

Level 2 Business Q&A March 2022 Transcript (View video linked version [here.](#))

Dr. Roark:

All right. Everyone welcome to Level Two, our business mastermind. So, this is how this is going to work. I guess you guys are going to ask me your questions, or ask your questions to the chat. And you can raise your hand like Jennifer just did, by going to reactions and click Raise Your Hand, or you can pop your question in the chat if you so desire. Then we'll just get going with some of these questions, and hopefully it'll spur on a fun discussion about being an entrepreneur and all of the fun things going along with that. Steph has got mud on her hands, and she's cleaning off, just so... Everyone's gross today. Yay, for being gross around animals. Par for the course, I think sometimes. I think it's just one of those days. It started off as a rough day.

Dr. Roark:

I literally started off today, you guys. Here's the life of an entrepreneur vet. Okay. I started off the morning, and the coffee maker was not working correctly. And so, my coffee, I couldn't make my coffee, and I just started crying. I'm like, "Why can't I have my coffee? I can't make my coffee. It's just going to be one of those days. It's going to be horrible." Anyways. I'm much, much better now. I have oils on. I got to see my horse. I got to see my pony, so everything is good. But you get to see me and the pony today. So, anyways, you guys don't care about. So, let's talk about some business of being an animal aromatherapist. So, Jennifer, let's go ahead and start with you since you started. Go ahead and unmute.

Jennifer:

Well, hello, everybody. Don't mind all the congestion. I apologize. I'm a little congested. And we love the ponytail, by the way. We love to see real Dr. Roark.

Dr. Roark:

It's the real thing.

Jennifer:

We love it.

Dr. Roark:

I put on some ChapStick for you guys.

Jennifer:

My question actually is, well, it's for you, Dr. Roark or it's for anybody else who might have some input on it. I got a message today, an email today about the iTOVi Scanner. And I've been putting it off and putting it off, because it is a significant expense. So, as far as being an animal aromatherapist, how much credibility does that offer? It's something I'd like to use it personally, obviously, and I can use it with my doTERRA business. But I'm just wondering, is that something that everyone is finding some success with, with your animal business?

Jennifer:

I mean, I have started seeing a few cases, but things are very slow to start. So, I'm looking for additional ways to improve interest, so to speak. The horse world is kind of new to me since I've purchased my horse last year. And I'm finding it a little tough to break into that community, so to speak. Especially as an

expert in my field, because as anybody who's a horse person knows they're tried and true, like horse things are tried and true and you don't like everyone uses certain things and that's it, and they don't want to hear anything else. So, I guess that's part two of the question, like how are you guys breaking into communities that maybe you're a little bit new to, and as far as networking in them as well?

Dr. Roark:

Yeah. So, I like the iTOVi as an additional tool. Especially as you start to build your confidence and build your rapport in different communities. It is the significant expense. If you can do it, paying in full because you do end up saving a lot of money as opposed to doing the monthly payments forever. And that's just my recommendation from a financial standpoint. But I find, especially with horse people, horse people love new things. They love trying anything that might help their horse. And they are much, much more willing than, I think, other communities in the animal world, as far as trying alternative things. They were one of the first communities to get on board with acupuncture.

Dr. Roark:

People have acupuncture on their horses way longer than people have been acupuncture on dogs and cats. And it's still hard to convince some dogs and cat people to do it. But horse people are like, as soon as it works on one horse that is like a winner. Especially like a nicer horse that is doing really well. Especially if it's a boarding barn, it's going to spread throughout the whole barn. Like, oh my gosh, you need to go see Dr. Roark. She's going to do acupuncture on your horse. She's got these oils. I don't know what it's all about, but it's awesome. So, go check her out. Here's her card or whatever, here's her number. And it starts to really spread by word of mouth.

Dr. Roark:

So, I like the iTOVi because it gives them something to look at. And from that standpoint, I think owners like to be like, my horse is actually missing something, and these supplements or oils or whatever can actually help fill that gap. And so, if you explain it really simply like that, you don't have to get into all the technical. Keep it simple and just be like, "I really like you to be here when I work on your horse with oils," because you're going to see an immediate difference. And once you start working... I mean, you've seen how horses respond to oils. You guys have seen my videos. They're licking and chewing and yawning, and the whole time they love it. And so, for me, especially working on horses is one of the most rewarding and easiest, it's one of the easiest sales as far as species go, because they can see their horse loving it during the session.

Dr. Roark:

So, as far as the iTOVi goes, I like it. It gives you an additional tool. It gives you additional information that you might not have otherwise, especially from the emotional standpoint of things, but it's not the be all end all, and you don't necessarily have to do it. You can have a very successful practice without using your iTOVi. I don't use it very much anymore, honestly, unless I'm doing a demo or something like that. As far as breaking in to a new community, I recommend doing classes. So, doing a demo or scheduling an appointment, and being like, "Hey, how many of you want to come watch during the session." I think that people really like to watch this kind of thing. Plus, it's really amazing some of the results that I've been getting. So, definitely only invite your friends, your barn mates. We can have margaritas or wine. You can make it like a barn party or something like that. And people love it.

Dr. Roark:

But I love teaching while I'm doing it. And you can even do... I've done like a free aromatherapy session on a lesson horse, for example. Because people aren't necessarily going to spend a lot of money on lesson horses. Some barns do, but most barns don't. They're like, "This horse needs to make me money." And so, you can do a free session in the arena, and just have everybody bring their own chairs. A lot of times they'll coordinate and bring food. And it'll be like a potluck at the same time, depending on how tight knit the barn is. And then you do a session on that lesson horse. And it's pretty amazing, especially because almost everybody in the barn knows that horse. They're like, "Oh my gosh, I can't believe that horse is doing this," or they start talking amongst themselves, and just seeing what an amazing benefit it is.

Dr. Roark:

And then you can just go through like a class. Like what here's what an essential oil is. And here's how I got started. And here's how we use them with horses topically internally and aromatically. And go through like the whole 30-minute, 40-minute class, you don't have to make it a two-hour class or anything like that. "And then if you guys want me to work on your horse, I'll be around for the next little bit, and we can set up an appointment." And then you can fill your appointment book that way as well. So, that's my two cents for what it's worth. Does anybody else have anything they want to share as far as that stuff goes for Jennifer?

Jennifer:

Thank you. I love that.

Dr. Roark:

Awesome. Okay.

Speaker 3:

Actually, I don't have something to add, but I have a follow-up question for her. So, I actually do have the iTOVi scanner right here. And I have not used it with any of the dogs yet because I don't know how to do it.

Dr. Roark:

So, there's the sensors. There's the two sensors that have to be connected to skin. And so, you just want to sure that they're touching skin and then you just run it off of your app, just like you would with a person.

Speaker 3:

Does it matter which sensor I use or does it have to be both sensors?

Dr. Roark:

So, it has to be touching both of them. And so, it'll tell you if it's not reading. And if it's not reading or you have a really hairy dog, then you can try putting like a damp paper towel over it, and then scanning the animal. So, you want the sensors touching the animal. You want to make sure you're not touching the

sensor, so you'll flip it around and you hold it on there. And I could probably do some demos for you guys. Clearly.

Speaker 3:

So, in order for both sensors to touch the skin, probably like the inner thigh groin area, for it to touch both?

Dr. Roark:

Yep.

Speaker 4:

So, Regina, I-

Dr. Roark:

Yep. Inner thigh. Sometimes you can do the axillary region depending on the animal. Belly. A lot of times the belly doesn't have a lot of hair. And some people, if you have a long-eared dog, sometimes you can do the inside of the ear. Even longer haired dogs, you can actually part hair a little bit and get it to touch. But a lot of times those ones you do need to have the damp paper towel over top of it, in between the dog and the iTOVi.

Speaker 3:

But you're saying that both sensors on both sides have to touch the skin simultaneously?

Dr. Roark:

Yeah. Well, it can be the edge of the top one. So, I just hold it flat. Like how you're holding it right now, push it against the skin like that.

Speaker 3:

Oh, got it. Okay. Because it created, but the skin to touch both.

Dr. Roark:

You don't have to get super creative. Usually it'll still read like that.

Speaker 3:

Okay. Got it.

Dr. Roark:

Yes. And Joanna has a really good point. It does vibrate when it starts. So, it buzzes a little. And so, you just want to make sure you have some treats at the very beginning, so that when it does that, you distract them really quickly. There are some dogs, especially the little water dogs, like the little scared dogs, then that get nervous of it. I like that area, like the axillary area or the groin area. They tend to not worry about that so much, as if it's close to their face. So, yeah. Pour water...

Speaker 4:

I have little tiny dogs also, and I have never been successful without doing the paper towel thing. I've tried, but they're so small to just get an area where you can get it. But the paper towel has worked when I do that.

Dr. Roark:

Yeah. The paper towel works really well to do the connection. And it'll still read it really well. So, that's the thing. I think they're working. They're actually working on like, I don't know if it's like an attachment or another iTOVi that's a little bit better with pets. But until that's available, we got what we got. Awesome stuff. She said, I put a damp paper towel on under the back leg of the groin area, femoral area with my old dog last year. Try it on my alpaca and it never read. Yeah. So, it depends on how furry your alpaca is. And I would definitely try and do it on the axillary region. It just depends on how wooly your alpaca is at that particular time. But yeah.

Dr. Roark:

So, inside the groin area, you should be able to do it. So, do the paper towel, do the paper towel thing. That's the little trick with those. So, bring the paper towels with you. So, you don't have to borrow any. And make sure it's a thinner one. I like the thinner. Not the super thick, like blue paper towel. Like that paper towels. So, it's good question, iTOVi questions. I love it.

Dr. Roark:

Hailey, make a note. Let's go ahead and work on that this week about videoing some of those. I always forget to video those. And I haven't done them in a while, but I can do some demos with the animals I have around here. So, I have to remember to do it. I keep saying, and then I get a little busy. And then I'm so busy and then I'm, "Hey, let's add another call with level two and talk about business stuff," like a crazy person. The things I do for you guys. All right.

Dr. Roark:

Yes. Usually at convention they do have a deal stuff. So, at conventions, sometimes at leadership and stuff like that, if they usually have a deal. I can try and remind you guys when I get notified of a deal. I would love it if you guys use my affiliate code for that, because I do get a little kickback. It's not a lot, but it's helpful, if you do end up purchasing one to shoot me an email and I can send you the link. Let's see. Next question.

Dr. Roark:

She finds it more useful with people than with animals, but haven't used it much with animals. Used it more with people and everyone thinks it's cool. Yeah. And the owners are going to think it's cool if you use it with your animals. It's the same thing. It's the same concept. And I do prefer self-selection. But if you're not sure what oils to use, it can help guide your self-selection. So, if you're like, "I just don't even know where to start with this animal. It's just a hot mess. There's like heart problems and kidney problems and emotional problems and anxiety. Like where do I even start with what even oils to offer?" It really help you guide your initial... And it might be something totally different. And a lot of times you start with the emotional. But the emotional and physical overlap quite a bit.

Dr. Roark:

It is helpful with supplements. Just keep in mind, we're still going to follow the safety rules. So, if a cat tests for tea tree as their top choice, what are we going to do? We're going to use something else. We're going to see what the second choice is. Maybe start there. And if the tea tree is one of the top ones, you can actually remove it from the settings if you want to, if you see a lot of dogs and cats. So, I don't like to remove everything. I just remove it once I actually get started.

Dr. Roark:

Oh, Heather, go ahead. Oh, Heather left. Okay. I'm wondering if you guys do complimentary calls before working with your clients. I'll watch the video. Thanks. Heather. So, no. Don't do complimentary calls. You can do like a 10-minute pre-call, like we talked about in the How To Earn Money As An Animal Aromatherapy workshop. So, you can do setting up the appointment call, like a little 10-minute pre-call but it's not full consultation. You can see if it's a good fit that way. Please, you guys, don't do free calls. Don't do it. You're going to end up working like 20 hours on Thanksgiving for free, and it's going to suck. Don't do what I did. Don't make the same mistakes. So, plus you're going to end up getting clients that don't take your advice when you do too much stuff complimentary, because they're just like, whatever. She just helped me. And I don't really want to go there. So, at least if when they pay you, and then you get paid and then they're like, "There's actually some value here." It decreases the value of what you're doing .

Dr. Roark:

Now, that's different than doing a membership overview of your company and how to order, and stuff like that. That's different. You can certainly do those for free. If you have someone enrolls with you. But that's different than doing a consultation. Okay, Suzanne.

Suzanne:

All right. So, I am going to be working with some veterinarians in India, while being as India's now opening up with doTERRA. And-

Dr. Roark:

That's awesome.

Suzanne:

Yes. I'm so excited. And I'm going to be doing... Well, I'm going to be referring them to your aromatherapy program so that they can start. But while they're getting their training going on, I'm going to be doing consulting, doing the online aromatherapy stuff, once doTERRA has oils over there. Question is, because I know you do consulting from people all over the world. How do you do the payment stuff with the exchange rates and all that? Are you just using Stripe or-

Dr. Roark:

Very good question. So, I started out just using PayPal. Because PayPal will do the conversions for you and most companies or most countries do use it. Now, I use Stripe and I love it, because it does all the conversions and everything for me. And that Stripe is great, because you can take credit cards that way

and people are very used to it. You can actually send an invoice that way. And it's got your logo on it. They do a good job. So, I take payments via however anybody wants to pay me. So, I suggest you do the same, and don't limit it, usually. No. I do make exceptions. So, there are some things I don't take PayPal for, but I do take Stripe because I'm like credit card only. Not do any of this PayPal stuff for this particular thing.

Dr. Roark:

So, I take Venmo, I take PayPal, I take Cash App. That's another one, Cash App, that a lot of people like to use. I take credit cards via Stripe. I take credit cards via QuickBooks. So, I use QuickBooks online, and you can send and put invoices via QuickBooks online, and people can pay that way too, with money order, credit cards, or bank transfer. So, there's several different ways that I do that. Square is another one. I used to do Square. I just didn't have enough people that care that much. And you have to have like a signal to use Square. So, I go to too many places where I don't have a signal. So, just so rural sometimes. But so you can definitely invoice people. You can set it up if you're on your website to have them pay ahead of time to reserve the spot, and then do your consult that way. That's how I did my consultations, is they had to pay ahead of time, and then we scheduled it. Otherwise, trying to get payments afterwards was always a hot mess. So, does that answer your question?

Suzanne:

Yes. Because I'm thinking the prepaids probably far better too with especially being international and knowing some of those scams...

Dr. Roark:

Yeah. So, you can set it up to have them pay, and then they'll reply or email or whatever in their receipt, you can have the link for them to schedule the consultation with you for whatever time, and you can type it. Like I just use Calendly, and it works really well because it schedules like whatever time zone they're in. And then it links to my Google calendar. So, it shows them what times I have open that I actually allow it. So, I don't allow it past a certain time, at night. I used to do stuff at midnight, honestly. I did a presentation on Thanksgiving. It was on Thanksgiving actually. I don't know why Thanksgiving, I end up working a lot. But it was on Thanksgiving.

Dr. Roark:

And it was for the Malaysia when Malaysia opened up. And so, it was the tiny office in Malaysia. They were like, "Can you please do it?" They had me on like a big screen. They invited everybody. There was like all these people. She actually took a picture from the back. And it was just like... So, I saw my big old face on this gigantic screen. And I did a Zoom at like 11:00 at night teaching people Malaysians about essential oils and animals. And that was several years ago. It was so much fun. But I was tired. I was like, "Hey guys, this is late here. I am tired. But I was so excited to be here." And they did.

Suzanne:

I'm excited, because this office has, they've got 25 veterinarians in this clinic.

Dr. Roark:

That's amazing. You're going to do great. And certainly, let them know that they can contact you with any, as they're doing consults, you can work with them to make sure that they're on track and that sort of thing. So, that's really exciting. And don't forget, you get referral credits if you guys refer people into level one.

Suzanne:

Yes. And so, we're working on getting all this-

Dr. Roark:

There's a form to fill for that.

Suzanne:

Yes. We're working on getting all this coordinated.

Dr. Roark:

That's so exciting.

Suzanne:

All right. Thank you.

Dr. Roark:

That's so exciting. Okay. Let's see. What does everyone use for a schedule for people to make appointments and pay when they schedule? So, Acuity takes payments for me and they schedule. That's what Nancy uses. I use Stripe and then Calendly. I really Calendly because you can reschedule if you end up getting an appointment, and it's just super easy. And a lot of people know how to use it, they're familiar with it. And so, that's another really good one too. There are a lot of schedulers out there for sure. I just keep things as simple as possible school. And that's what I do. And you can certainly call them too. Sometimes you go back and forth, try and get a time that works for both of you. Kathleen.

Kathleen:

Hello, everybody. Hi, Dr. Roark. I'm going to jump way off on the other side. I'm just curious about graphics. Because I'm really struggling getting some graphics together. And I don't know if anybody else is. But could you shed some light on what you've used and just make it easy?

Dr. Roark:

Dude, graphics are so fun. Okay. Repeat after me, Kathleen. Graphics are fun. Graphics are fun. Yeah. I use Canva. So, let me show you. I'll share my screen. So, I actually use... Oh, here's one that I made for tonight. So, this is Canva and I just needed a picture of I'm doing a presentation for a lab for veterinary association. And so, I needed some Doodles. So, these are all the Doodles. All the Doodles. So, we're excited about that. But so, you just go to Canva. This is what it looks like when you're... My internet sucks. I'm so sorry, you guys. Let's see here. Let me make sure this is turned off.

Dr. Roark:

Sometimes. Okay. So, you go to Canva. They have a pro version, which is what I use. Which means you can use any of their photos for... There's no additional fee. But they do have a free version as well. And so, they make so easy to create a design in Canva. So, you just go here, you create a design. And you just want... These just are some common ones. So, if it's a Facebook post, Facebook cover, it changes the dimensions of the graphic based on that. And so, I often use Facebook posts or Instagram posts, because the Instagram posts are square. And so, then you can have the Labradoodle photo that I just had, that one is just square. So, I can download that as a photo and then put it into my PowerPoint presentation.

Dr. Roark:

And you can use any kind of presentation. Yes. I use PowerPoint. I'm old school. I'm PC. So, all my Mac people are like, "Why Dr. Roark?" I don't know. That's what I grew up on. So, we could do like an Instagram post that just gives you the side. So, this is going to be a square. So, see, it gives you like a little square here, and then it gives you some options. So, here we can pick a photo. So, say we want to do a photo of... We'll just do a cat photo for say... Well, we've got like BOGOs going on in doTERRA right now. Okay. So, we'll do maybe like some something for one of the oils here.

Dr. Roark:

So, you just search cat under photos. Click on photos, search for cat. Find a photo that you really like. That's really cute. I like this one. He's really cute. And so, we're going to put him in here. He's going to be hard to do square because it's a big photo, but we can do it like that. And then say, let's see, what's one of the BOGO oils? You can add text here. You can actually do a brand kit and actually have your specific fonts that you use a lot. This is one that I use a lot. BOGO. You can change its size. You can change it up here as well. And then you just like, make it. You can just play with it a little bit. It does take some time. And then you can add in... Like, if you wanted to out in an oil...

Dr. Roark:

A lot of times my graphics, I just use an animal and then that's it. No text, no oils, no nothing. And then I put everything, all the information in the text. But you can certainly do graphics with text like this, and you can also add your own photos. And so, you can add your logos to... Like my logos, let's say the animal aromatherapy logo is on here. So, we can put that, set it up here in the corner. Oops. And if you wanted to make it a little more transparent, you'd click on this little checkbox thingy. 70% transparency works really well, if you're like, I want it to look like it's in the background. So, there you go. You're little animal aromatherapy.

Dr. Roark:

What else could do? We do photo uploads. You can upload your own photos. So, here's a BOGO box that we uploaded, and see how it's got a white background. You can actually edit that to be transparent. And so, it's removing the background. So, that's the background remover. Sometimes it's not very good. That one was pretty good. So, you can put the background remover here, and you can put your logo. Here's the BOGO box for the kitty, or put it wherever. Put it down here. It's like holding onto it. And just play with it. And so, you like it. And the more you do it, it's going to get faster and easier. Here, let me zoom in a little bit so you guys can... Sometimes you need to zoom in a little to you get it exactly where you want it, and stuff like that. So, there's a kitty with a BOGO box and a little logo.

Dr. Roark:

So, that's it. I mean, it took me like two minutes to... Obviously, this is not like super fancy or anything like that. You can change the color of the font. If you want this probably like good with whites, maybe. You can change the transparency of the photo itself this way, to make it a little lighter, to have your other stuff pop out a little bit more. There's a lot of different things that you can do to play with it. So, this one darker, everyone see my logo.

Dr. Roark:

Yeah. So, is that helpful, Kathleen?

Kathleen:

Yes. Thank you.

Dr. Roark:

I love Canva. Canva is so easy, even I can do it. So, if I can do it and I'm like the least techy person ever, then they just make it really easy. And the other cool thing they do is if you're like, "I don't want it square. I changed my mind. I want it to be the size of a Facebook post." So, you can actually click Resize up here, and this might be a pro option, and then resize it to be the size of a Facebook post, which is a little wider. And it does that for you. It'll actually resize it. And see, now you can see a little bit more of a kitty, and it still looks very similar to what we did. It's just not square anymore. So, really neat. I love it. It's super easy.

Dr. Roark:

The other thing, if for like BOGOs, I also use One Drop. So, if you want animal stuff, you got to make your own stuff. I'm just going to say that. But if you have like a group for people like a Facebook group, just use One Drop Designs. It's a really great... There is a cost involved. It's phenomenal. I think it's like \$100 for the year, or something like that. The pro for Canva is definitely not super expensive. And then One Drop Designs is not super expensive either. It's very, very nominal cost. And you can actually get pre-done copy and stuff like that. So, like the copy that I used on my main post on my business page today, is adapted from the copy that was here in One Drop. So, you can actually go to... Like, they have content calendars and all. Man, they have like thousands and thousands of pre-made graphics.

Dr. Roark:

So, for example... Come on. I'm rolling. Done. Here we go. We'll go to my contents. So, these are like pre-made content. These ones, you do have to pay a little bit for. But for example, here's the BOGO box for today. For those of you that are not doTERRA, I'm sorry. But basically, this looks very similar to what I posted. Except for I was like, "Hold on, let's make this a little bit more." So, I copied the text. And then I went to Facebook. And then I pasted my text. Created a post. All right. So, that's the pre-done text for you in these content creators from One Drop. The other thing they have is, they have suggested graphics. So, these are all pre-made graphics. So, you can just steal those basically. Except for, they do recommend that you watermark it, like in Canva like we did, to protect your investment and stuff like that. So, they do recommend you do that.

Dr. Roark:

But here I was like, okay, now adaptiv. I put... You can use these with dogs that are afraid of fireworks too or lavender for all species. You guys can go see what I actually wrote. I can't remember. Like the balance perfectly. To use as is with all species. So, well here, I was like... This, I removed because I'm like, we use balance a lot with all animals. And so, I'm like grounding. Perfectly diluted to use with all species. So, stuff like that. Tea tree, I was like, I removed it. Skin, hair, and hoops is what I put. Great for horses, cattle, and all your hooved friends. Note. Do not use with dogs and cats. The safety stuff, you want to include that in there too. So, still an awesome deal. But let's make sure we educate people of it.

Dr. Roark:

And then of course, I included my link for them to buy, if they wanted to buy. So, the link generator. So, that's what the helpful thing that I really find for One Drop, is specific to your doTERRA. Actually, if you have doTERRA, which I know you do Kathleen. So, that is a great... I don't even have to make my graphics. If I'm in a hurry, like this week, I'm crazy busy. I've got this, with you guys today. I've got appointments. I've got this presentation tonight. I've got like a ton of stuff going on, as I'm preparing to leave to go to California next week. So crazy, crazy. And then they're like, "By the way, it's BOGOs." And I'm like, well, you don't want to miss out on that opportunity to sell some stuff and help some people and help some animals with oils. So, we're going to take advantage of whatever is out there.

Dr. Roark:

And so, I paid a little bit for this particular content calendar with this pre-done text. So, I don't have to come up with it on my own as much. I still do. I edit it. And I do make it specific to animals, because people wouldn't want me to just post about people. That's just not my thing. Well, I mean, maybe they would. But it is a great little combo. Yeah. Suzanne's been using doTERRA Social. A lot of people like stuff like doTERRA Social. doTERRA Social is nice. They have some really nice stuff as well. So, that would be another one. I personally prefer this one. I use doTERRA Social. I think their photos and things are beautiful. When I was using it, I don't know what it is now, it just was a lot of the same stuff. And a lot of times I won't even use their graphics. I think I did use the logo X one, but I didn't on my main page. I used my own thing. So, I like to add animals into whatever I have. So, I will use the copy, but make my own graphics. And then I have, of course my... I have a VIP customer group. That's just that I just use this content. It's so they know how to use oils for themselves. So, that is another thing that's available.

Kathleen:

I do have one more follow up question though.

Dr. Roark:

Yeah.

Kathleen:

What about labels? Like for example, I had to make a flea and tick spray today, and I don't know how to put a label on it. Any suggestion? On the bottle.

Dr. Roark:

Yeah. I use Got Oil Supplies or Your Oil Tools. There's a lot of label companies out there. So, if you go to Got Oil Supplies, they have ones that I created for them. So, I know they have a flea and tick one. And

you can just keep the ones that you make a lot of on hand. But you can get some vinyl stickers, and make your own with a printer. So, let's see. Essential oil labels. So, here you go to essential oil labels, they have blank labels. They have lid stickers, they have vinyl labels. They have all kinds of labels.

Kathleen:

Thank you.

Dr. Roark:

But if you actually go to, I think the pets tab. I hate popups. If I ever have popups on any of my stuff, tell me you guys, because I hate. So, essential oils and pets class. And they have this little lot of different things. Fill in the blanks. These ones are super easy. You can just write on them. Boom. Okay. Just write on them. Permanent marker. Clean spray. How awesome is that? Super cheap. You get a dozen for like two bucks each. And then it comes with a dozen stickers, so the blank ones. Yep. Avery labels and their templates. That's what I started with.

Dr. Roark:

DYMO. Tracy uses DYMO. The DYMO label maker, for quick labels. That's a good option. You have to buy the special printer and the special labels, and stuff like that. And so, if you have that set up, it's great. I was too cheap to do that. I don't want to carry around a little label maker. But yeah, this is a great way to do it. And you can even be, put their name on it, and be like, "This is Lucy's skin spray," or something like that, for each particular animal. So, lots of different things out there for labels.

Dr. Roark:

Anybody else have other labels that they like? So, Got Oil Supplies. Your Oil Tools is another great one. Yes. Avery actually has labels now designed for those who label essential oil bottles specifically, and probably have to order those online. But I like ordering things online because it's fast. Very cool. Let's see. Who else has questions? Kathleen, did I answer all your questions?

Kathleen:

Yes, you did. Thank you so much.

Dr. Roark:

Okay. Tracy. Oh, let me stop my share so I can see you guys. There you are. Tracy Simpson.

Tracy Simpson:

Hi everybody. Okay. My question actually refers back to the lady who was talking about opening in India. I did a consult for a client in America, believe it or not. And I'm worried about her payment. Because mine, it would actually work out to about \$25 if I did it. And that would be miles too cheap for you guys. So, how do we work out what we should charge per country?

Dr. Roark:

That's something you're just going to have to decide on, if you're going to change it based on the country and have it like... So, what you can do because South Africa is so... Everything is just so much cheaper there, that I would, you could do... It seems like the exchange rate is very different. I'll say that. So, the-

Tracy Simpson:

It's very expensive for us.

Dr. Roark:

It's expensive for you. Everything in the US is very expensive for you guys. I know. So, what you could do is you could do what I like to do is say, you have like a local discount and it's a discount for people maybe in South Africa. But then everywhere else you have your normal price, since it's not local. Even if they're virtual, virtual appointments, you can do that. And that's simply because you have to adjust your time schedule and everything else. There's a lot of things you have to do if you're doing out of country consultations, and stuff like that. And you should charge accordingly. So, that's one way to do it.

Dr. Roark:

But you can just set your prices. And then as part of their like filling out the information to get an appointment with you, you can ask them where they live, and then quote them based on that. So, absolutely.

Tracy Simpson:

Okay. But then we get an idea. Say, for example, somebody in Australia asked them to help. What do the Australians charge that is a reasonable price? Because like I'm saying, if you do the translation, not translation, what's the other word, into American dollars, you're only going to be paying \$25, and that's going to be like, "This is too cheap." You know what I mean?

Dr. Roark:

Yeah. I mean, you can certainly charge more in different countries. But that would be a really good question for the Facebook group, because you have people from all of the different countries there. I'm not going to sit here and say, "This is what you should charge it for France, and this is what you should charge for New Zealand." And it's going to be different based on your experience as well as basically the results that you're getting as well. And so, a lot of it is going to be based on a lot of different things. And so, everybody's prices might be a little bit different. But that's where the level-two Facebook group would be a great place to ask. Just like, "Hey, Australians. What are you guys charging? Just give me an idea."

Dr. Roark:

And for when I get Australian customers, I'd like to charge appropriately so that I'm not... You don't want to undercut your colleagues either. If they're charging \$100 and you're charging the equivalent of, which would be \$25, then you know that you're undercutting them, and you don't want to do that either.

Tracy Simpson:

Yeah, okay. Thank you.

Dr. Roark:

Yeah. Because what I would charge is very different. And I pretty much just charge what I charge. And if they can't pay it, then they can go somewhere else. But that's just how I do it. And I have pretty high

prices, because I'm the best in the whole world. Okay. Wow. It feels really weird saying that. Just so you guys know, I'm being a little facetious saying that. It's kind of true, but also that's not my personality to talk like that. So, it makes me feel really weird. Okay. Nancy, go ahead.

Nancy:

There we go. I'm just curious. I mean, you have an active veterinary practice, but you have all this stuff online. So, how many hours a week do you spend doing Facebook posts, and doing stuff for your courses, and doing all the non-regular work?

Dr. Roark:

Yeah. And so, that's a really good question. And I'm just going to be real with you guys, and transparent. And as the Essential Oil Vet of that has grown, my practice has shrunk, because I only have so much time in a day. I do have a VA. I have two. You guys know my VA, my assistants. You guys know, Hayley. She's running the Zoom right now. She never shows her face. I wish she would. But it's my face, so many of you know that. Hayley, she's amazing. And she's my tech as well. So, she's my executive assistant and my tech. You guys know Deborah. She's my main assistant for the animal aromatherapy specialist certification. She does a lot of the grading, like the simpler grading. I do the case studies. And helps me manage my Facebook business page for Essential Oil Vet.

Dr. Roark:

And then you guys know Carol, my sister, who is my business director, actually. She directs my whole business. And so, she runs a lot of the tech side of things, with as far as like the landing pages and the website and making sure that all the bells and whistles of the membership are going right, and that the payments are not wonky or whatever, and fixes all of my tech stuff, because she's much, much more technical than me. And she has now taken over, making a lot of the graphics. Both her and Hayley do a lot of my graphics now. But with BOGOs happening all of a sudden, it's all hands on deck, and I'm making them too. But I started out doing everything myself.

Dr. Roark:

And so, what I would do Nancy, is I would work all day, and then I would come home and work on Essential Oil Vet stuff. And I would work 16, 18 hours a day on weekends too. And it was just exhausting, but that's how I grew it. I don't recommend doing that. I did that for me. I love it so much. It didn't feel like work, honestly. It was fun for me. But now I have to have some work-life balance. And so, as Essential Oil Vet is growing, I do not take new clients anymore. I don't even do consultations anymore. So, all of that stuff is going down, decreasing, as I'm having to spend more time on Essential Oil Vet.

Dr. Roark:

So, yes, I have an amazing team. I did not start out with a team. It used to just be me, and I would hire things out as I needed it. Like I hired my sister to do my website initially as like a one lump sum kind of a thing. And she built it out. And then I was like on my own for a little while. And I was just trying to do everything myself. And it works okay for a little bit, until it grows too much that you're like, "I need help." And I encourage you to not get to that point, because you'll burn out. I burn out quite a bit, burned out quite a bit. And so, now I have a better understanding. And now I have oils to help combat that. But I have a better understanding of what my capacity is. And even now, I still stretch it too much.

Dr. Roark:

Yeah. It's hard. But I work a lot. I work a lot. I wake up, I work. I work until I go to bed sometimes, still even. And it's hard. It makes it harder and harder to do actual in-person vet patient stuff. Because it is like when I just don't make as much money doing that, honestly, to be honest. So, I actually make more money doing this online stuff, and helping you guys and teaching you guys. And as you can tell, I love doing it. This is definitely where like I get energy having these calls, and I don't just get to help one animal. I'm literally helping thousands of animals all over the world by doing these.

Dr. Roark:

And so, to me, the impact, I feel like this is more what my purpose is, to be honest. I'm helping veterinarians learn how to use essential oils. I'm helping whole organizations use essential oils with their dogs. Like tonight, I'm just talking to a whole organization. And getting to talk to hundreds of thousands of people all over the world. And I will always stop for the one and help the one, if it makes sense and if I can. And I just love that I have that choice now. So, I have a little bit of a choice now, instead of just taking every case and every animal that walks through the door and every person that wants essential oils, and everybody that needs help. I don't have to take everybody now, so I can be a little bit more pick and choosy.

Dr. Roark:

I also have a business coach who helps me. She forces me to take vacations. I'm not going to lie. I am a high achieving person, as you can tell. I like to display my ribbons. I'm a high achiever. And I will go, go, go. And I'm one of those people that like, "Awesome. We met this goal. What's the next one?" Like I don't even take... In the same breath, I don't even take a minute to celebrate and rest and enjoy it. I'm like, "Awesome. What's next? Okay. What's next? What's next?" And that's just my personality. And so not everyone's like that. But I don't know. Did I answer your question? I kind of rambled.

Nancy:

Yeah. But I have related-

Dr. Roark:

Real talk.

Nancy:

How much time slash money do you put in a year on continuing ed for yourself, both formal and like your reading research stuff?

Dr. Roark:

Yeah. I spent a lot of time on it. A lot of time on it. It's something I have a very high value in. I spent hundreds of thousands of dollars to go to vet school. So, that has not stopped. And I place, a high, high value on continuing education. I spend, this year, it's probably going to be close to \$100,000 in continuing education, most of it being from the business side, which I'm hoping to share with you guys. I don't want you guys to spend that much money. But I want to learn the things that those people who spend that

kind of money learn. And so, that I can share that with you guys, and do it at very, very low cost compared to what I did. I'll pay the cost so that you guys don't have to, is the thing.

Dr. Roark:

And I place a high, high value on that. I read research articles every single day, every single day still. And I just, I love it. Again, this is something that I find very interesting. It doesn't feel like work to me. It's enjoyable. Do I feel like... I mean, okay. Maybe not every single day. There's probably days that I'm too busy to actually get on my computer, which is actually true. So, like there are days when I just have a full day of appointments. I'm seeing horses all day, or whatever. And I'm not in my office. And therefore, I don't usually come home. I'm exhausted. I collapse. I take a shower, and go to bed, kind of a thing. There's definitely days like that. They're fewer and farther between now though. So, I don't do emergencies. So, anyway.

Nancy:

Thank you.

Dr. Roark:

I'm not 100% sure why you asked that, but hopefully you don't feel like you have to spend that money, because I'm not holding anything back with you guys. You ask me, I'm an open book. You want to ask me questions about my husband? I'll tell you all about him. No. But I do want to... I'm not trying to hide stuff from you guys so that I can still be the best or have you guys pay me more or something like that. That's not what this is about. I want you guys to share in the amazingness that can happen when it comes to animals and aromatherapy. So, anyway.

Nancy:

I love to but I feel guilty spending a large amount of money.

Dr. Roark:

No, I don't want you to feel guilty.

Nancy:

I don't spend anywhere near what spend, but I-

Dr. Roark:

You spent a lot of money to be here.

Nancy:

Yes. It's probably the same percentage.

Dr. Roark:

So, I want to make sure that you guys get the value of what you put into this. And so, that's why I started doing these business calls, because a lot of you were asking business questions during the regular case study time. And I'm like, we should probably separate that out, because there are people that don't

really care as much about the business side. And I've learned so much. I love teaching, but I've never really taught on being an entrepreneur and having your own business. Even though I've had my own business for 17 years, like with my practice, I've never taught anybody how to do that. A lot of stuff I've learned through freaking the wrong, doing the wrong thing, and doing it the hard way. And I don't want you guys to have to go through that. I want you guys to be successful and be awesome.

Dr. Roark:

So, anyway.

Nancy:

All right. Thank you.

Dr. Roark:

That was a long conversation about that. But now you guys know. All right. Jan, Janice.

Janice:

There we go. Sorry, I was late getting to the meeting today.

Dr. Roark:

No worries.

Janice:

So, do you foresee an animal app coming on board?

Dr. Roark:

An animal app for what?

Janice:

You know they have apps for everything. And we have apps for aromatherapy. Not aromatherapy, but for essential oils. So, they have a whole list of things to do. Do you foresee something like that coming on board?

Dr. Roark:

I mean, there are some already. The Spoil Your Pet book that Dr. Frezzo and Jan Jeremiah wrote, there is a Spoil Your Pet app. I think it's like \$4.99. And so, it has protocols and things in there. If you're wanting that, so-

Janice:

I'm not wanting it. I'm just wondering the way the world changes all the time, wondering if that's going to be something that's going to overshadow us.

Dr. Roark:

There's nothing that's ever going to take the place of having an actual appointment with someone ever. I mean, people could buy my book and look up my protocols, or join the membership and do my protocols and-

Janice:

They still do.

Dr. Roark:

They still don't.

Janice:

That's true. Very, very true. So, I have another one. So, I do have a lunch and learn with a new vet in our area coming up.

Dr. Roark:

That's exciting. Congratulations.

Janice:

Yay, it is. And so, I sent her an email and everything with all your information yesterday. And so, she might be reaching out to you, because she is right in the middle of county right now. So, we're going to do it down the road. But I'm excited that the door is open, and that's going to be coming up. But what happens like, I guess... I'm a wellness advocate also. And so, I'm trying to build just like some other people are too, on two different sides of the fence. But what's going to be your policy, if she reaches out to you and she says, well, "I want to buy oils from you" after we've gone out and went after the account?

Dr. Roark:

I always refer people back to whoever introduced them in the first place. I never steal anybody's enrollments, guys. I have way too much integrity for that. It's happened before where people accidentally enrolled with me, like accidentally. And I didn't know about it. Like I didn't know that they were working with someone else at all. And so, then their person that was working out with them, reached out to me and they were like, "Hey, I've been working with this person." I'm like, "No problem. Dear replacements, please change this person to this person's enrollment." And we switch them over to the right team. So, don't ever feel like that's going to be an issue.

Janice:

Well, in that email I sent to her, that this is what I do, including helping as well as having and a certified pet or animal aromatherapist, I help educate and help you set up your account. And so, I try to make that very specific.

Dr. Roark:

And you're local, so it's going to be way better for her to join with you anyways. So, don't worry about that. Not an issue. If she accidentally does, tell me and I'll fix it.

Janice:

Okay. Thank you very much.

Dr. Roark:

I always refer people back. But it's on you to follow up too, to make sure she doesn't accidentally buy some from someone else because it is a little confusing out there.

Janice:

Well, I think the confusion on that. And that's all it would be.

Dr. Roark:

All right. Well, I got you. Don't don't worry guys. I got you. Steph.

Steph:

So, I don't remember what the proper name for this is. And not a resume, but like your list of things that you've accomplished. It has your same information as your resume, but it also has like things that you've presented at, and stuff that you've written and all that. I know my dad refers to it all the time.

Dr. Roark:

Curriculum Vitae, I think is what you-

Steph:

What is it?

Dr. Roark:

Your Curriculum Vitae.

Steph:

Thank you. Yes. So, how much stock did you put into that initially, when you were starting this up, and how much did you use it, that kind of thing?

Dr. Roark:

I mean, the only people that are ever going to want your curriculum vitae, are people that are going to hire you. What I did is... Here, I'll show you guys what I did. Oh, that's so awesome. We live in a digital age, so people want things digitally. So, we created this in Canva, by the way. And this is my speaker sheet. So, it is for people who are like, "Hey, we want you to come speak on our podcast," or something like that. It's how I developed it. Obviously, I don't look like that today. But oh my God, I look so bad today. That is a professional photo that I had done.

Dr. Roark:

So, a little bit of a bio. Here's my bio. Here's like one of my clients shared something. I think it was actually one of you guys. And then a little bit about me. So, I'm an educator, author, and speaker. It has

like a little photo of my book. All my contact information. Please don't text me, you guys. And then that's popular speaking and interview topics. So, then I listed four of the things that I really like to talk about. And then some sample questions that are really common that people ask me about. So, how did you get started? How can you help with essential oils? What oils should people avoid using? Or what are top 10 oils, or what are your top three to five oils for dog and cats, would be another good one. What are your favorite essential oils to use with animals, and then is it safe to diffuse? So, I talk a lot about safety, because those are a lot of the questions that I get.

Dr. Roark:

So, you guys stop with my phone number. It's my actual phone number. So, this is my little speaker sheet. A one page sheet that has a quick bio, that would be something that maybe someone would read to introduce you in like... Sorry. I'm trying to find you guys. Okay. There we go. That someone you would read to introduce you, and say maybe like somebody wanted to have a like Janice is doing, like a lunch and learn for the people. So, maybe the owner or whoever knows her, the vet, would introduce her by reading that really quick. And then it gives her clout right away. And then she could just like do that. You want to make things as easy for people as possible. Plus it's got all my contact information, plus all of those are clickable links because you can do that in Canva. So, they can click on it and go to my website, my Insta, my Facebook, all that kind of stuff.

Dr. Roark:

That's what I recommend doing, because that's what people are going to ask for. No one has ever asked me for a CV. I mean, I will have like the cranky people who are just like trying to... Are you even a veterinarian, or what's your qualifications? And I'm like, delete. Block. You're not my people. You really think I'm not a veterinarian, come on. You can go to the Texas Veterinarian Association and Google my name, and you'll find it. So, it's not that hard. I'm like, "I'm not going to sit here and give you all my qualifications just because you're cranky. I don't have space for that."

Dr. Roark:

And no, I don't put that. The speaker sheet is not for my website. But you could put a lot of that information on your website, like on your About page and that kind of stuff, for sure. Okay. Did that answer your question, Steph?

Steph:

Yes. Thank you.

Dr. Roark:

Okay. Awesome. Let's do E. Janice, do you have another question, or are you done? Okay. Let me take your hand down. Okay. E. Do you have a question?

E:

I do. Thank you.

Dr. Roark:

There you are.

E:

So, I know we've talked about this before, but I just need a little bit of a refresher. Because trying to do this as a business or whatever, like if I want to put out my own information, all the information that I get is from you. So, we are not supposed to copy and rip you off. So, how do we do that without copywriting you or whatever? Can we take from you, and just put it in our own graphic? Because I just-

Dr. Roark:

You can take what you've learned, and do your own copy and do your own graphic. And then it's not copying. However, please don't like put out protocols or be non-compliant or anything like that. Anything on my public page, it's fair game and you guys can share away. You don't like copy it and paste it and claim it as your own. You can share it and add your two cents as well, on my public business page.

Dr. Roark:

You can also reference me. So, if you wanted to say, "Use the skin rejuvenating spray, which is a public recipe on my website." It's one of the free recipes I give to everyone. Skin rejuvenating spray. You can put it out there. It's going to be exactly the same copy, because it's like a recipe. And then you can be like, "This is an awesome recipe from my friend and men-, " you can call me your mentor or my teacher or whatever you want to call me, "... who's a veterinarian, and this is one of her amazing recipes. And I've used on my dog, and here's the before and after," or whatever and like shows some amazing picture, or just create your own graphic of the cutest dog in the world, because guess what stops scroll, cute dogs. And you guys have all that going for you already. Or you could do it, maybe just tweak it a little bit for how to use it in your particular situation. Share a story around it or something like that, would be really great.

Dr. Roark:

Or if you just wanted to share the recipe, you could do it. And just be like, "This is one of Dr. Roark's recipes. I work directly with her as a certified animal aromatherapist. Hey, by the way I do consultations. Here's my link to my page," or whatever. So, feel free to use the stuff that's public. I don't want you to write your own book and like just copy my book and write. That's where you get copyright and print it. I'm not going to like yell at you guys if you share my stuff. And even if you claim it as your own... No. If you start claiming stuff that is dangerous to animals, we might have words. Don't be telling people to start using tea tree oil on their cats. You guys should know better by now. We've been talking about that for months.

Dr. Roark:

And so, stuff like that. I might say something. And feel free to tag me and stuff like that. I like to see that stuff. I don't see all of it a lot stuff. But yeah, don't get too hung up on the legality of that. I'm not the FDA. I'm not going to come hound you. Stay compliant with your organization. So, you will need to stay doTERRA compliant with your posts. And especially if they're public, and go from there. But everything that you learned from me is fair game. You just put it in your own words. I would say, make it your own, put it in your own words. Try not to share all the stuff that you paid a ton of money for. They can pay you for that information, or they can join my...

E:

Well, one of the things I was thinking about was, in one of the business classes that I'm in, we're working on like freebees. And so, I wrote a freebee to do a funnel and everything. And that is totally not related very much to this class at all. A little bit, but not. But I had started writing down things that I could do. And one of the things that I thought was to do, to build residual income was a little diffuser thing. And then like two weeks later I saw that you had a little \$1.99 diffuser booklet. And I was like, "Oh, no."

Dr. Roark:

It's not a diffuser. You can make your own like tiny offers. So, that's what we call a tiny offer in marketing, guys. And so, I don't know if any of you bought it. So, like it's this really cool thing. And it's a funnel like E's talking about. And if some of you're like, "What is a funnel? Dr. Roark, you're freaking me out here," that was me a couple of years ago. People were like, "Dr. Roark, you need a funnel. You need a funnel." And I'm like, "I have funnels. They're in my kitchen. What are you guys talking about?" I had no idea what they were talking about. And so, if you're there, don't worry about that.

Dr. Roark:

But basically that's a really cool funnel where, and it's working really well, just so you guys know. We're testing it out, because it's the first time we're doing it. But it's \$1.99, like a \$2 funnel where they can click on it, get like a 10-page, just 10 recipes, my top 10 recipes for dogs. I'm going to do one for cats. I'm going to do one for horses. It's not all diffuser recipes E, so you can still do your diffuser one if you want. So, it's a combination of different... There's I think one or two diffuser recipes in there. And then so, they click on that. And then on the next page, it says, "Thank you. By the way, we have this other really cool offer. Do you want to get that too?" And it's like a seven day email sequence. It's the seven-day happy healthy dog challenge that I turned into an email sequence. And so, that's for \$47 or whatever it is. And so then they can just, it's a one click buy. They already paid, so then it's just one click, and then they buy that too.

Dr. Roark:

And that's working really well. It's just like a little bit of a trickle things coming in, that's a little bit of an income that's really, really helpful. And it's all online. I don't actually have to do anything. It's stuff I've already created and stuff like that. We did have to rewrite write the emails, sequence and stuff like that. But so that took us several months to develop and make this beautiful. Obviously the beautiful recipe book, that's something Carol put together. And she's my graphics person and she's really good at that stuff. But again, that something we did in Canva guys. Like that's a PDF we created in Canva.

Dr. Roark:

And so, you guys can do that stuff and just do your own recipes. You guys know what smells good together and what's safe for animals and what not. That's all I do. I just put a couple of drops of oils together and I'm like, "This is good for calming and this is good for calming. Now, let's smell it and make sure it smells good. Okay, cool. This is my new super calmer recipe," or whatever you want to call it. It's not rocket science. It's just amazing smelling oils that all support the nervous system, and that they're sedative in nature. And you guys know that by now, you know which ones help with which. So, you could do like a kidney support diffuser recipe. And what would you put in it? Juniper berry, cedarwood, copaiba, sandalwood maybe. Maybe some lemon. You can even put some lemon in there. See what smells good, and then go from there.

Dr. Roark:

So, I mean, don't feel like just because I did something, that you can't do it too, or do it a little different. It's a little easier for me to market. And I spend a lot of money on ads. I'm not going to lie. So, I started out not spending any money on ads, but I have this a pretty big following. And so, I can do that. So, it's basically an ebook. Yep. Suzanne, you can do an ebook. You can do a tiny offer, like ten recipes and people like are buying it. I probably had like 10 people buy it in the last hour. So, it's crazy. So, it's not like a ton of money. Am I going to make a ton of money? No. But it is nice. And guess what? Now they're on my email list, and now they're going to be able to get information about my next challenge, and the next time we run animal aromatherapy certification, and my membership group. And if they want consultations, guess where we're going to send them, all to you guys.

Dr. Roark:

So, these are people that are interested in oils and animals. And I'm here to help them. So, okay. Did that answer your question, E? Awesome.

E:

Thank you.

Dr. Roark:

I'm not going to police your stuff. And if you want me to look at it, we can use these business things and I can even look at you guys' stuff, if it would be helpful to everyone. All right. Any other questions? We went way over, and I have to actually get ready for my presentation for this labradoodle association. So, I will see you guys on Tuesday. Tuesday, we are going to... I will be in California, so we're still going to do it. I'm going to go see Steph. I'm actually going to see Gumdrops in real life, maybe. I'm so excited. I know you're all jealous. You're all jealous. But I'm going to be in her backyard. So, she reached out to me, and we're going to meet up for lunch or whatever. So, I'm super excited.

Dr. Roark:

So, you guys will see me in about... We're still going to have our level-two meeting next week. It's just going to be, I'll be in my hotel room instead. So, hopefully everything will work out good. And I will see you guys on Tuesday. All right. Bye, everybody.