concept, is lead generation. Like the business itself is basically lead generation,

Speaker 1 24:48

okay, I like that a lot. So you're not just like, Okay, I'm gonna take on these people solve their issues, and then they're, you know, like, you want to work with these people, yeah, over and over again. You know, it

Speaker 2 24:58

becomes one of those. We're going to deliver your service. But if I were again, think emergency plumbing right, and say I was, you know, living up in Green Bay, doing emergency plumbing. Your folks give me a call. I fixed that burst pipe that was in their basement, you know, clean up all the water, all that kind of stuff. Boom, I they have my card, and I say, Hey, I do regular plumbing services too. If you need regular plumbing, please let me know. And if they liked the amazing professional job I did on the big thing they may like me to do and come take a look at other things around their organization as well, given that I had extreme professionalism, right? So, I mean, it's the whole business is lead generation. It's just lead generating at the crisis moment where you can charge more and then come in as the trusted person that's going to fix all the problems, and come in as the person that's fixing all the problems, they're going to fucking listen to you. Now, is that going to be everybody? No, no, you know, some people are just going to be like, I just need this fucking automation to work, right? But some people are going to be like, You know what? I do have this other big problem over here. Can you take a look at this too? That's another $250 and I got another hour.

Speaker 1 26:16

Yeah, for sure. Yeah, I like that a lot because, yeah, like one of the biggest pains is just the sales cycle, you know, sometimes, which can take a long time. But yeah, if you can meet them when, when they're in pain, it's going to shorten that immensely. And yeah, I like how you're looking at it, that this is a lead source, and not the entire business,

Speaker 2 26:39

the business as a lead generation.

Speaker 1 26:44

Yeah, awesome. Okay, yeah. I think if you make those changes that I told you, it would, it'll probably, I mean, now you're not running this yet, but it will, like, enhance your conversions. And then I think you almost want to keep, like, the page pretty short. I don't think it needs tons of copy. I think this is pretty good. But yeah, like, basically you're just, yeah, you have lots of buttons here, which is good. I would just, I don't necessarily like this copy as much. This can be updated, like all of this stuff. Basically, we can make better. And then the video could be very helpful. And then, yeah, it's like, just put the I think this copy is great if you want to keep this here, or if you want to remove this, if you don't want to put this assessment here, it's, this is still a good sub headline, in my opinion. And then I would just dive deep into, you're kind of doing it right here. I would dive deep into, like, I would twist the knife, so to speak, like, you know, the hidden cost of waiting. It's pretty good copy. And then just, you know, talk about all the things that can continue to get worse if they don't take action. And then say, like, hey again, like, click here if you're ready to move forward. This is pretty good. Is this all accurate too? Like, Oh yeah, okay, I would keep this perfect.

Speaker 2 28:26

I don't think I'm going to keep that portion, but I think I'm going to make a whole section on the tech on the data loss and split it out to the side, because data loss is

Speaker 1 28:44

these do you think is the majority of like what brings in money for you, or like what people need? Or is it kind of evenly split?

Speaker 2 28:54

Probably even ish security and compliance? Automation and flow failures top middle, along with integration and the knowledge algorithms are probably going to be mostly like little ones, like atomized projects like five to 10 hours max, and then data loss and corruption is where things can go from like a couple hours to weeks upon weeks, depending on what the scale the issue is. So most of it is kind of trying to funnel people. Actually had, that's what I had, AI go out and do. Was like, go find all the open jobs.

Speaker 1 30:10

Hear me, by the way, I just put on my headphones. Okay, great, okay, yeah, see, I'm just looking at this. I will be careful, as in a plan. I think this is, this is fine, and

Speaker 2 30:30

I'll get Calendly and all that. So,

Speaker 1 30:34

yeah, so, like, the biggest, the biggest issues is, just like we talked about this initial copy, I would speak more to the exact, exactly what they're feeling. And then, like, make an offer right away, get them to try to click through. And then the other big thing is just like your proof, and you're like, your unique solution is kind of your experience, and there's ways to dive into that. But like, the more things that you can do to enhance, like, just talk about your credentials, why you're different, your experience, blah, blah, blah, like, all of that will help dramatically, you know, because it's essentially people have an urgent problem, and they're looking who has a unique solution to fix it, like, who has the best solution, right? So the more that you can dive into, here's why we're unique, here's why we're better than everybody else. Here's like, why we're better fit for you all that stuff, like, do better different, right? Nbd, and if it can be any you know, talk about any one of those things, just like, hammer those things home after you've spoken to the problem. And then if there's anything you can do to to also make this like an irresistible offer, which I think it's pretty good now, right? But I think there's ways to take it to the next level. And offers has been entirely different kind of thing. But I think you know, you're not like you know you can do, guarantees you can do. There's a lot of ways to do this. Like, what I was telling you about before, with what I was planning on doing was, like, making the initial like, business audit really valuable for them. That's the way to enhance the offer. But, yeah, it's essentially that type of thing, right? Like, how can you remove the risk for them and add as much value as possible? So I don't know if that's as necessary here, but anytime you can do that, it's always going to increase conversions. Awesome. Do any other questions? I know I just gave you, like stuff.

Speaker 2 32:42

You gave me an afternoon of work, at least on this. No, this is excellent for now. You know what I'm looking to do is just basically have this up January one, start generating stuff so see where it goes. So this afternoon, the person that owns the URL, Salesforce, rescue.com is a close friend, and he's also a Salesforce CTA, I don't think the sale the websites even He's done nothing. Afternoon, he's wanted to work with me for a while, and we've been having problems figuring out exactly how I think this is a good one. And he I gave him a version one of it this morning, and he's fucking jacked. So we're going to add this awesome and if that's the case. That's a really good domain. I like that. I know, right? So, and then it's just gonna be like, Man, launch it. Hit it hard, you know, do your lead gen, do your door knocking, essentially, get the name out there. And I have a feeling that this is one where it's gonna do, okay, you know, yeah, so awesome. What are you working on today? Besides taking like, an hour on your day to help your cousin out with the website?

Speaker 1 34:08

No, I love it. Um, I always like, said I wanted to just maybe have even, like, when I wasn't doing consulting, like full time, I always was like, wanting to have a few consulting sessions a month, just to, like, keep that part of my brain sharp. So, yeah, I love it, but, yeah, just trading, and then this morning, usually, before the market opens, I am working on my algorithm. So I'm building this thing. It's, I call it hot zones, where it's basically finding confluence between different areas on like, there's probably 20 or 30 different levels, types of levels that I'm looking for, and then trying to figure out where is their Confluence? Where is there, like a zone of levels that all overlap, that could. Provide a really good trading opportunity. And then this phase one of this indicator is basically just to quickly identify those levels, you know, and then, in the future, will be okay, once prices tapped into one of those levels. Now here's what we're looking for. And then there's different like different setups that can evolve from that, that can show up inside of those levels. But something that I've like, really been focusing on lately is just, you know, you can find patterns and setups, but if they're in the middle of nowhere, it's like the probability of that setup working goes down dramatically. So when you have, you know, like four different levels, all overlapping and a tight zone, you know, I'm trying to be more patient to wait for price to come in and tap one of those levels first before I enter.

Speaker 2 35:57

I love what a hustler you are, man, like, it's not just that you're doing something, you're sharpening the AX at the same time. Like, you're, like, my ax is going to be the sharpest motherfucker, and I'm going to work you during the day. Like, yeah, that's pretty badass.

Speaker 1 36:17

So thank you, man. I appreciate that. Yeah, I'm trying not to be as much of a hustler, I guess, but more like systematic as possible. But yeah, like I have that drive to, you know, do whatever it takes to make it be successful, which is kind of what you need in the trading world, because it is extremely competitive and extremely taxing emotionally. So yeah, like, the more systematic I can be, the better. And eventually I'd love to have like an algorithm that does is completely automated. But I also think it's kind of a fallacy to be like, Okay, I can just go from zero to one in that sense, right? Zero to, like, a fully automated system where, like, the markets are too complicated for something like to make that type of leap in a few months, you know. So it'll probably take a few years to get it fully built and start scaling. But in the meantime, it's like, kind of like my co pilot for trading, yeah.

Speaker 2 37:19

And then I just click the button. Just click the button. Make your money. I wish

Speaker 1 37:24

it was that easy. Just click the button. Man, it's so easy. Cool. All right. Man, must have any other questions for me? I think we should maybe call it here, but yeah, let me know how this is how this goes for you. If you had any other questions? I know that I talk really fast, so if you need me to repeat something or sketch it out, or make a video, or whatever you want, I'm here to help.

Speaker 2 37:50

You know, we'll be in touch, man, you know we'll be in touch. So for this, love you. It just in general, have yourself a great

Speaker 1 37:59

day. Love you too. Man, I'll talk to you soon. Bye.