

Paula: Hello and welcome to the Cosmic Business Salon where we are talking about how you can build your ethical and equitable, spiritually aligned and financially successful business so you can bankroll the change you wanna see in the world. I'm Paula Crossfield, your host, Ayurvedic Astrologer and Business Coach, helping spirit led entrepreneurs leverage their cosmic blueprint to make more money and impact and I'm here today with Brandi Jordan, who is a Board Certified Lactation Consultant, Pediatric Sleep Specialist, Newborn Care Specialist, and Postpartum Doula. She holds a BA and Child Development and a Master's of Social Work from USC where she is adjunct faculty lecturing in the area of infant mental health and culturally competent mental healthcare. In 2009, she opened the Cradle Company, a pregnancy and postpartum resource center. Brandi's work as a consultant, parenting group leader, and in-home practitioner has led her to develop a unique philosophy of gentle parenting techniques that are pragmatic, practical, and healthy as an approach for the whole family. In 2018, Brandi founded the National Association of Birth Workers of Color. I'm so glad to have you here. Welcome Brandi.

Brandi: Thank you so much for having me. I'm glad to be here too, Paula.

Paula: So I was eager to have you on because you are such a master of not only just selling, but being really authentic in how you present yourself. So can you talk first a little bit about why you think it's so important to be authentic in how you show up in your business?

Brandi: I think, I mean, I would just say because I come from a background as a service provider that people really are hiring a person and so for me, as I started to grow my businesses, whether it's my agency or when I started coaching other people, I came with that idea that they're hiring me the person and I've seen how that's been able to assist me in having a business that people feel like they're hiring a person and not a corporation or a business and I feel even more so because people are more disconnected, even though we feel like we're more connected because we have the internet. People are actually less connected with people in the way that we need to be. Like that, you know, personal, intimate connection that people usually have in person and so the more that you show up as your authentic self, people like, feel like they're getting a piece of the, of you in that way that they might only get normally in person and so I think that for me it's been one of the biggest things in my business to actually grow my business is that people feel like they know me and they feel comfortable and I'm able to kind of skyrocket that like, like no trust factor that people need to be able to, you know, buy your services by your product, et cetera.

Paula: Yeah and I also feel like it makes selling more fun. It's like more enjoyable to just like be yourself and not try to show up in a certain way or like be a corporate entity or, you know, hide behind what it is you're selling. So I don't know if you have any thoughts on that.

Brandi: I don't sell anything. I don't, I don't sell anything. I show up and tell people about the opportunity they have to transform them and I think, think when I'm thinking of it in that way, like I actually show up with the idea that I know I have something that's gonna be transformational to your life. I don't ever feel like I'm selling anything. I'm, I'm basically inviting you into transformation or inviting you into an opportunity and I think that a lot of people approach selling with the idea they are selling this product or this service and that's where the magic gets lost. That's where the connection gets lost because people really wanna hear how they can be transformed. They don't want to hear how like, oh it's gonna run out if you don't buy it today and it's 999. Like I never show up in that way because that does feel icky and that's how people don't wanna sell because they're doing it with that formula and that's how most of us were taught that it was supposed to look. I just know that didn't work for me. And so I thought like, what if I just showed up and was myself, let's see who, who comes around, who shows

up and that worked pretty well. And I feel like the more that you do, that you get better at explaining to people what it is that you can do for them when you're just showing up in your own skin and that's what I try to teach people that I work with as well.

Paula: I love that. So I mean, you're kind of touching on it, but why do you think people who identify as conscious entrepreneurs, spirit-led entrepreneurs, why do you think they struggle with selling?

Brandi: I mean many reasons. I mean a lot of the people that I serve tend to be the helpers and the healers. I come from a doula background, a social work background, like all the places where you are not expecting to make loads of money, and you really wanna help people and I think there is a stigma that because you're doing something that is so needed and valuable that it would be unethical for you to wanna charge for it. It somehow speaks to you not really caring about the people you just wanna make money and I, you know, and I try to change that, like the reason I'm still here 20 plus years later in a giving industry is because I got paid a sustainable wage. It allows me to have time off and to have time with my family to be able to travel all the things that make me and so I think a lot of people that are spiritual led conscious have an issue with money because they themselves are still dealing with limiting money blocks and thinking that money is dirty or it's evil or it's bad and I really see it as a way for us to do more of good works.

Paula: Yeah. I just wanna sit with that for a moment because I feel like it's, there's just so much here, it's like so rich. Yeah. You know, and like how do we switch that mindset of thinking that because we're giving something maybe that comes easy to us or that we want to provide a service, we wanna make it affordable for people, that it's somehow, you know, gotta be on our backs. You know what I mean, how do we flip that script, do you have any thoughts on that, like how do we start to think about it as being willing to receive and being willing to be supported you know, I found in my business once I was really truly being supported, the work actually got even better for those I was serving. I was a channel and, and the change that they were seeing, the results they were seeing was that much more powerful because they paid for it and I was supported. Do you know what I'm saying?

Brandi: Yeah. I mean it goes this way. Like think about, you know, a mom, if she's taken care of, if she's fed, if she's nurtured, she's gonna be more a hundred percent at take care of this new baby that she has. The same thing happens in business when I have people that can support me. When I'm able to sit in my zonal genius and other people are doing things that I don't wanna do, that's more time for me to spend with my client. That's more time for me helping them with their transformation and their goals and outcomes and that all happens because I'm able to like pay for the team and pay for those things and have time off and so I do think we are a vessel to kind of also be a model. A lot of what I've been able to create in my business I didn't even know was possible until I saw someone else living that and I was able to see it and model it and so I think the same thing for people who happen to be consider themselves to be conscious or spiritual when it comes to their business. I think part of it's that you have to get out of the silo. You have to be around different people with different thought processes. I do consider myself to be a pretty conscious and spiritual person. But I like to have thoughts that are different from my own. I like to hear different perspectives and that obviously for me was the way that actually helped me to see things differently. I've actually been able to help more underserved people because I charge more. Because now I have actual more time to help those people and it's sustainable. You know, a lot of people will come to me saying that they wanna be able to serve people who can't afford their fees and I totally understand that, but I try to help them understand and what you're talking about is like the legacy end of your business right now. You can't even make your rent or you don't have gas to get to your next client. How can you sustainably help these five people, what would it look like if you built a super sustainable

business that was making six or seven figures, you're being paid well, you have insurance, you're able to plan for retirement. What would it look like to then have the money to open a foundation that serves 50 people right or 500 people and I think that a lot of us don't think about that in the long term effects of what it looks like to be supportive for ourselves and then really be able to have a bigger vision for how we help other people.

Paula: That's so beautiful. I love that so much. Thank you for giving us that idea. You know, it's like the more times that we hear what's possible and what other people are able to do, it really expands things and that's why I brought together this whole group of people to talk in the first place is because we want to share ideas, so thank you and another reason we were gonna talk is because you love talking about storytelling and how important that is. So it's not just about showing up authentically, it's actually like sharing in this format that's more enjoyable for us, that's more enjoyable for the receiver but can you talk a little bit about selling with story?

Brandi: Yeah. Like when I'm talking to my client about this, I often tell them this and we're joking, but it's like, I often say like, yeah, your stuff's super boring. That's the problem, like, you're not getting enough sales, you're not getting enough clients, you're not getting enough people buying your product because it's boring and the truth is we're fighting algorithms. We're fighting people's 12 hour days. We're fighting people's three kids for attention about this one thing that is important to you but is not at the top of the priority list for the people that you wanted to see and you know, I was doing some like marketing research and I had read this is like years ago that people decide within the first six seconds of being on a site, of being on Instagram or whatever, if they wanna learn more about this person, if they wanna be more engaged and so if you're not saying something that stops a scroll in those first six seconds, people are gonna like check off and you might have the thing that's literally gonna change their life. And they clicked off because it was just like super boring and so with story, what I know about humans, you know, my backgrounds and child development and I've spent a lot of time just working with people you know, as a social worker, a lot of my job was basically reading in between the lines and like, you know, hearing, you know, the backstory of things that people are too ashamed or don't wanna talk about or whatever the case might be and so I got a really good sense of people and what I've learned is that most people do wanna be connected to other humans and the way that we connect us through our stories, that's how our ancestors, you know, used to pass down information was through stories and so most of us have been hardwired to wanna be connected and so if there's someone that's in front of me that's human like myself and is starting to tell me a story that seems like it'd be might be compelling, I'm gonna be pulled into it because I've been hardwired to do that yeah. As a human, I wanna be connected and so with stories for me, you know, how I relate that to business is that, I often what I tell people is I often post the things that I need for myself that I needed to hear or that I wanted to hear, or I wish someone had told me 10 years ago or 15 years ago and so for me giving that to people has been a way for me to connect with them through stories is talking about my own failures or my mishaps or my regrets and people were able to connect to that and I feel like regardless of how you tell your stories, maybe you're funny and you tell funny stories or you're a great historian are able to tell stories about your family or your family members. It's something that is memorable to people. It draws people in. It lets them to feel like they're getting a piece of you beyond what you wanna sell and when people feel safe and they feel heard and they feel seen and validated and warm and nurtured in story it also just so happens to be a great way to get people to buy your things or to sign out to your programs because they feel like they're joining a movement or a community and not just buying a product.

Paula: Yeah. I think this is really important too because I think as business owners we feel like we have to be in all the spaces we have to be on LinkedIn we have to be in, you know, IG, Facebook have a

newsletter, have a podcast, right and it can become overwhelming but really what we're asking or what you're saying is like, just tell really good stories so you can be in one place and tell really good stories and that can be a sustainable way to manage your business.

Brandi: Yeah. Like, I mean, I don't wanna work a lot so and maybe people in here do, but I'm imagine people are probably trying to see how can I make more money and work less and so, you know, I did this little exercise, this is probably maybe three years ago where, well, but the backstory is this, that I had gotten a book agent and I was like sitting on not doing it because I had told myself for so long that I was not a good writer and so it, at this point it had been like 18 months and I hadn't sent her anything or done anything because I was telling myself this story that I wasn't a good writer even though I love to write and so I decided, I was like, you know what. I gotta stop this. I'm gonna just commit to writing for five minutes a day on Facebook. I think it was like August, 2020 or 2021, I can't remember and I just literally, literally had a timer. I spent five to seven minutes just writing what came to my head and sometimes I'd have a call to action like, you know, if you interested in this thing I'm doing DM me or, you know, there was no real thought about like how it was going to equal to people buying things for me and after that month, that next month I had like 36 discovery calls for coaching. And so I was like, whoa, okay, what was that and what I realized is that I really came from an authentic place. I just basically talked about things that I wanted to get outta my head. I shared things that again, I wish people had told me or said to me and people were moved by that they were moved by the vulnerability. They were moved by this feeling that they were actually connecting to a real person and even like sometimes like I was sick of this whole past December and I have a message of me like, are you okay like, I haven't seen any posts like, you know, people missed the post and so I know that it is reaching people and it's bigger than just me selling a product or getting people to come to a retreat. They're really feeling like they're a part of something and that's what stories have the power to be able to do.

Paula: Yeah and I love what you said because you know, I think one of the keys to being a successful entrepreneur is to experiment. You know, and to figure out where you love to show up. But then also do something like commit to a month where you're gonna do five minutes a day and just show up and be authentic and tell a story and share something from your heart and see what develops from there. You know and I will say also for our listeners, you have a very successful business. So I would encourage if you're new to always have a CTA but you know, it can just be join my newsletter. It can be something simple Yeah. So that people can stay in touch with you, you know, what do you think?

Brandi: And I say, but even with that, like you can be super bad at doing the business part of it and still it works out. I think, you know, people, I come from no business background whatsoever and I've built very successful businesses in the past 20 years and I knew nothing about business. I knew nothing about money and really just showing about my as myself was enough. Now what do I wish I would've had some of that information. I probably would've made even more money or saved money on taxes or whatever but you know, a lot of, I think people listening have this idea that they're not good at business and what probably is the issue is that you're not good at communicating how, what your value is. It's not about the business side of it. Like that can work itself out. You can hire an accountant, you can hire a bookkeeper, you can get an admin that can do your, you know, sales pages or whatever. It's really about how do you communicate the value of what it is that you do and who you are that is the business and I think we get so focused on the administrative parts of it the money parts of it, when really the foundation is being able to articulate how the heck your business is like necessary for someone. Like why is this a priority for me to sign up with you right now and people can get that when they're feeling like they're connected to you and they feel safe to be able to share you know, like I have an accountant like shop people come to her, you know, and they're ashamed they have another taxes in three years.

So think about what she put out there, made them feel safe enough to reach out to her to say, hey, this is what I'm dealing with. And so I just say, regardless of your industry, you know, you can get to people through stories because that is what's gonna connect them to like, why they need this, why this is a priority because you can only, you can speak the language of your clients. Like, I know what my clients need. I know what they're struggling with, I know what their regrets are, I know what their hopes and goals and dreams are and so I can weave that into my stories and so my stories touch on those things so they feel seen through those stories.

Paula: Yeah. And I think you touched on something earlier too, which is market research. You know, really getting to know your best clients and why they bought from you, and really understanding what made them make the leap, what kinds of results they got. And, and then having that language then to integrate into the stories that you're telling to share with that ideal client. So you're calling in more of those clients that you really had success with and, and that you enjoyed working with right and then the other piece that I really wanna pull out here is like, I think you're talking about stepping really into your leadership when you are kind of guiding the, the the vision or the, the way that you're talking about your value. Like that's really our job as CEO is to hold that, whereas, you know, we get caught in some of the details of like content creation or administration and we, we kind of do these things, but we don't understand that like our biggest role and the reason why we need to feel supported, we need to feel like we're earning well so that we have time is so that we can dream that vision. So I don't know what you think about that. I'd love to hear your thoughts?

Brandi: Yeah. I feel like for so long I was a solopreneur who was running a business and when I started learning how to communicate effectively my story and the value that I brought to people, I became a CEO who was a thought leader and there's a difference you know, there's one person who's like, you're basically clocking in for yourself. That's one side of it when you're like the solopreneur who is running a business and then next thing you're becoming a visionary. Like you're saying things about your industry and about the people that you serve that maybe other people aren't saying, or they're not saying it in the way through your lens and your perspective and then that starts to create this idea that you're the thought leader or you're a visionary in your space and that obviously also adds credibility to your expertise, which then adds to more people wanting to work with you because they see you as that kind of beacon in the field and so that for me that's, you know, what happened, like I got really good at doing my craft. That was the first step. So I had lots of, you know, feelings of worthiness about my mastery and my ability to like, know my craft and then I wanted more, like, how do I do more. How do this become bigger and then I started like having a small business to serve more people and then I got good at that and the foundations, it's like, okay, there should be more. Like now I wanna change the industry. I wanna change the people who are working within the industry but it's a growth thing. Like, you know, there isn't this idea that you're gonna go from starting a business tomorrow and the next day you're a thought leader but for those, I'm assuming a lot of people that are listening to this or are part of your community are in this space where they're already really good at what they do and they're trying to get to that next level and that really is about becoming a visionary and having a bigger vision for your work you know, I was really good working one-to-one with new families. I'm really good working with service providers to grow their business, but I have a bigger vision than, than even that and I think that's where the creativity comes in. When your vision gets bigger and bigger, you start to learn other ways to communicate what it is that you do but again, I think stories is by far one of the most profitable, meaning there's not a lot of you have to put into that. There's a big return of investment. You know, telling a story doesn't cost you anything. It might cost you some time and some reflection. But it really is a great way, particularly when you're grassroots and you're at this point where you don't have a team or you don't have people who

can do a lot of moving parts for you. It's a way that you can really scale fast because you can start to have people who become super fans versus just followers.

Paula: Yeah and it's so important too that you don't go to make a website, for example, without really understanding what is your story. What is the value that you're trying to convey, right because then you can get stuck trying to produce a website and you may go around like looking for examples of how other people do it, and you're not really thinking about like, how am I telling this story? You know? So it really all starts with story.

Brandi: Yeah and I have such a thing about websites like that you're bringing up a like thing that me and my clients get into all the time about it. I believe websites are a legacy part of your business. I don't have a website if that would, if that shocks you. Yeah, it does and the reason being you know, and it's really shocking to people that don't have a website because I, you know, at this point I feel like even though I'm at a successful part of my business, I still believe like I'm in a place where I need to be meeting with the people. I don't want them to go to my site necessarily to figure out like if I'm what they need, I want to like see them in a room. I wanna see them at a summit. I want them to listen to me on a podcast. It creates a different type of client and so I know that my team would love for me to have a website, but you know, I've learned in doing business for so long that people hire people, they don't hire websites and I think a lot of people particularly starting out they really wanna look like a business. They wanna have the cute logo, they wanna have the cars, they wanna have the website and that's not the business. The business is the community, it's the credibility. It is the social like I always have a lot of social capital that I've built and that is the heart of my business. A website will be just like the cherry on the top of a beautiful cheesecake.

Paula: Also can't wait to see your website and until I see the stories.

Brandi: I know, I know they're actually, they've taken, my team has taken Madison to their own hand and they're like doing it on their own without me because they're just so over me not having website but it just goes a show that like, I believe so much in human connection and, and being able to talk to people that it has not been necessary for me to land clients. Like there's all these, you know, rules around, you have a website, if you are, you're selling something for \$40,000. You have a website. I haven't had a website. I've sold things for that amount of money. You know what I mean like you, if you're gonna have a 100k offer, you have a website. I don't have a website. People have sped. I spent a hundred thousand dollars and so I think it, some people may really want a website and that's fine and that's great if that's part of your business model, but there are no rules, is what I want people to hear. There really are no rules. You get to decide how you show up and the way that I best shine is in community with people that is my superpower and so at website would for me, keep me away from the people like they would be basically, I would be behind the curtain and so yes, my team probably listening to this are probably gonna cringe. Like why is she still talking about having a website but I say this to people who are on the early part of their career, maybe you're at six figures who are trying to get to multiple six figures. It might be great to have a website, but like if you're gonna spend \$10,000 on that, how could it be more spent you getting to know your people yeah or being able to have more time in front of your target market and so I would just say, think about how you're spending the money. If, and particularly if you have a budget that you're trying to stay within you can make money without having a fancy website, like I will tell people, go get a square size page for \$8 a month and put your picture and a book call. Like, don't go crazy with it because people have already decided, or they should have decided before they got to the website, they wanna work with you, right and that's what storytelling does.

Paula: Yeah, exactly. I mean, I see my website as being that extension of my values and my value proposition and just having it be organized in a place and for people to come there and see like what some of the offerings are and allow them to book a call with me right.

Brandi: It's, it's the same time for sure. Yeah. You know, my team would love to not tell people the same things over and over and over again that could be on a website and so there's ways to do it and there's a time, like I'm probably at the time of my business because I have lots of things going on, there's lots of events, there's programs I am at that time. But I just want people who are listening to this who don't have everything put together to know they don't need that to be successful don't need that to make money, use your voice, use your pen, you know, use whatever it is that you shine and tell your story. Tell the stories of the people that you have transformed because that's what people really want to be a part of.

Paula: So what do you tell people who may be struggling with storytelling, like they're sitting there with a blank page and they're just like, what should I even share about, like, do you have any advice about that or about how to be discerning about stories because sometimes we wanna reveal things like things are foibles, things that have gone wrong or, you know, and so like, do you have any kind of words of advice about how to kind of.

Brandi: Yes. There are lots of ways to tell stories. Well, there are lots of ways to tell stories, bad and so we'll give you some of that. So one of the things that I would say when you're telling stories is to know that people don't mind hearing about your tri tribulations as long as there's triumph. Somewhere around the corner and so sometimes I'll see people who post like, oh, my man left me, things are terrible, I'm so depressed and then there's another post about how they had a drama with somebody and they went off on somebody inside Nordstroms, and then they went out to dinner and the people were racist and it was terrible and that exhausts people, it doesn't bring people towards you, even if those things are true and valid things you're saying and you were completely wronged and you are the victim. It doesn't draw people towards you and so it's okay to tell those stories of, you know, falling of, you know, being depressed or having like times where you weren't your best self but people wanna hear the triumph at the end of that. They wanna circle that whole loop and so you just wanna be careful if you're, if you're sharing things about how much you faltered, people wanna hear the hopeful part of that like, I faltered and yet this happened I'm still here, I still succeeded. It doesn't mean it always has to have a happy ending, but people are drawn to things that make them feel good and so even if what you're saying is true, you just wanna balance that and not just tell stories or people are left with like, ugh, that sucked because whether you like it or not, they associate you with a feeling of suck. So you wanna be thinking about that when you tell stories. You know, it needs to be in alignment with who you're saying that you are and if you are being authentic, then that's always gonna line up. You know, I often follow like some spiritual leaders or conscious leaders who are so spiritual, yet they're always talking about how terrible the world is and how depressed they are and how terrible things are and the world's coming to an end, but I'm like, that doesn't sound like a very spiritual minded person, though. That's their brand and people can sniff out that inauthenticity and so you wanna be thinking about like whatever you're putting out there, it really needs to be the real you because people will sniff that out and they're not gonna resonate with it. They're not gonna sign up to it and so I would just say be thinking about what you're putting out there. If you're a spiritual leader who struggles often with depression or you struggle, like make that part of like the authentic story don't post to people that like every day you're happy, happy and they're seeing just a, you know, a two week thing of you're talking about like your struggles and so that's something that I would really recommend for people to think about when they're telling story. I tend to do long form story, which everyone says is the worst thing that you should possibly do.

Paula: You have, you have good hooks in the beginning though, like you said that for six seconds you're getting.

Brandi: I do tension that first six seconds. But I would say starting out do things that are really concise or people felt like that was, you know, I feel great and that only took me two minutes, you know it took me a minute and a half to get through that. If people look at it and it looks like you've written a book on Facebook or it's a long thing, we just don't have the attention span anymore because of social media. Like people don't have the attention span now. Once people have gravitated towards you and see you as a place of thought leadership, they will spend more time and so I don't know that I started off doing long form before. I think I probably was a bit more concise in the beginning and now people trust me more and so they're willing to take the time to read the long form. But I would tell most people to start with something that's really easily digestible and concise and I think that also makes you a better writer. Being able to get across what you wanna say in a very short form way and I would say that first month when I was writing the five to seven minutes a day, that's what it was. It was like, get my thoughts out. This is you know, concrete, concise and then it got to be longer form, you know, and then see what your people like. You know, if you write something and you get 400 comments, write something else like that tomorrow like, yeah, also like using common sense of like, wow, people are really drawn into this and I can see that, you know, even like this week I did a couple posts and one of them, you know, got like, you know, 30 comments and there's one that has like 400 likes and people are still commenting on it. That gives me a lot of information about what people are really needing and that particular post was about shame. Like how so many of us get stuck in shame cycles and that just tells me that people are, might be struggling with that right now and so maybe I don't wanna do more content on that and so again, it goes back to market research and paying attention to your audience. I do write for myself. I do say that really honestly, that I write for myself. Often what I'm writing is what I need to hear for myself, but I'm also concretely paying attention to what people are resonating with, what comments they have, what questions they have, and try to do more of it.

Paula: I love that there's so much richness in there. So I hope people are taking notes and that you can take some of the stuff and just put it into practice, you know, try and experiment, experiment.

Brandi: Experiment.

Paula: Yeah. Telling a story and seeing how people react and commit to telling a couple stories every week and just seeing what lands with your people. Wouldn't you say, like, what would you say?

Brandi: Yeah, I would just say one more thing about storytelling is that some people get caught up in the wrong details. Like I don't need to know that he was your mom's cousin from the second stepdad and like he had no blue shirt and you guys had a, you know, 1957 Buick. Like, that's the part of the story that we might not necessarily need to know if it's like that involved, but I do wanna know like the person who changed your life and who that person was. I do wanna know about the house that created the person that we see today, like I wanna know about, you know, that story that really made you who you are and I think sometimes people don't focus enough on those details. They focus on the details of like creating the picture as you would in a novel or right you know, in a non-fiction, like a biography and you don't have that much time in short form because technically all of social media is gonna be short form. and I would say like really find the details. The other thing I would say is I always write with an intention. What do I want people to feel, that's how I decide. Do I want them to feel happy, so I want them to feel

hopeful? Do I want them to feel a sense of gratitude? If that's my intention of like what I want people to feel, it becomes much easier to develop the story around that.

Paula: That's so good. Thank you so much. Brandi, do you have a gift for everybody so that they can connect with you?

Brandi: I do. And so for those who reach out, I think you're gonna get a link. We are giving away, I did a four week series on visibility and it was really related to storytelling and how you get more visible, how you attract more high ticket clients, high-end clients, whatever you wanna, however you want to denote that through telling your story and we walk people through what that looks like you know, it might be how do you create a nurture series that really draws in your readers if you're building an email list, how do you show up on social media if you're trying to get more people to book calls with you or to join that email list and so we're offering that to your people and so we will get a link to you that you can share with them and they can,

Paula: Yeah, it'll be just below. So anybody who's listening can just find it easily. So yeah. Thank you so much Brandi, for your time.

Brandi: You're so welcome.

Paula: If you all love this talk, please do share it by sharing cosmicbusinesssalon.com and make sure you sign up for the upgrade, which will allow you to keep lifetime access to all of these talks, as well as get a free integration call where we'll talk about what we learned in the summit and you can ask me questions. 100% of the profits go to Soul Fire Farm, which supports indigenous and black farmers. So what are you waiting for you can sign up on the link on this page. You can also join us in the Facebook group where we will be having live discussions each day and there will be a chance to win prizes. So I hope to see you there. Thank you, Brandi.

Brandi: Thank you so much for having me, Paula.