

## **The Forge: Exclusive Members' Training Session September 24, 2025**

### **Live Webinar with Syd Michael**

*(Raw transcription; not proofed for grammar or spelling.)*

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0:01

11 a.m.

0:04

Glad to see everybody on the call. We're gonna let everybody kind of jump in and we're gonna get started. A lot of discovery this past week—been out lifting up rocks and looking under them, practicing my pitch, and experiencing a lot of objections and questions people ask.

0:29

And I've learned a lot about tightening my pitch a little bit.

0:35

And I was going to discuss that with a lot of you today.

0:39

We got Tommy on the call with us also.

0:41

By the way, I'm driving out of Orlando right now.

0:44

So I can't see the questions, but I got Tommy and Nicky with us that'll help me out.

0:56

Tommy, you with us?

0:57

Yeah, Bonnie, I'm here.

0:59

Okay, cool. All right. Has anybody—first, I mean, let's just start out.

1:04

Has anybody... I want to hear any objections or any conversations anybody else has—maybe you've had or talked to. If we see any pop up in the question box, let me know.

1:20

Yep. I'm looking. Ryan Wayne said, hi, Syd.

1:24

What up, brother? All right. Anybody?

1:45

Can you tell a little bit about what you experienced?

1:50

Yeah, so I went to the Bad Boy dealer convention. I had an opportunity to go, so I went. It was awesome. I mean, it was cool. Now I'm gonna tell you why I thought it was cool. You know, it was salt of the earth, just good old boys. You know what I mean?

2:09

There was no CEO. You know, everybody—even the owners of these stores—got grease under their fingernails. You know what I'm saying? Like they go and they actually work on these things. But it was very, very cool. It was wild. It was kind of a mix of actually some old car guys, believe it or not, Tommy. But at the end of the day, it was very simple, easy people to talk with because they were all kind of blue-collar, just solid folks, just working class, just normal everyday people that you would be friends with. You know what I mean? That part was super, super cool. Now, I have to tell you one thing that I realized when I started talking to a few people—and I'm gonna go ahead and tell you I did. I think I've got a deal. Of course, I didn't 100% close a deal there. I wasn't really there to talk about that. But, of course, I don't meet a stranger, so I make sure I find out what everybody's about and what's going on. And I definitely made a lot of relationships and got a lot of leads that I know will turn into business. One thing that I discovered—I wanted to share this with everybody, and Tom, you can speak to it—but when speaking with them, anytime you're putting yourself in a sales position, once you get permission to sell, you want to give yourself, if you don't already have authority, you've got to build authority.

3:56

And one thing that I realized when speaking with these people that immediately created authority or gave me a little bit more of an upper hand, so to speak, is I would immediately kind of let them off the hook and be like, you know, we don't really concentrate...

4:18

We haven't really been concentrating on very small businesses.

4:21

We concentrated more towards 100-plus employees in the past.

4:25

And I was referring to ERTC, but I was saying this about our Teladoc products.

4:30

I said, we mainly focus on 100-plus employees.

4:33

However, we're looking at launching a new product where we can actually start being... you know, that would fit for you, right?

4:48

And by saying that, man, I'm telling you, it completely changed the attention span of the people I was pitching or talking to. It immediately put me in more of a solid position, right?

5:04

So mark that down, take that note, use it if you need to.

5:09

I think it was super powerful, and I think you'll get as much feedback as I did with it.

5:19

Other than that, every single person was complaining about not being able to hire top-notch employees, not being able to retain the best employees.

5:30

Now listen, some of these people are in towns of 13,000.

5:34

You know what I mean?

5:35

Some of these people are in the middle of Iowa.

5:38

You know what I mean?

5:40

So, they only get one shot a lot of times. When they have a certain employee—if the best small engine mechanic in town quits or decides they don't want to work for them anymore—they don't really get a chance to get them back.

6:01

It's too small of a town.

6:02

There's not a labor pool there.

6:04

So it was very simple and very easy for me to say, well, you got to give yourself an advantage by giving them the best place to work. And by doing so, I shared from my experience that I haven't hired a ton of people down in Tampa and whatnot, but what I found is if you give them some sort of above-average benefit plan that nobody else is offering, then they would never leave you.

6:45

Not only for them, but for their wife and six of their kids, or their dependents, right?

6:49

And that's when I would kind of pitch that.

6:51

Now, let me tell you—generally, we have not worked with companies with less than 100 employees.

7:01

However, we do have a new program that would fit with you as small as one or two employees, which we're really excited about, and that would get the conversation started.

7:13

So anytime you can give the employee something, it creates a little bit of that glue for him, right?

7:19

So it helps him to do that. I've got a couple questions, Syd.

7:22

So one—Donald Lee had a 1600-member church reviewing the system, or left to offer to members, due to possible conflict with other members who might have a business. But it's still very active.

7:35

My response to Donald was just, I'm sure that ours is better.

7:40

I'll be willing to put it side by side and see—we probably do have the better product.

7:44

It's probably less expensive.

7:46

And I would pose the question to the church today: there's no way that somebody that's a member of the church would not want another member of the church to have the best possible product or opportunity.

7:58

So I'll put it back on them a little bit.

8:01

Really, you wouldn't want—you know, it's good for our members when we want to do the best we could for it. Let's look and see what the differences will be there.

8:09

See, then we have—we put together, I know we talked about it—put together side-by-side, maybe even a sheet for them. If we have to, some sort of marketing material that compares others.

8:22

Teladoc or Telehealth with ours?

8:28

Yeah, we're building that library now, and Vanessa's helping me get some of the other sources.

8:35

We should have that rollout be quick.

8:37

I think that would be the most important marketing piece possible right now, honestly.

8:43

Yeah, I agree.

8:45

Reggie Marshall has a question, says, hi guys, positive responses.

8:49

Some can't believe the price of 39.95. We are hearing that everywhere, you know, and it's been on us that we were able to negotiate it, and everybody eats well at that number. We're going to keep it there for as long as we can. I mean, if the market dictates we can raise it up, maybe we do. You know, what we don't want to do is ever have something that seems too good to be true, because sometimes that can be a little weird, right? Sometimes you can raise the price on something and it sells better.

9:19

I've seen that happen before, but with the market where it's at, we're definitely very, very competitive in pricing.

9:28

So we want to try to stay there, especially because we want to make this easy for somebody to make the decision, right? And we talked about churning before.

9:35

That's not what we're looking to do. We don't want to churn customers.

9:38

We want to keep the ones we have.

9:39

You know, I said it before, when I look at that app, I'm saying, well, you know what, I need to save 40 bucks, I'm going to get rid of it.

9:46

I'm going to really have to struggle with my decision to do that because I know my family's plan is on there. And for 40 bucks, can I really afford not to have it, right?

9:58

That's the struggle we want them to have in getting rid of the app.

10:04

So, let's see, the next question here from Reggie was, how will employees be educated on the benefits? So, they'll get an email.

10:11

Whenever they sign up, the employees get an email. It's an email to show them how to download the app and go through the process and get it. And again, we just had one signed up yesterday. And again, I encourage everybody to sign up, so you see the process and understand it. Do you have the app on your phone?

10:33

It's a great presentation tool. So that's why I keep it on mine.

10:36

I was signing up for a painting company yesterday at dinner, and one of the guys that's local here came up. I've been talking to him and said, hey, by the way, I've got to have one run through with you real quick. I showed it to him and he was really, really impressed.

10:52

He said, that's pretty slick. So we should be getting him at two o'clock today. Let's have a call. Those guys signed his painting company.

10:58

Let's see—one client has medical benefits for employees and asked, would Telehealth lower his insurance based on fewer claims? No, it's not that. This is not insurance, so I'm going to guess that it probably would not lower it based on any claims.

11:13

I personally could not enroll because my phone had to use a desktop. Has everyone else experienced the same?

11:18

I have not heard that, but we will check into that for you, Reggie, to see if there's an issue with registering on the phone.

11:25

Sherry is deeply involved in testing. She and I, this weekend, were testing just about the whole weekend.

11:33

So a lot of issues were fixed. Nothing huge, nothing big, just some little housekeeping issues.

11:40

But talking about that, Tommy, we want everybody on the call here...

11:43

We want you to find a problem. Like, we're begging you to find an issue.

11:48

So if you see an issue, especially when you download the app, or when signing up a customer, or anything like that, we want to see it.

11:56

We want to know about it immediately, because we're trying to find them.

12:00

And we all help.

12:01

That's kind of why we're doing this.

12:03

Right. Donald said, my voice is breaking up and getting some static in the belts a little bit.

12:10

But are you on your phone or your laptop?

12:13

On my laptop.

12:16

Time to upgrade there, buddy.

12:18

You're going to have to spend the money.

12:19

I hear you.

12:23

All right.

12:24

Sorry about the technical issue with my speaker.

12:28

Maybe it's too loud. And regarding this registered form on the phone not advancing to business info, all right, we appreciate that.

12:45

Guys, any type of feedback you can give us is huge because this is why we do these beta tests.

We have everybody here. It's okay to fail in front of us, right?

12:57

What we don't want to do is have this in front of somebody else.

13:01

So all these little defects that we're finding and identifying—that's all.

13:17

I'll get on my phone and see it.

13:21

It sounds like your mic's just a little hot.

13:23

That's all.

13:23

It could be.

13:24

You probably could adjust that, but I know it's hard to do that and talk and read questions at the same time.

13:29

Yes.

13:30

Right, in the heat of the moment.

13:33

We're all watching.

13:34

I want to dial in.

13:38

You can also do that.

13:40

I can mute both. I can mute here and then dial in, right?

13:44

Yeah, do you have the number and the PIN code?

13:48

Let me try this.

13:54

Once you dial in, you gotta turn your computer off or mute it to stop the feedback.

14:03

Hang on a second, let's get this fixed.

14:12

While he's doing that, I want everybody to kind of...

14:19

On my plate, it wasn't 100% intentional. I just saw the opportunity. But if you have anything going on in your local town—any kind of event or convention that would put a bunch of small engine repair shops or lawnmower shops in a concentrated area—you want to talk about it. I didn't drive anywhere; I just walked around. And to be honest with you, they all were drinking the whole time. And most—some of you know, maybe most of you don't—but I don't really drink. But yeah, I drank a couple of beers, choked down a couple to fit in, you know what I mean?

15:03

And everybody was having fun.

15:07

Everybody was talking shop and business, and it was super, super simple.

15:13

My first pitch, I was in the pool with the guy.

15:16

We were all hanging out in the pool, and I started speaking. We actually knew some people from the car business, some mutual people. I wouldn't say friends, but people I know. Donald, you spoke with a few Chambers of Commerce. Is that going okay? Going well? One of them already had similar insurance or something that he's got to get around, where they're not allowed to sell



multiples. They can consider a competing offer, but you know, every chamber is different. And I'll tell you this: every chamber is looking for stuff like this. They're begging for stuff like this, especially since we kick them back three dollars a deal. Yeah, but you need to turn off or mute your computer. We'll get the stadium echo if you don't. All right, talk. Yep, you sound better.

16:38

All right. Can you not hear us? Can you hear us?

16:45

I wanted to know, are there advantages for small pharmacies to benefit? I know about pharmacies, we want to know how to, small pharmacies, ideas.

16:54

So, there is a pharmacy benefit plan, discount plan, like, uh, go to Rx.

17:02

So, once you get the app, you can go with him and show him the pharmacy discount package and make sure that he's...

17:12

And if we need to get him enrolled in some way, we can work on that before you do.

17:21

You're still breaking up kind of bad, bud.

17:26

Nicky, can you make me a presenter on my phone where I've dialed in on the phone?

17:30

I'm going to join back on the phone.

17:32

Yes, I'll do that.

17:35

Yeah, if you dial in on your phone, though, you're not going to be able to see the questions.

17:39

That's the problem.

17:40

You're going to have to mute your computer.

17:51

All right.

17:53

Well, Nicky, do you see any other questions there?

17:57

No, the last one was about the pharmacies.

17:59

That's it. The last question.

18:00

All right. Well, that's definitely a Tommy question.

18:02

I can't, I can't answer that. The one thing that's important is to make sure you sign up through your link. You'll even get paid your commission off of it or whatever, but, you know, to be able to show how easy it is, that's a huge advantage also.

18:20

That's a very, it's a super huge advantage, and you know, you got to be enthusiastic about it, right? You can't, you can't, you can't be timid. You got to listen.

18:33

We got the best thing since sliced bread. You're going to love this when you see it. If you're, if you're struggling right now with, you know, retaining or getting the best employees in your market, it's because you're not doing it right.

18:43

Let me show you how to do it. Like you literally need to come at them like that. And when you do go, listen, you know, you know, generally, generally I work with, you know, 100 plus employee companies, but we're starting, we're launching a new program that's going to be actually available down to single individuals or two, you know, small business, super small business, and I'm more excited about this than I've ever been excited in my life.

19:07

It's gonna be a lot of work, but it's gonna be worth it, every minute of it.

19:10

How many employees do you have where you're at? Three?

19:13

Okay, well, see, this is why this is perfect.

19:15

You're gonna, you're gonna get to play with the big boys now. Let me, let me show you what you can do.

19:20

And it's not going to cost you less than 40 bucks a month.

19:24

You know, or another thing, like when you're quoting them, quote them. If they say they got three employees, go, dude, it's just around 100 bucks a month, 120 dollars a month. Don't, don't break it down because then when it gets broken down it sounds even better. I think Tommy's having some, uh, technical issues. You're going to have to go through your laptop. There's just no other way. You said you sounded, you didn't sound perfect, but we'll, we'll make it work. I do see

something from, um, Steve Brand's asking about, um, like the website or marketing materials in Spanish. I don't remember if we talked about that before, but I think it's a great idea. I mean, it's just all in, you know, I can agree to it and all, but it's all in just Vanessa, you know, handling it.

20:18

Hopefully this is okay.

20:19

Did. You sound better, buddy.

20:23

I'm just trying to see if I got the microphone settings or anything. So yeah, you, Spanish. Yeah, we saw that. I want to do it. We just got it.

20:33

It's just all in doing it, you know. Yeah, we're working on it.

20:41

Re-answer the question about the pharmacy.

20:45

So yeah, so on your app, you're going to see the pharmacy is like, it's like... So, if the pharmacies, you can, you can bring the app and go meet with the guy at the pharmacy. Did you know, ready? And just show him what it is and he'll know if he takes it or not. He accepts it in his pharmacy. And if he doesn't, we can get him signed up as a provider for.

21:12

But if you mention mental health, it includes mental health too. A couple people really went over well. That's, that's a, that's a really good point to remind people that it does include the mental health part of that. Is what you said? I didn't hear you quite right.

21:36

Um, so Reggie was mentioning that, uh, when he mentioned that, that the, uh, telehealth includes a mental health component, that, uh, it resonated really good. That's a great point. You know, the thing I always say is...

21:51

Yeah, zero deductible, zero copay, you, your spouse, up to six dependents, use as many times as you want. And then you said, it's great. So that, and it has a mental health component as well.

22:05

Yeah, so if they need to talk to a psychiatrist or something, they can, right? Yes. Yep. And, and let's just, let's just dig all the way into it. So if they want to speak to a psychiatrist, they can speak to a psychiatrist. Or, you know, I know my mom speaks to one on Teladoc like that or whatever, and it's all covered under the 39 bucks. So there's no additional fee to them, to their... Yeah, that's as strong as death.

22:39

It is.

22:39

What I'm saying is, it's almost a too-good-to-be-true scenario.

22:44

Hey, Thomas wanted to ask a question.

22:46

So do we pitch the business owner business sense first or the health sense for employees first?

22:52

I would pitch it mostly at the same time, but you just want to tell them, you know, if you're the business owner, I might say, hey, Thomas, we have a telehealth program.

23:01

We have two different levels.

23:02

One's going to be for you.

23:03

One's going to be for your employee.

23:04

Let me tell you a little bit about what you get as a business owner and then let me tell you what your employees are going to work.

23:10

I would probably go that route. That ain't your question.

23:21

The actual business owner gets a little bit more benefit, a lot more benefits for the things related to business.

23:28

It's actually...

23:29

Yeah. And when you, when you log in, you'll, you'll have that. You have to have the business sense and the health sense, both that's in the...

23:46

The library. And then, like I said to you, you'll have it on your app and if you have your app, you'll be able to sit there and click through, showing them all the things that it has on.

24:10

All right. So what does everybody have lined up for this week? Does anybody have one? I know Donald is talking about going into a church.

24:20

Does anybody have any kind of church or chamber of commerce or any sort of pitch coming up this week?

24:28

Steve said, real quick, he said, well, we're also approaching open enrollment for experience beginning in November. So companies' employees will be exploring. Great.

24:39

Yeah, exactly, go ahead to the—

24:43

You know, I agree, following up with the local chamber. Guys, he's following up with a local chamber this week.

24:48

Any help you need with that, guys, let us know. We're always glad to.

24:57

That's the main thing I wanted to make clear. Listen, if you're going into any of these, let us know the time and when you're going to meet with them.

25:06

And that way we can be kind of, me and Tommy, both position ourselves to where we'll be watching our phones.

25:12

And if you need us, you can dial us in and we'll go to work.

25:18

We're here to help.

25:20

Hey, Syd, I'm going to see if we can unmute Sherry for just a minute.

25:24

I want to let her talk a little bit about the process, if you don't mind.

25:28

Okay.

25:28

I was able to unmute.

25:30

I'm here.

25:30

Can y'all hear me?

25:32

Okay.

25:33

Okay, great.

25:34

Okay, good.

25:36

So let me tell y'all about the process, and Syd had just mentioned to go ahead and sign in—I mean sign up—and I do agree with that, but I'm going to tell you, wait till tomorrow, because we're pushing some changes into production tonight.

25:51

Like Tom said, we tested over the weekend and I've also tested the last two days extensively just to make sure if there's anything, you know, it's not broken that was already there, right?

26:02

Number one. And number two, our changes are working.

26:05

So let me tell you about the process and maybe this will help.

26:09

Like, I'm a—and Tommy will tell you—I am a visual person and I'm a step-by-step person, and it always helps to understand the flow.

26:17

Okay, so we have a client, right? They're interested.

26:21

You should, and I'm sure you guys know this part, but just as a reminder, make sure they get your referral link.

26:28

When they get your referral link and they're a customer and they want to sign up, they sign up on the form that's on your link, and it's simple, right?

26:37

It's easy, but let me tell you about some of the great changes we've made.

26:41

When they hit the Enroll Now button, it will go into your agent dashboard and show up as a lead immediately, even if they're going to buy. It'll show up as a lead, which is great.

26:53

You can log into your agent dashboard at the same time that they're sitting right there. They hit the Enroll Now button.

27:00

It's going to show up on your dashboard right away.

27:00

Okay, if they go from the lead, right—meaning, well, let me tell you this part.

27:10

So if they walk away after the Enroll Now button has been hit and it's a lead, and they get interrupted, 15 minutes after that, they'll get an email with their credentials.

27:28

"We've created an account for you, seeing that you want to become a customer," something like that.

27:33

Vanessa did a great job on the terminology, but it's going to give them a password.

27:37

"Go ahead and finish your payment process and start adding your employees.

27:42

Welcome to Ellutional," right?

27:45

And I just tested that this morning. Works great.

27:48

Okay, if they log in, let's follow the lead process, right?

27:54

They log in through that email with their temporary password.

27:58

They see their account—they're the business owner.

28:02

They're already added, right?

28:04

But they haven't paid yet.

28:05

If they try to add an employee, they can't add the employee because they haven't paid yet, and there's a prompt that says, "Please pay and then you can add your employees." So it forces the new business owner to follow the process and finish the whole payment process. Any questions that anybody wants to ask in regard to that, you can type it in. We can put some slides together for that too for the rollouts. We'll make sure we'll have long—it's pretty impressive, guys. Sherry has just built an amazing—her and Vanessa have done such an amazing job building this thing out. It's absolutely crazy. Thank you, Sherry, for that.

29:12

Sure. Let me go ahead, let me do the deal part. Okay.

29:16

Yeah, so it's really exciting, especially because of the lead part that was added, right? We already had the deal, but we've tightened it with the feedback—not only the feedback that we've gotten

from some of y'all, but also the feedback that we received even from our testing. Vanessa and I, and Tom and I, over the weekend.

29:29

So let's go back to the deal process. So let's say the client again hits the Enroll Now button—let's start from the process—they hit the Enroll Now button.

29:29

And remember, they become a lead until they pay, right?

29:33

But they go straight to, and you'll see that on your dashboard right away.

29:37

But then they go straight to payment and they add their credit card in there.

29:42

It will change to deal on your dashboard as soon as they hit the payment button, right?

29:47

And then they're able to go right into their employee management dashboard and they're able to add their employees and follow that whole process.

29:58

And then, like Syd said, they're a deal right there and you'll be able to see it.

30:03

So those are the new ads. We already had the deal, but we tightened the lead process, and we wanted to make sure that you were able to see that.

30:11

So wait till tomorrow if you'd like.

30:14

Oh, did I say 15 minutes?

30:16

Yeah, I did say 15 minutes.

30:17

Wait till tomorrow to sign up and you can actually see it if you want in your dashboard.

30:23

And you'll also see—I forgot this part—there's a button called Save for Later. Remember when I was talking for 15 minutes and they waited? They can also say, "You know what? I can't do this right now. Save for later." It follows the same process in regard to the 15 minutes.

30:38

They're gonna get that email right away. So either way, we're gonna get them. Whether they get the 15 minutes or the Save for Later, you'll see it on your dashboard. And then the deal process is obviously the same. They can close the browser, wait 15 minutes, hit Save for Later—whatever



they do, whenever they put their information in, it's going to make sure that you know that they're really the lead there.

31:04

So it's great that you can log into your dashboard.

31:06

You can follow up on that lead to help them finish it up.

31:10

And they also get an email, if I'm not mistaken, Sherry, that says, "Hey, here's your login credentials," right?

31:16

Yep, exactly. Yep.

31:18

They'll get an email either if they're, like I said, a lead and they don't pay, they're going to get an email that says, "Finish the payment process. Log in.

31:26

Welcome to Ellutional," right?

31:27

And then they're gonna get a welcome email when they pay for the deal because they're obviously a customer at that point, and it helps to walk them through the process.

31:37

"Go ahead and log in and make sure that you add your employees," and dot, dot, dot, dot, dot.

31:42

Wonderful.

31:43

Okay.

31:43

Thank you so much for that, Sherry.

31:45

Sure.

31:46

You guys have done such a good job.

31:47

We got a couple of things in the questions here.

31:51

Reggie said, "Just signed up and got my app, followed up with a pharmacy and two other business owners in person." That is absolutely amazing.

31:58

Good job, Reggie. Thank you.

32:00

Steve Brand says he has a Zoom with an area small business organization in 90 minutes with the president of the organization.

32:07

You need some help with that, Steve. Don't hesitate to reach out. Let us know how that goes.

32:13

Give us the feedback on what happens on that call. I'd be very interested to see how that goes for you.

32:20

I'll leave follow-up this week with the chamber of commerce, one union office, one trucking company, and one construction company. Fantastic, that's good, just awesome. Yeah, I like to see—that's awesome from Guy. Sounds really amazing from Donald. So Sherry, they like your website stuff. Thomas said the old website is gone and this will be the newer one. You know, we did the website, so it's up and live now. Your link is going to be linked to the new website.

32:52

Donnelly, is ACH available yet?

32:55

Not yet.

32:57

Sherry, you wanna jump on real quick, tell me how soon we're looking to get ACH set up?

33:08

Sorry, sorry, I'm trying to get there, I had to hit two unmute buttons.

33:12

So yes, we were hoping to get it done in about a week or so, but I think it's gonna be a little longer.

33:20

We're trying to scale the testing that we need to do with the ACH vendor, so stay tuned for that target date.

33:28

We've been focusing this week on the lead changes so we can get that in and just make that experience with the customer—and your experience with the customer—better. That became a priority, but stay tuned for that target date and thanks for the question.

33:43

And Reggie asked, will the info be saved for 15 minutes and then the email comes?

33:50

Ask me that again, say that again.

33:52

Will the info be saved for 15 minutes and then the email comes?

33:58

So the timeout, right?

34:00

Yeah, yeah.

34:01

So the process is once the customer hits the Enroll Now button, they go straight into our customer database.

34:06

So that doesn't disappear.

34:08

You wait 15 minutes.

34:10

They, like, let's say their daughter comes in and interrupts them.

34:14

The email comes in 15 minutes with their login instructions.

34:19

That's the only thing that happens in regard to the 15 minutes. And of course, they are saved as a lead. So as soon as they submit the Enroll Now button, they become a customer for us—but as a lead. And then in 15 minutes, if they don't go to deal, they'll get the email with the information.

34:39

Hope I was clear and hope that answered your question. Reggie signed up 30 minutes before the call, did not receive a welcome call yet, didn't see the new site.

34:53

It wouldn't be a welcome call, would it? It would be a welcome email. Is that what you're saying, Reggie? You didn't get a welcome email?

35:06

Reggie said he did not get the email, Sherry.

35:09

So, okay, two things. One, the 15 minutes that I mentioned is new and going into production tomorrow. That's why I said, wait, wait, wait.

35:18

That is what we're adding, and I've been testing actually this morning and it did work. Remember, there are two welcome emails. There's one for a lead, and you'll get a lead if you hit the Save for Later button or if you wait 15 minutes. Either way, you're in our customer database and you will

get contacted by us if you hit the Save for Later button or if you do not pay. Okay, then that's the welcome email telling you, "Hey, here's your account details."

35:51

"Please finish the process and make your payment and start onboarding your employees."

35:56

And then you get a welcome email after the deal.

35:59

Now, sometimes the welcome email does go into the junk folder, but today and on Saturday, I have been getting them in my inbox.

36:09

So Reggie, when you say welcome email, was that after the deal and the payment?

36:14

Or are you mentioning after a lead?

36:18

Because the 15 minutes isn't in production yet.

36:21

That's going on tonight.

36:24

Reggie, did you go all the way through and sign up and put the payment in and do the whole thing, or did you just go in and put your information in and then abandon the site?

36:34

I guess that's what you're asking.

36:35

Sherry, do you see him on the—can you log in to see Reggie in there?

36:38

He's not a client right now.

36:41

He's not a customer, nope.

36:42

Unless he did it in the last 15 minutes, but he would—he would have under him the sales agent.

36:50

To see if he's under himself as a lead, he would only be a lead at this point, because the Save for Later is the only one that's working.

36:58

Right, what I'm asking is, is he there under Reggie Marshall? Do you see Reggie Marshall?

37:06

He said, yes, I paid, payment's pending with—

37:10

I should be a deal.

37:18

Payment's pending? He said, yes, I paid, the payment's pending with his bank. So he's paid.

37:29

Wouldn't he do it 30 minutes before the call? He's not in here if he did it 30 minutes before the call.

37:45

He's not in ours as a customer.

37:52

If you go back through and make sure you did it right, because it should have registered.

37:56

Yeah, because we had a new client, a sales agent, last night, and everything worked fine.

38:04

Nicky just said you can always send a ticket. So let's do that. Let's create a ticket on that.

38:08

See if we can find out what happened with registration.

38:11

Yeah.

38:13

We'll get it figured out, right? But then again, this is good stuff.

38:16

These are the things we want to make sure we fix so that internally we can handle these things, so that nobody on the outside has to experience them.

38:25

But we've been testing them and they've been working fine.

38:28

So it's something going on with Reggie's link maybe or something, I don't know.

38:36

But we will get it figured out.

38:41

All right. I mean, yeah, just make sure it was done right.

38:43

It sounds like you're probably missing something.

38:46

But all right. Very cool.

38:49

Any other last-minute questions? And we're going to—Hold on. Reggie said he forgot to use a different email address than his sign-up.

38:57

Yeah, that's why.

38:58

That's completed and it's shared.

38:59

Yeah, that's it. There you go. Yeah, that's it. Perfect. Thank you.

39:05

Different email address, right?

39:07

You're already tied to the platform with your current email, so you'd have to use that different email.

39:25

Steve asked, I'm not sure if it's been mentioned yet, but is there a significance to the name Ellutional?

39:33

So one of our partners, Tim—his daughter, who was really little, came up with the made-up word Ellutional. It meant pride and doing things right, what she said.

39:45

So we were trying to figure out a name and it just popped up, and we thought it was kind of cool and not even a real word. That's what Ellutional is for. So Reggie's asking, Sherry, how does he correct it?

40:00

Is that something we'll have to do on our side? Sorry, I have to hit two buttons. I don't know why.

40:09

But anyway, Reggie, you have to have another email.

40:14

We can't correct it on our side.

40:15

You just didn't show up in the system at all.

40:17

So it should have shown you an error message, probably saying that you were already registered or something like that with your email.

40:26

It doesn't necessarily say you're a sales agent, but you can't use that email.

40:30

If you were to go back and fill out a form on your link, remember, because we want to tie it to you, fill out the form and just use a different email and hit enroll now.

40:42

It'll work.

40:44

We want to make sure he doesn't get charged on that one that he did.

40:48

Yeah, he won't.

40:49

But you know, I'll check Stripe.

40:51

I can work with Vanessa to check Stripe, but he shouldn't, and maybe we can re-register with a different email to walk through that process. Then we'll verify that you're showing up, going to your link course, like she said, so that you get the discount, and go through and re-sign up that way. It should work then.

41:13

And Reggie, if you could just—I'll contact you separately. Let me just contact you separately.

41:18

So yeah, we'll handle that offline too. Yeah, yeah. He said he's going to do that.

41:24

So just stick with Reggie on this, honey, and walk him through it to make sure he's got what he needs. Okay, sounds good. Thank you.

41:34

Awesome. Awesome. Good stuff.

41:37

Yep. All right. Any other—any other final...

41:42

That's a relief that that was just an email issue, not a problem. So, easy fix. Any other final questions coming in, or...

41:59

No, I think we're good. I think we're all set.

42:01

See, awesome. I'm excited everybody's got a lot planned for this week, so let's make some things happen. Remember, Tommy and I are both, you know, available if needed. You know, we're eager to help each and every one of you as a Forge member. So other than that, man, I appreciate everybody. And Tommy, thank you, buddy. Absolutely. Be sure to let us know how that deal goes,

and Reggie, Cheri will be reaching out to you. You're all set. So yeah. And I'm open to any of you guys reaching out.

42:33

You know, if you want to enroll, we could do it together on Zoom just to make sure everything's good and show you how to do it. So please feel free to do so. I'm on SherryEvolutional.com.

42:42

Sherry, C-H-E-R-I. That's awesome. All right. See you, everybody. Thank you. Bye, everybody.

42:49

Thank you.

42:49

Bye.

42:50

Okay, bye.