

## **Business For Superheroes Podcast Transcription: Episode Twenty: What Does Wealth Mean To You?**



\*In an industry stuffed with marketing bullshit, empty promises and shiny-suited liars, one woman's had enough. She knows what it's like to have the wrong clients, no money and no time for fun, but she also knows how to fix it, and, on the Business For Superheroes show, she promises to tell the down and dirty truth about business, sales and running away with the circus! Here's your host: Vicky Fraser...\*

**Vicky:** Hello and welcome to the Business For Superheroes show. I'm Vicky Fraser, Joe looks very surprised, and this is Joe.

**Joe:** Hello!

**Vicky:** How are you doing?

**Joe:** I'm all right, thank you. I'm all right.

**Vicky:** Good. Sorry, I thought I just saw an enormous spider on the wall behind us.

**Joe:** It wouldn't be unlikely.

**Vicky:** We are broadcasting from The Dingle.

**Joe:** The second one from The Dingle. Podcast number 20.

**Vicky:** Podcast number 20!

**Joe:** Can you believe it?

**Vicky:** No, I can't actually. That's quite a lot of rambling.

**Joe:** When you said, "Will you be the other person in my podcast?" I was like, "Yeah this isn't going to last".

**Vicky:** But it's been really good fun.

**Joe:** It's a good excuse to sit down with a glass of wine.

**Vicky:** It is. Cheers! We've got prosecco this time because we're celebrating.

**Joe:** Chin chin! Courtesy of Andy and Jodie, thank you guys. It's nice.

**Vicky:** It's very nice actually. It's Borgo Molino, and other Italian stuff.

**Joe:** And other Italian words.

**Vicky:** So it's Saturday 23rd April today, Happy Birthday Shakespeare! And Saint George - no, it's not his birthday.

**Joe:** It's not his birthday.

**Vicky:** Saturday 23rd April, that's when we're recording it.

**Joe:** It'll go out on the 26th or something?

**Vicky:** Friday whatever it is. 29th. So, today we did our first Parkrun at Ludlow because we do Parkrun. Parkrun is amazing, it's a free, timed 5km run that happens all over the country - all over the world actually - and you turn up, it's all run by volunteers, and there are marshals and you run the 5km loop - or laps, or whatever, and then you're done. It's a nice way to get out and about.

**Joe:** Nice. Sociable.

**Vicky:** It is. We're used to the Leamington Parkrun, which is awesome because there are literally hundreds of people that go.

**Joe:** They get like 500 people or something.

**Vicky:** Yeah, on a regular basis. I mean, yes Leamington and Warwick is quite a cosmopolitan and middle class area and people are quite keen on fitness. But it's really cool. It's got one, big hill and the rest of it's fairly flat.

**Joe:** Flat or downhill.

**Vicky:** That hill is really difficult. It's not a PB - Personal Best - course. Today we went to Ludlow because we are equidistant from Ludlow and Hereford. There's a Parkrun in each of them but we thought we'd go to Ludlow because Ludlow is very pretty.

**Joe:** And it was, it was lovely.

**Vicky:** It was through the forest trails.

**Joe:** I don't know how you can do 2.5 laps of somewhere and for all of it to be uphill. That's just not right.

**Vicky:** Clearly it's not all just uphill, Joe does understand physics.

**Joe:** I don't understand. It was far too much uphill.

**Vicky:** It was mental. Actually it was really tough. It's a beautiful course and it doesn't feel like you're doing laps because it's twisty turny and lovely but it's very small. You came 20th out of--

**Joe:** I came fourth in my age group or something ridiculous and I hate running.

**Vicky:** Yes you're not a particularly fast runner are you? Not compared to the fast people. We overtook quite a few.

**Joe:** Not compared to the people who are faster than me, no.

**Vicky:** I'm glaring at him right now.

**Joe:** Sorry!

**Vicky:** There were only 80 people there so it was really small compared to what we're used to but it was beautiful and it was really hard work. I'm going to be knackered tomorrow.

**Joe:** All of it uphill.

**Vicky:** Apart from the big downhill bit, which I bet is amazing in the winter. There's this massive downhill, it's really steep, and then there's a really sharp hairpin bend at the bottom isn't there?

**Joe:** It's a bit like Keystone Cops at the bottom, with everyone just piling up there.

**Vicky:** Even in the dry today I was like, "I'm going to fall over" and I went round the corner going "Eeeeeee!". The marshal was laughing at me.

**Joe:** Backend stepping out and all that.

**Vicky:** Yes, backend sliding out. [Laughs] A gravity-assisted pass. After that we went to the chicken place, and we have chickens arriving next week. I'm so excited!

**Joe:** It's like your childhood dream.

**Vicky:** It totally is my childhood dream. Joe's mocking me a little bit but I've always wanted to have chickens. And now we live in The Dingle with an acre and a half of woodland and orchard, and it's perfect for chickens.

**Joe:** A big, black and white cat has just walked past over there.

**Vicky:** Oh my goodness, there's an interloper and neither of the cats is sitting looking out of the window. That's probably a good thing. We went to the chicken place, it's like an outdoor place. They sell pygmy goats as well

**Joe:** We're not having goats.

**Vicky:** We so totally are. And they sell alpacas, which are strange creatures. They just kind of stare at you.

**Joe:** They just glare at you. They look at you like you're a twat.

**Vicky:** But they look like mega 80s pop stars with their haircuts, they're awesome.

**Joe:** Their mad frizzy fringes.

**Vicky:** Yeah, mad, frizzy fringes. They're ace. We're not having alpacas because they're ridiculous and I think they'd just glare at us, but we are having chickens. So we went there, we had a look round didn't we? We looked at all the different chicken houses - they do proper stuff. We were looking at all of the houses etc. and we're not completely price insensitive now that we've just bought a money pit, but we don't want cheap stuff. We did have a look on a couple of internet sites and there were some really cheap chicken coops, I was a bit 'mm'. We know we've got a fox in the garden, we've got badgers, so we want something strong.

**Joe:** Yes, it wants to last.

**Vicky:** So we were looking around and there were all these really cool ones. There was this chicken mansion that you could put like 20 chickens in.

**Joe:** It was like the Taj Mahal.

**Vicky:** Yes, we don't want that many chickens. We're starting with three next week and then we'll add another three in a month or so. We were talking to the chap, we were having a look around at all the breeds of chicken that they've got, and we went into the shop and were like, "Right, we would like some chickens, please." And she said, "Okay".

**Joe:** To be fair to her she was very good. She talked us through it, started writing a list.

**Vicky:** She was very good. Knows her stuff.

**Joe:** Knows what she's talking about.

**Vicky:** But the only thing that she did wrong, from a business point of view, was she kept trying to down-sell us, didn't she? It was quite funny because she said, "Do you want to add feeders?" And I said, "We basically need everything so we're your perfect customers. Just add stuff to the list and we'll say yes to it. She was sort of saying, "You can get cider vinegar. You can get a litre of it for

£4.99 but it's really good value because you only need to use a capful." I was like, "That's fine". She said, "Do you want a feeder and water thing?", "Yes we need those" and she was like, "Well you can have the premium ones, or the medium ones, or the cheap ones", so come and have a look." So we went and had a look and there really wasn't any question as to what we were going to go for, was there? The cheap ones were cheap.

**Joe:** Like a pop bottle upside down in a tray, kind of thing.

**Vicky:** But the expensive one was like double-skin plastic, so it's not going to freeze in the winter.

**Joe:** But the point is, at the point where we said, "Just add stuff to the list" she could have gone wild.

**Vicky:** Yes, she could have done. Credit to her for not just going crazy wild, but she was actively trying to save us money, which-- I'm not for a second here saying that businesses should go out of their way to take as much money off people as possible but if people like us walk through the door who have got the money and are willing to spend it, yes give us all the options but you shouldn't be trying to steer us towards the cheap stuff. A) We don't want it and B) It's not that important to us because when we're spending the better part of £500 on stuff, £50 extra here and there doesn't make that much difference in the grand scheme of things. We're beginning chicken keepers, we don't really know much about this.

**Joe:** We will just take the advice and do what they tell us to.

**Vicky:** Also I want my chickens to be well cared for. I don't want--

**Joe:** We don't want to be buying another feeder in six months.

**Vicky:** No, because it's false economy. So there is a lesson there. The reason that we're telling this story basically is because price-buyer people will be like, "What's your cheapest xyz?" and people like us will be like, "We just want the good stuff". Not necessarily the most expensive stuff, but the stuff that's going to do the best job. That's about right, isn't it?

**Joe:** Yes, and that would work if you were a web designer or anything really. If you've clearly got someone in front of you who just wants it done, and done for them, crack on. Happy days.

**Vicky:** Absolutely. That story is kind of leading us into talking about Louise, who is writing a book using my *Write And Publish Your Book In Just 90 Days* course.

**Joe:** She's doing all right.

**Vicky:** She's doing great. She's had a bit of a break because she's had stuff on, which is fine but I know that other people have actually finished writing their book, and I've got one to read at the moment actually. I'm really impressed with everybody that's done that course because some of them haven't been very communicative but the people who have been, have done amazingly.

**Joe:** They've actually now got a book.

**Vicky:** Yes, which is awesome. I knew that it was possible because I did it myself and I've put together a really good course. It walks you through it. But to actually see people get those results is really exciting.

**Joe:** It's cool.

**Vicky:** It's really cool. Louise sent me an email the other day and she had replied to -- I was talking about Brian from the Kidderminster Harriers football club. In case anyone didn't see this email, Brian from the Kidderminster Harriers football club sells the most expensive pies in football. They are £4.50 for 800g of potato-topped, meaty goodness. And when you think that the cheapest pie is Albion City's £1 pie.

**Joe:** Blegh!

**Vicky:** Yeah you just think is lottery meat, I would think. So it's like 350% more expensive but let me ask you this question, dear listener: Would you rather munch on a £1 lottery pie, or a £4.50 superpie? What would you rather have?

**Joe:** I would rather have the £4.50 superpie.

**Vicky:** It's a big pie as well. He sells a lot of them. So he has a cult following because they are really damn good pies, and they're probably the best pies in football. They should be at that price. My email that day was all about premium pricing that day, obviously. You can aim to be the cheapest in your industry, which will bankrupt you and make you miserable. Or you can--

**Joe:** Do something special.

**Vicky:** Yes, do something special. Aim to be the most expensive. So I'd written this email and Louise replied to say that she and her husband, who run their web design business, had put their prices up. That's the kind of email i love to get.

**Joe:** People who just do what you tell them.

**Vicky:** People who do what I suggest.

**Joe:** Oh sorry, suggest.

**Vicky:** I don't want people to think I'm being bossy. You can run your business any way you like, it's not up to me. I'm just showing you stuff that you can do. But Louise said that she finds everything that I say incredibly useful, which is very nice of her because I do come out with some shit sometimes. [Laughs] Thank you Louise. She said, "The main thing that I wanted to tell you was that we did put our prices up and, as you predicted, it's been fine. We'd already discussed doing it and had put prices up before I'd read your book, but your book and emails concreted it and we stuck to our decision. We put our hourly rate up from £35 to £39, I don't think anyone has noticed" - They wouldn't and that's too low.

**Joe:** Of course it is.

**Vicky:** "We put our low-cost website package up from a starting price of £650 to £850. Had a few twitches from people but it didn't put them off. Again, that's a very low price for a website. She knows this because I've told her. Finally, we put our custom-built websites up from a starting price of £1100, right up to £2,700, which is a massive increase. That's like 100% more again, my maths is

rubbish and I've had wine. Basically they've way more than doubled the price. She said, "We did have a bit of a gap with these people. They weren't biting for a while and it did worry us but we stuck to our guns and we've now completed two sites at this price, with one more in the pipeline." So they have more than doubled their profits.

**Joe:** I mean even just on that hourly rate, thinking about it. If they're doing their hours at £35/hour and their fixed cost is, let's call it £30/hour because they're paying rent, they're paying heat and bills, they've got their computers to keep up-to-date, they've got all of that stuff to do. That gives them £5/hour profit. If they put their prices up to £39, they've just doubled their profit from all this.

**Vicky:** Yes, which is amazing.

**Joe:** And it's a couple of quid for the customer but you've doubled your profit.

**Vicky:** This is why you need to put your prices up, even if it's just by 10%, because the amount of extra profit that you get, that's all profit.

**Joe:** Your costs don't go up in-line with your increase.

**Vicky:** It's just the simplest thing that you can do right now to increase your profits. Just put your prices up. Like Louise said, people won't even notice. They won't. The ones that do aren't worth bothering about.

**Joe:** The ones that do are cheap, nasty price-buyers.

**Vicky:** And if you lose a couple of customers - and you might lose a couple of customers - your increase in fees, in profits, will more than cover them. And you won't have to deal with asshats and low-price jackasses.

**Joe:** Cheap weasels.

**Vicky:** Cheap weasels, yes. So she says, "Like you say, those who don't want to pay us can jog on. My whole angle is if they pay more, they will sell more. If they're not interested in increasing their sales and making more money, then I've decided that they're not for us." That is entirely the right attitude to have. Then it gets even better you see because I replied to Louise, just to say

“Brilliant, well done.” By the way, I reply to every email that I receive and I get a lot of emails. Even if it’s only a couple of lines, I reply to every one. I know that a lot of people don’t do that - your internet marketing goo roos. Some of them get so many emails, I guess, that they couldn’t possibly but I just think it’s polite. I like to do that and I like to hear what people are doing. Anyway, she replied to that email to say, “Thanks, it’s really beginning to pay off.” Because yes it is, this stuff works, it really does work. She said, “I did think that you’d think our prices were still too low, and we’re working on it - building up reputation, getting results....” And then she’s asked a question, which I think is a great questions. “Do you think prices are regional? Is that still a thing in your experience? We currently live in a place in South Wales” They’ve only been there four years but it seems to be taking a while for people to adjust their thinking and be more realistic about how much these things cost.

She started rebranding as *Online Business Development* because it’s more accurate etc. and they do develop businesses, they’re not just web designers. So, answering your question, yes I think that prices are still regional because you’ll pay more for things in London and the big cities than you do elsewhere. But having said that, wherever you are, there are always going to be price-buyers and there are always going to be people who are willing to pay top whack.

**Joe:** But it depends whether your customers are regional. If your customers are from all over the world and are not regional, not located near you, then it shouldn’t matter.

**Vicky:** That’s a really good point, and one that I was going to come to. I would say, obviously if you run a physical shop then a proportion of your customers are going to be--

**Joe:** Locals who walk in the door.

**Vicky:** Or if you run a carpet cleaning company, or a window cleaning company, then you are obviously going to be restricted by region and that’s fine. But even then you are going to have people who are going to be willing to pay top whack. There are always going to be the premium buyers. But for Louise and her husband, who run an online web development business.

Business development. You're not restricted. Yes, you might want some local clients and that's fine but you can get your clients from anywhere in the world.

**Joe:** So it might be worth focusing on systemising and finding ways to work with people that you don't physically meet.

**Vicky:** And besides that, if you get your avatar sorted you will automatically be targeting the kind of people with money. People with money who are willing and able and happy to spend it are everywhere. There might be fewer of them in your area, in South Wales, and I suspect there probably are fewer of them, but they are there. It's just a case of finding them and then going a little bit wider. In answer to your question, yes, I think prices are regional still, for certain things, not for everything. But you can help those businesses, the businesses that you're doing websites for, they can help them to make more money themselves, which will help them to spend more money with them.

**Joe:** It raises the area, which is good.

**Vicky:** It raises the area as well. In answer to your question, yes and no. Yes, they are still regional but no, it shouldn't make a difference to you. If you're targeting the right people. I hope that helps. She also - the other thing that I wanted to talk about - said, because I've been reading a lot about the four-hour work week at the moment, I'm a bit obsessed with it. And I really like the idea of not waiting until I'm bloody 65 to retire because I want to be able to do what I do now.

Tim Ferriss talks a lot about the *New Rich* and the new rich aren't people with billions in their bank accounts, necessarily, they're people who do what they want, when they want. And their business finances the lifestyle that they want. They might not have an awful lot of money in the bank - I guess it's kind of like us, you could call us the new rich because yes, you've still got a job but it works for you because you enjoy it. But I run my business now - I still work more than I would like to eventually - but I don't work on Wednesdays and I choose what I do. It's about designing the lifestyle that you want, isn't it? And now we've moved into this house--

**Joe:** Absolutely, your business should work for you. Not you for your business. It should just be funding and supplying the lifestyle that you choose. If you

choose to work 18 hours a day and not get any sleep, and worry about the bills and work 7 days a week, then I suggest you have possibly made the wrong choice.

**Vicky:** You've just got a shit job.

**Joe:** But if you choose to not work Wednesdays, or not work Fridays, or just have the lifestyle that you wish. Chickens.

**Vicky:** Chickens. But Louise says, "Since we raised our prices and begun to streamline our workload, we haven't really worked a Friday. Which is awesome. She says, "We try to finish up our workload in the morning, have a meeting and then just stop working. The first few times it's scary because you go through all the things that might happen if you stop working, like the world might stop spinning. Of course it doesn't. And you can breathe a sigh of relief because on Monday the office, the computer and your clients and exactly where you left them." She emailed me from the pub.

**Joe:** At 2pm on a Friday.

**Vicky:** At 2pm on a Friday, which is perfect. You could choose to take on more clients at your higher prices and bring in more cash, which is fine.

**Joe:** Yes, that's a choice.

**Vicky:** Or you could choose to do what Louise and her husband have done and take Fridays off, which is brilliant. It's not all about the money. That, I think, is something that gets lost in a lot of the internet marketing goo roo isms. Especially the Americans, they tend to be quiet - I'm probably being a bit unfair here actually. But from what I've seen, it seems to be that--

**Joe:** You just chase the money. Bigger numbers, more money.

**Vicky:** And you hear people going on about hustling and crushing it, and that just makes me want to vom. Just stop it, you sound like a dick. Hustling and crushing it, and all the rest of it, but how about deciding what kind of a lifestyle you want? And that might not require hustling and crushing it.

**Joe:** Yes, it might require doing a couple of days work and then reclining in your hammock on the beach.

**Vicky:** It's like that story. Have you heard the story of the Mexican fisherman, Joe?

**Joe:** Yes, I have. I have heard the story of the Mexican fisherman.

**Vicky:** Have you? Do you think our listeners have? Shall we tell it quickly?

**Joe:** Go for it.

**Vicky:** Okay. Do you want to tell it?

**Joe:** I'm pretty vague, you should probably yourself another glass of prosecco. So, the premise is that you've got a chap with his little family, living somewhere near the sea. Somewhere that sounds a bit tropical.

**Vicky:** Mexico.

**Joe:** Mexican fisherman, right. He goes out each day with his boat and he finds a fish. He goes out at 7am and is back by 9am with a fish.

**Vicky:** A big fish. Tuna is massive.

**Joe:** Catches his tuna, comes back with a big fish, sells it at the market and has enough money to spend time with his kid, and eat and leave and have a simple, pleasant existence.

**Vicky:** And go to the bar in the evening and play guitar with his friends.

**Joe:** Okay, that's an embellishment.

**Vicky:** No, no, that's what he does.

**Joe:** Okay, so he goes to the bar, plays guitar, has a nice time.

**Vicky:** Gets up the next day, does the same thing.

**Joe:** A business goo roo turns up, wandering along the beach on his summer holiday and says, “You’re very good at this fish selling business. You catch a fish in about an hour, it takes you half an hour to go out, it takes you half an hour to get back. Why don’t you stay out for six more hours, get six more fish, put some money in the bank?”

**Vicky:** “Cut out the middle man, sell it direct.”

**Joe:** “Sell it direct to the customers, you’ll make twice as much money.”

**Vicky:** “And then you could open up a fleet.”

**Joe:** “Then you could hire somebody to go and do the fishing for you.”

**Vicky:** “And then can it all.”

**Joe:** “Yeah, start a factory. You could do all of this and make millions.”

**Vicky:** And the dude says, “Well how long will this take?”, and the other dude says, “About twenty years”.

**Joe:** “Fifteen/twenty years of hard graft and you’re made. You’re sorted.

**Vicky:** The fisherman says, “That sounds great. What do I do then?” And the goo roo says, “Well then you just chill on the beach and spend time with your family. And you can go to a bar in the evening a play guitar.” And he’s like, “Hang on a minute. That’s what I’m doing already”. I really like that little parable. It’s a bit cheesy, it’s probably not true.

**Joe:** It’s not true.

**Vicky:** Of course it’s not true. But it does illustrate very nicely the wrong-headed focus that a lot of people have, I think, on gathering wealth. Acquiring money, rather than gathering the kind of wealth that is meaningful to them. Wealth doesn’t mean cash in the bank. I was quite surprised actually because when we were buying this house and we’d saved up a lot of money - well it was a lot of money to us, it’s probably not a lot of money to some people. But it was a big bloody pile of cash.

**Joe:** It was a couple of years of--

**Vicky:** Bloody hard graft, yeah. I looked at it - obviously not the actual money because you don't deal in real cash anymore, which is disappointing because I kind of wanted to give out a big pile of cash and then give it to somebody. I was looking at the balance and the numbers and thinking, "Look at all that money. We've earned that". I wondered how I would feel when we gave it all to the solicitor.

**Joe:** To give to the bank and to give for fees etc.

**Vicky:** I didn't feel anything.

**Joe:** It just went away didn't it?

**Vicky:** Yeah and I was really relieved because I didn't want to be the kind of person who was attached to money. I think I was before when i didn't have much of it.

**Joe:** When you didn't have any of it.

**Vicky:** I think that's the thing. The problem is, when you don't have enough of it, it does matter to you. People don't understand that. But I was really pleased that we gave away this massive lump - well to me a massive lump - of money. And I just felt nothing except for pride in the fact that we'd achieved one of our life goals.

**Joe:** Buying this ridiculous ramshackle cottage.

**Vicky:** The money pit. [Laughs] I think once you get to the point when you can let money go, as in let the emotional attachment to it go.

**Joe:** I think there's a basic lifestyle point you have to pass. I think you have to be able to pay the bills, fix your car, live pleasantly, eat the food you like, and see your friends and go and visit your family. Once you've reached a certain point and you can actually do all that stuff, and your life feels alright. Anything more than that is just stuff for improving your lifestyle.

**Vicky:** I'm also very aware that we're talking from a very privileged, white, middle class background but we've by no means had it - I mean we've had it easy compared to lots of people but my parents were working class, your parents were working class. We've had all the benefits of a privileged, white, middle class education etc. but anyone can do this, and people have done it from much worse backgrounds. It's all about having your priorities and your focus in the right place. If you focus on the money, that's not the way to do it.

**Joe:** You either focus on your lifestyle, or you focus on the mission. The mission could be a charity, or it could be helping people, it could be medical, it could be all kinds of things.

**Vicky:** It doesn't matter, either, if it's selfish. Some people are focused on charities, and that's great, and some people are like, "You know what, I want to be able to fund the laptop lifestyle" - working from different beaches. That's fine as well. There's no judgment here. I don't think people are any better or worse for what they decide to do with their hard-earned cash. I think it's entirely a personal choice. But I do think you need to decide what you want.

**Joe:** Set yourself goals.

**Vicky:** What kind of a lifestyle do you want to lead?

**Joe:** Hopefully it's not one that just has you rolling around cellars full of gold coins.

**Vicky:** I don't know, that's a valid lifestyle choice. If that's what you choose, that's cool. Anyway, we've rambled on for--

**Joe:** 27 minutes and 12 seconds. We should stop now.

**Vicky:** We should stop now. It has been useful because, again, it's pricing and I think it's worth talking about again and again. I think it's the thing that people struggle with the most.

**Joe:** Notch your prices up a little bit and your profits will increase enormously.

**Vicky:** Louise has just found this.

**Joe:** Louise has just done it. Well done Louise.

**Vicky:** Amber Crouch their company is called, I believe.

**Joe:** And try to decide what it is you actually want out of this business. Don't work yourself to death doing something that is not giving you what you need. Push towards something you actually want.

**Vicky:** Whatever that is.

**Joe:** Whatever that might be. Gold coins in the basement, I don't know. What was that cartoon?

**Vicky:** Scrooge McDuck!

**Joe:** Scrooge McDuck swimming through the gold coins.

**Vicky:** I'd forgotten about Scrooge McDuck. We'll leave you with that. Have a splendid weekend because by the time you listen to this it'll be Friday again.

**Joe:** Have a great weekend, folks.

**Vicky:** Have a great weekend. Let's hope we haven't lost anymore genius musicians.

**Joe:** Yeah, that sucks.

**Vicky:** It really does suck. Prince was awesome, and a really good example - we'll talk about this another time because he's a great business example. He really is. Of being yourself.

**Joe:** He worked bloody hard and did it anyway.

**Vicky:** Just screw what everyone else thinks. Have a splendid weekend. We're going to pull out our first Rayburn meal shortly.

**Joe:** Let's hope that it doesn't taste like tar.

**Vicky:** Oil, yeah. If you haven't bought my book yet, [www.businessforsuperheroes.com](http://www.businessforsuperheroes.com). If you would like to join my *Inner Circle*, which is apparently marvelous, you should go to [www.businessforsuperheroes.com/inner-circle](http://www.businessforsuperheroes.com/inner-circle)

**Joe:** That sounds about right.

**Vicky:** There's a question mark at the end of that sentence.

**Joe:** You'll find it. Google.

**Vicky:** Peace out.

**Joe:** Enjoy.

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