

Business For Superheroes Podcast Transcription: Episode Fifty Three: Now Is Not The Time For Slacking Off!



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, this is my husband, Joe, and that was the sound of a small beer being poured.

Joe: Hello!

Vicky: Hello! How are you doing?

Joe: I'm alright.

Vicky: Good. So this podcast is brought to you by Estrella--

Joe: Estrella.

Vicky: I don't speak Spanish. Estrella.

Joe: Yeah, beer.

Vicky: Spanish beer. I haven't even had any yet. Cheers!

Joe: It's getting a bit close to Christmas, isn't it?

Vicky: Oh man, our little cottage looks so Christmassy right now. It looks like there's been an explosion in a Christmas lights factory, doesn't it?

Joe: Your parents seem to have been collecting Christmas lights for the last 20 years. Lunacy.

Vicky: Oh, it's bonkers. Yes, so last time my mum and dad were here with my niece - my brother's little girl --

Joe: Hi, Ella!

Vicky: Ella does not listen. I hope. Ella is 10. We were talking about Christmas because we were making plans for what we were going to do over Christmas, and all the rest of it. And we're going to my mum and dad's for Christmas. We were talking about decorating the house - and my mum is like me, I get my love of Christmas decorations and Christmas cheer from my mum. Ella loves Christmas too because she pays attention - basically she think I'm ace.

Joe: And she's 11.

Vicky: 10.

Joe: 10!

Vicky: And so she was really excited about Christmas as well. And mum suggested that maybe they could come help us put the Christmas decorations up, and I thought that was a great idea. So on Saturday mum and dad trundled all the way over from Nuneaton - which is in Warwickshire, near where we used to live - all the way over here with Ella in tow - well, not in tow, she was in the car.

Joe: She was in the car.

Vicky: That would have been mean. And we went and got a Christmas tree first thing, when they got here, from the Christmas tree farm, and that was fun. And then we decorated the house and kind of cleaned as well because you know we're renovating this crazy cottage and it's in a bit of a state. Downstairs isn't too bad but when you take a proper look at the walls and things.

Joe: Bit of a building site.

Vicky: Bit of a building site. Downstairs isn't too bad. But there's kind of stuff dumped in corners, as you do. Because we're renovating the place we haven't made it nice. We've made it nice but it's not finished basically.

Joe: It's definitely not finished.

Vicky: There's boxes scattered all over the place and there's piles of stuff everywhere.

Joe: You kind of stop seeing it after a while, don't you?

Vicky: You do and there's things like a yoga mat and a sewing box, and a bag of old curtains that were stuffed in the corner of the living room.

Joe: That hasn't really found a home.

Vicky: Yeah, and like a pile of pictures and paintings because there's no point in putting paintings up yet because we don't know where anything is going to go, so they were just stacked in the corner of the room. Everything was put there and it just was a bit of a mess, the back of the room, wasn't it?

Joe: It was.

Vicky: So as well as putting the decorations up, we've also massively tidied the front room and it looks really nice now. We're like, "Oh my goodness, this is actually a really nice room".

Joe: It's alright. It looks good, I like it.

Vicky: But back to the explanation of the lights!

Joe: There are [counts] 7 maybe - from where I'm sat there are 7 different sets of lights, not even counting the ones on the tree.

Vicky: No, there's 6. It makes all the difference!

Joe: It makes all the difference. Ones in the porch.

Vicky: Ones in the porch.

Joe: And they're a mix. We've got red ones, and ropey ones, and bright white ones, and gold ones, and some that make the place look like some kind of festival pirate ship.

Vicky: It's awesome! We've got these little lantern - they are like little lantern things and we've strung them up, well I didn't, I came in and presumably you and dad had put them up with my bunting that I made a few years ago - because I made a load of Christmas bunting a few years ago. It's been strung up and Joe thinks it looks like some kind of a festive pirate ship, but I think it looks fab. I'm in seventh heaven right here because I completely love Christmas, so I'm just surrounded by fairy lights.

Joe: The advantage of an old timber house is you can stick pins everywhere, and hang your lights off everything.

Vicky: Which is somewhat ironic because a few weeks ago we spent hour removing all of the pins that we could find from the timbers, and now we've just hammered a whole bunch more in. But there you go.

Joe: What are we doing today? What are we talking about?

Vicky: We're talking about Christmas again! That's not true, we're not. Well, we kind of are. The title of this podcast is, "Now is not the time to slack off".

Joe: Right.

Vicky: So today's title is basically because I am so bitter that I'm so bloody busy before Christmas. What is it with last minute shenanigans? Are you really busy right now?

Joe: Yeah, we've got customers who are desperately trying to spend their budget. Otherwise they lose it next year - which is ridiculous in itself. But we've had one major customer - who we've not even dealt with before. We haven't even got a relationship with these guys. We don't know them. I know who they are. And they've come to us and pretty much said, "Can you just invoice us? Hit us with a big invoice so that we can pay you some money".

Vicky: I'll hit them with a big invoice if they want to pay somebody some money!

Joe: They haven't even defined the scope of the project yet. They just want us to invoice them for something.

Vicky: Can I invoice them for something?

Joe: They probably wouldn't object at this point.

Vicky: I think you should talk to them, what do you reckon?

Joe: Bonkers. Right, anyway, yes it's got busy.

Vicky: Yeah, good - well not good, obviously. Well I don't know, it is good. I've been like, "Hmm, I need to do a bit of marketing, find some new clients blah blah" - private clients rather than my normal kind of marketing. And then suddenly, everybody and his wife wants my words, which is cool but also two weeks til Christmas!

Joe: Better start writing some words. Did you write some words today?

Vicky: I have written some words today, yes I have.

Joe: That's a, "No, not really", isn't it?

Vicky: No I have, I've written words today. I've fuffed a lot as well. Okay, I'm really busy before Christmas but here's what a lot of people do when it's busy just before Christmas. They say stuff like, "Ah, I'll start that project in the new year. There's only two weeks left until Christmas. I can't possibly do it now". I call bullshit on that for two reasons. First of all, you won't start the project in the new year because something else will get in the way. Second of all, you can get a hell of a lot done in two weeks. A lot. I've got this theory that most of the time taken up by projects is taken up at the beginning where you're going, "Oof".

Joe: "Going to have to start this at some point".

Vicky: “We’re going to have to start. Oh, I don’t know if we should. We could just start in a couple of weeks. Let’s plan it all out in great detail”.

Joe: “Let’s plan it and put it in the calendar” and all that.

Vicky: “Let’s have a meeting”. And I have this theory that actually at least 60% of all project time is taken up with that kind of faffing - and I include myself in this as well. I spent an inordinate amount of time faffing around this morning before I actually got started writing, which is - I was going to say is quite unlike me, but that would be a lie. [Laughs]

Joe: I’ve seen you faff, you’re pretty good at it.

Vicky: I’m very good at it. If there was an Olympic medal for faffing, I would be the gold medallist every single year.

Joe: The dear listener - hi, Veggard - might not know this, but what you do is you set yourself a deadline, “We will do this by 3 o’clock” and then you find as many things as you can possibly find, in all directions, to prevent you doing that thing by 3 o’clock.

Vicky: Maybe what I should do is sneak up on it. So rather than, “I will do this thing by 3 o’clock” maybe it’s like, “I’m not going to do this thing at all”. And maybe then I’ll do it.

Joe: Yeah, maybe. Because normally it’s like, “First of all, before I do this thing, I shall retille the bathroom and maybe I need to mow the lawn, and hang on a minute, there’s something else I need to do first”. And you just go round in circles doing other things.

Vicky: That’s not true.

Joe: And then by the time it’s quarter past three and I’ve got my shoes on and my jacket, and I’m 15 minutes late already, that’s the part that you start the thing that you should have done by 3 o’clock.

Vicky: That's not true at all! That's a vicious lie. Anyway, back to the podcast!

Joe: There's a row in the room!

Vicky: [Laughs] So don't make this excuse of, "Oh, there's only two weeks left until Christmas so I'm not going to start anything new until after Christmas" because you won't start it anyway, you'll forget.

Joe: And by then you could be in the habit of not doing it.

Vicky: Just fricking get started, do it. So, here's what we're doing today. We're going to make a plan.

Joe: What?

Vicky: We're going to make a plan. Well we're kind of going to make a plan.

Joe: Is it going to be a real one? Or one that just gets in the way of doing the thing?

Vicky: No, it's not going to get in the way of doing the thing. Well, we haven't really got a thing to do - I mean, I've got a lot of things to do. Okay, so what I'm talking about is kind of a generalised plan of action, to get more stuff done on these short spaces of time, rather than a plan for a specific thing which can turn into a thing that stops you from doing the thing.

Joe: You might have to download the factsheet on this one, folks. There's going to be a diagram, I can tell.

Vicky: There's no diagrams! Instead of making some bullshit new year's resolutions that you're not going to keep - because you won't because nobody ever keeps. There's a stat, that I may have made up in my head but I'm pretty sure I read a study where they said that like 4% of new year's resolutions got kept. 4%.

Joe: You might as well have a mid-December resolution. That means you've got to start that thing 20 times before it sticks.

Vicky: Exactly. Ooh, we could talk about habits today. No, that's a whole different podcast.

Joe: That's a whole different podcast. Put it on the list.

Vicky: We could do habits in the January podcast. Well I can't now, I'm talking now. I can't type and-- you put it on the list in your brain. So, don't make new year's resolutions because you won't keep them. Ever. you might keep one of them possible.

Joe: 4% of you might keep one of them.

Vicky: 4% of you might keep one of your resolutions. So just don't bother with them, they're bullshit. Instead, let's do something else. People seem to think that I get crazy amounts of work done, and I don't think that I actually do. I think that I do crazy amounts of faffing but people tell me that I'm like this powerhouse of getting stuff done. You've said that to me before as well. I know you joke about the faffing but you say I get lots done as well. But the thing is, I don't feel like I do, I feel like I spend all of my time faffing. Can you imagine how much I could get done if I didn't faff?

Joe: I think sometimes the faff is part of the thinking process, though, isn't it?

Vicky: Yeah, sometimes it is but sometimes it's really just faffing.

Joe: I nearly, this morning -- I was worrying about burning the house down last night, as I went to bed I turned off all the sockets downstairs because we've got those multi plug things connected to those multi plug things, connected to multi plug things, with fairy lights attached. All of them.

Vicky: No, it's not that bad.

Joe: It's pretty bad.

Vicky: No, it isn't!

Joe: So, not wishing to burn the house down while we were asleep, I unplugged a whole bunch of stuff. I turned a whole bunch of stuff off. And one of the things I turned off-

Vicky: Do you know what I find hilarious, though? Joe has just said that he went on this panic about burning the house down and turning things off, and the smoke alarm that I've asked him at least 76 times to put up now, that would alert us to the house burning down, is still in its packet in the Rayburn room.

Joe: that was very sexist of you.

Vicky: No, it wasn't sexist.

Joe: Totally was. It's like I'm the only one who can find a screwdriver. What's that about? Jesus!

Vicky: No! It's not sexist, it's just I asked you to do it!

Joe: Totally sexist. I'll ask you, "Why haven't you put the smoke detector up?"

Vicky: Because I put the carbon monoxide detector up, and the smoke alarm is your job. Haha! You've got no answer to that, have you.

Joe: You hung it on a screw that was there anyway! So, I turned off the internet while I was unplugging things.

Vicky: That's why my internet didn't work this morning.

Joe: I know and I really considered not turning it on, to make you get up.

Vicky: Well, no I did get up because I had my buddy call with Mark this morning.

Joe: Hi, Mark!

Vicky: Hi, Mark. So, that was a roundabout way of getting back to--

Joe: That was a Vicky procrastinating.

Vicky: Because people are always accusing me of being some kind of superhero, getting shit done woman, I thought I would share the secret to me “getting shit done” success. Which I think is largely fictional, but other people seem to think is a thing. So, can you imagine how much I would get done if I stopped faffing and knuckled down a bit more - the thought of how much I could get done actually makes me feel a bit tearful!

Joe: Well, why don't you just do that?

Vicky: Yeah, I should do. I will. Okay, so I'm going to share the secret and it's so secret that I don't even know really what it is. Here's what I do - what I do is, I don't make any bullshit new year's resolutions for a start, because they're nonsense - I used to and then I thought, “Why do I do this?” I don't plan my years in advance because that bothers my brain - some people will be like, “Right, this year I am going to do these things” and I struggle to see a few weeks into the future, let alone an entire year into the future. And you know me, I'm interested in so many things, I'll change directions 8 times. I'll be headed in the general direction of where I want to be, but I'll be like a cocker spaniel. If you're wondering what that means, by the way, if you google “cocker spaniel straight line”, you'll see like a little diagram--

Joe: Lines that are not straight.

Vicky: Person walking and then the cocker spaniel, and it looks like a child has scribbled on it.

Joe: That's what they're for, they're trained to do that.

Vicky: They are, I know. Oh, we should tell them about the mystery of the Dingle log in a bit! But not know.

Joe: Okay because this is the real bit of the podcast.

Vicky: Yes, this is the real bit. So, I can barely think a few weeks ahead, let alone an entire year. I have a vague long-term plan for where I want my business to go, and what direction I want it to go in, but to me there's no point

in planning the details of that a year in advance because it's going to change. That's tactics - there is strategy and tactics. So, what I do is I work in three month increments. I set a great big goal and usually another goal, and a personal goal. So, a big business goal, probably a smaller business goal to go with it--

Joe: So what would be an example of a business goal?

Vicky: Okay, a business goal would be - ah, I haven't got my planner.

Joe: But I remember you ferociously sitting down and writing a book.

Vicky: Yes, so I wrote my book in 90 days - hence the Write and Publish Your Book in 90 Days course, for which there is a special offer coming - or there would be, if I'd had time to put it together.

Joe: And then another one would be the book course, I guess? Because that was a ferocious lump of activity that you got out.

Vicky: I did that in three months because I was like, "Right between the last three months and the next three months, it was I'm going to put a course together" and I did. And then there was, "I'm going to do my workshop", and that was a three month thing. In fact, that was this three month thing and I think that's why I've got less done since the workshop because my three month goal finished halfway through my three month period. So that's an example of a big goal. An example of a smaller goal might be, might be putting together a new email sequence which isn't a massive chunk of work, it's quite easy to do because I do that almost naturally. Then my personal goal might be, "I'm going to get the splits in three months" - which has been my personal goal, by the way, for the last three years, and I've still not managed it because I hate stretching. Maybe I should just give up on that. That is what I do. I set my three month goal, and then I give myself three months to achieve it. And I reward myself if I hit my goal. I've planned myself a great big reward for my successful workshop - I can't remember what it was now. I'll look that up. So that's what I've been doing for the best part of a year and a bit and it works like a dream. I've stopped doing long-term plans and I--

Joe: You just pick the next three month things that need doing.

Vicky: Yeah and it compresses your big goals down into a period that-- stuff that people might say - and I've picked up one of my Inner Circle members about this the other day because he sent this amazing set of goals and stuff for his business, I was well impressed and I got him to share it with the other guys in the Inner Circle because I was like, "This is the best planning thing I've ever seen" - it was much better than what I do. He was using the principles that I'd taught him but he'd taken them and made it better - I love it when people do that. I looked at it and thought, "This is awesome" and then I said, "You know what? Shorten everything by at least three months because you're going to achieve these goals in way quicker time than you think you're going to do it." The advantage of doing that, of bringing that deadline forward, is that you'll make yourself work harder for it. The nature of people is that if you give yourself a 12 month goal, it'll take you 12 months to do it. For sure. If you give yourself a three week goal, it'll take you three weeks to do it. It's always good--

Joe: Even if the result of the three week goal isn't as complete, or as polished, as the 12 month goal, it's got 11 months and one week's worth of being in existence, to be useful. You could spend 10 years writing a book, or you could spend three months writing a book.

Vicky: Writing the first edition. And that's actually a really good point - I'm just going to jump in and interrupt you there because I wanted to point out that what Joe has said there was actually quite profound.

Joe: Quite profound folks, quite profound!

Vicky: Because that's another thing that'll stop you getting stuff done, is trying to make it perfect, because there is no such thing as perfect. The thing about everything that you do is you can make it better - and you should make it better. If you think about everything you do as being version one of your thing, then you think, "Okay, I've done version one in three months. The next three months, I'm going to do version two", or it's going to be continuous improvement. For my workshop, that was version one. It went down brilliantly but I already know what I'm going to do to improve it because I made loads of notes. And you were there and you can help me improve it as well. I'm getting feedback from people - and they've all said very nice things and I'm hoping that they're going to say some, not less nice things but helpful,

improvement things. But that's the thing you see, I'm going to improve it. Version two is going to be--

Joe: Stronger.

Vicky: Stronger, yeah and tighter. So that's another benefit of it. I've kind of derailed myself now. That was a really important point.

Joe: And if you're making a product, make your product and get it out there. Get it selling, it's live, it exists. It's generating you money and stuff.

Vicky: And most of the stuff that you'll be faffing with is just details, it'll be things like the look and design of it and that stuff, while it's not unimportant, is far less important than actually getting it out there to people and giving people value. I tell you what now, whatever you think is wrong with your product, or service, or book that you're writing, other people will not see it. They absolutely won't. I read back some of the bits from my book now and I kind of cringe, I'm like, "Jeez I really need to rewrite that" but the feedback I get from my book is that people love it. It's like this podcast, sometimes I think it's just ridiculous but I've never had bad feedback on it, which makes me slightly suspicious that we haven't got more than three listeners! [Laughs] I'm kidding.

Basically, set a three month goal. It works really well because it compresses all of your deadlines and it means that you will work through that deadline. You get everything done in the last ten minutes before every deadline, that's just what happens. Set a three month goal, identify things that need to happen for you to reach that goal, and then break those things down into smaller tasks you need to do every day or every week and write them down, and then break that down into even smaller tasks. You work backwards, you say, "I want to get to point z, what are the steps I need to take to get there". It really is as simple as that. I use a planner to break my day up into hours and minutes and record all of my time, which has two benefits. The first thing is, I know what I'm supposed to be doing and when - which is really useful because it's less faffing. And two, I know how long stuff takes me, which is always longer than I think it's going to take me. But the more I do this, the better I get at estimating it. Which is a good thing to do, recording your time. And thirdly, I feel monumentally guilty when I find myself faffing. So that's actually three benefits. There's probably loads more benefits as well.

It sounds really regimented and you'll get people who are "creative" - I'm doing awful air quotes right now - who go, "Oh man, you can't constrain the brain", but actually the most successful artists and musicians and writers over the years, don't have this nebulous lounging around, waiting for inspiration to strike thing. They set aside time and they work their butts off. I can't remember which author did this now, and that's really annoying. It's somebody like Hemingway (but I don't think it was Hemingway) and he used to get up at 5am and 4am and work for two hours before he went to his bank clerk job, to write. They were his two hours. He would get up that early every single day and write for two hours. That is how he became the famous author whose name I have now forgotten! Stephen King has a very regimented writing schedule. He doesn't sit down and wait for inspiration to strike out of the blue because it never will. That's not how it works.

Joe: Barbara Cartland. She wrote like 700 books or something ridiculous because she did it for a living.

Vicky: And if you think that she sat around and had this non scheduled, swanning around life, you're dead wrong.

Joe: No, she just got up and did it.

Vicky: Read - brilliant book which I'm getting Joe to read because I know you'll enjoy it - Born Standing Up. It's Steve Martin's autobiography all about his years as a stand up comic. Man he worked hard. Jerry Seinfeld is another one. If you ever want to know about creativity and that kind of thing, how to get stuff done, just listen to Jerry Seinfeld talk about how eh learned to write jokes because it's not that people are inherently funny, or that they're born artists, they work at it. They work really hard. If the kind of idea of regimenting your day down into hours sounds really off putting, then you can carry on doing what you're doing. Or you can become a powerhouse of productivity and get a load of shit done. And, by the way, have more free time because if you use that time in your day really effectively, then that means that you won't be doing what I was doing tonight and working til 8 o'clock - which is actually really rare for me, isn't it?

Joe: Yeah, it is now.

Vicky: It is these days. I used to do that.

Joe: Is recording a podcast at 21:20 on a Monday night, is that working?

Vicky: No, this is fun! We're drinking beer.

Joe: We are drinking beer. More beer!

Vicky: You see Joe's had a glass of beer already and I have not. Basically, that's what I do. Whenever I forget, or for whatever reason I don't do this daily planning exercise, my productivity plummets.

Joe: How often do you do this daily planning?

Vicky: I do it every day, apart from the last week because I went off to --

Joe: So every morning you sit down and you plan your day. Okay.

Vicky: Or the evening before. I try and do it the evening before, or very first thing.

Joe: But do you have standard chunks of time? So, Monday mornings is client work and 7 - 8am is daily emails? All that kind of stuff? Standard behaviour.

Vicky: Yeah, so the very first thing I do every morning is my daily email. The second thing I do is my cartoon. The third thing I do is a marketing task - basically the first two or three hours of every day are my own and that's when I do my own business work. After that it's either my own business work or client work, if I've got client work on. That's the way my thing works. Then I have my lunch between -- 12 o'clock I'll check my emails and reply to them and sort them out, 5pm I'll do the same thing.

Joe: And not between.

Vicky: And not between. Lunch is half 12 - half 1, sometimes I'll have an extra half an hour. My days are very regimented. Some days I finish slightly earlier than others. But that's how I do it. I've actually fallen off the wagon a bit

because I didn't take my planner to Ireland with me for my mastermind group and I've not done it since then. But like I said, I've got so much on these two weeks anyway that I'm just client work until Christmas, which is fine. But that's it. I use this planner and it's a very good one, there's nothing wrong with it but I'm going to make a new one because I can think of a few ways I can improve upon it for me. My Inner Circle members will all obviously get one as a gift when I've created it. In fact, I'm going to make that one of my-- It won't be the first one because I've got something else I want to do next year first thing.

Joe: But it might be a goal.

Vicky: Yeah, it might be the summer goal. To produce a three month planner thing. So my Inner Circle members will get a gift of it, and I will make it available to non Inner Circle members at an eye watering price. Or maybe I won't make it available to them at all. Or maybe, most likely, I'll sell it at a modest price. But it'll be a really cool thing. My point with all this, anyway, is that planning three months at a time, rather than 12 months is really effective. You get an awful lot of stuff done, an awful lot more stuff done than you would otherwise.

Joe: There's a book isn't there?

Vicky: Yes, the 12-week year.

Joe: The 12-week year, and who is that by?

Vicky: Brian Moran

Joe: Well done!

Vicky: I know, thanks. It is a very good book actually. I kind of skim read it because it's a whole book about the idea of - basically what I've just told you now. You can read it or not read it, but they give examples and that kind of thing. They go a bit deeper into the psychology of it than I'm doing now because hey it's a free podcast. If you want that kind of deep psychology stuff, you've got to join the Inner Circle.

Joe: Or buy the book.

Vicky: Or buy their book, yeah. All of this was by way of saying, if you don't think you have time to do something before Christmas, you do. Absolutely you do. Just JDI.

Joe: Just get on with it.

Vicky: Yeah, just get on with it. So my final top tip for this episode - and this is a really good tip. Do an annual review. It doesn't have to take long, all I want you to do is to sit down and list all of your big wins. All of the things that you have accomplished this year. If you're anything like me, you'll have a tendency to think, "What have I done? I've done nothing. I've done none of the things I wanted to do." But actually when you sit down and make a list of all the stuff that you have done this year, I think you'll be really surprised. I did this informally the other day. I thought, "What have you done?" and somebody pointed out, "You're sitting in your dream home". It's like, "Oh yeah!"

Joe: Yeah, we did that.

Vicky: Yeah, we did that. I did my book course, which I sold before Christmas but I didn't actually do it until after Christmas. I did my workshop.

Joe: You did your first workshop.

Vicky: I turned over six figures for the second time actually. I did it for the first time the year before. I maintained that. All sorts of stuff that you think, that you don't remember that you'd done really. Sit down and write that. And also sit down and write your losses - the things you would have liked to have done that you didn't do. Have a think about why you didn't achieve them.

Joe: Do you still want to do them? Do you really want to do them?

Vicky: Because sometimes you don't achieve stuff because you don't really want to, and that's fine. Don't beat yourself up about the stuff that you don't really want to do anyway. And if you do really want to do it, then make that your three month goal for now - start now. So there you go. Okay, next week, coming up, Joe and I will be talking about how to start 2017 with a bang. And

we'll be telling you about the mystery of the Dingle log - which we haven't got time for.

Joe: Oh, the Dingle log!

Vicky: The Dingle log. We'll do that at the beginning of the next podcast. Ah, it's a mystery! We might have solved it by then.

Joe: We might have done.

Vicky: I think we need a camera. I'm making a few Borrow My Brain slots available before Christmas. If you are stuck on getting started with something, Borrow My Brain: www.businessforsuperheroes.com/borrowmybrain and if you want in on the deep psychology gubbins that I share with my Inner Circle members, join the Inner Circle.

www.businessforsuperheroes.com/innercircle

Joe: Sounds good.

Vicky: It is good, Joe. With that, cheers! It's goodbye from him.

Joe: And it's goodbye from her. Don't do that!

Vicky: I just thought I'd try a new thing. Is it not good?

Joe: No, don't do that!

Vicky: Okay, bye guys!

Joe Bye!

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