

So, Here's The Thing Episode 152

Laylee: Welcome to. So here's the thing, the podcast for small business owners, entrepreneurs, and creative educators who are ready to take their business to the next level through candid conversations, tactical approaches, and a few unpopular opinions. We're lifting the veil on what it takes to build both a life and a business that you love.

I'm your host, Laila Ahmadi, a coach for creatives and founder of the Creative Educator Academy, where I help entrepreneurs step into the role of industry leaders and educators. I'm so glad that you're here. Now let's jump into today's episode. Hey friends, welcome back to the show. Today we are being joined by one of my good friends.

We actually met in like The freezing cold of Canada wilderness, which sounds made up. If you guys know me, you know, that sounds made up Canada wilderness, but we met at the imperfect bosses camp, right? That's where we met. Yeah. We literally met at camp

LaShonda: years and years ago,

Laylee: years and years ago. And we bonded.

Why are we in this cold wilderness? But it was actually a great experience. Um, we, we've got LaShonda Brown with us. She's an award winning tech educator. She's a YouTube coach and a speaker based in the beautiful Blue Ridge mountains of Virginia through her educational company, Bootstrap Biz Advice.

LaShonda teaches service providers worldwide how to work less and live more by leveraging tech and YouTube. And honestly, Lashonda's just a badass. That's it. I told her, I was like, if I had to make up a bio for her, that's what I would say. But luckily she wrote out a more beautiful one. Um, and she does believe that there's no shame in bootstrapping and her trainings are going to help you keep your expenses low and your profit margin high while you DIY, which dang, that's so good.

Um, LaShonda is going to be talking with us today. And by us, I mean, probably me because she is after me, my friends about YouTube and things no one tells you about YouTube. Well, I can pretty much guarantee she's going to be doing her best to convince me to start my channel in this episode. So LaShonda, thank you so much for being on the show.

Thank you

LaShonda: for having me, my friend. And yes, you need to start your channel.

Laylee: I know it's

LaShonda: been out there. I will keep singing that song until you make me stop. It's been years and I'm still going.

Laylee: It's so embarrassing, you guys. And actually, for those who have been long time listeners, they've heard me say on here, Oh, well, guys, I'm starting my YouTube channel for years.

So let's see, let's see what magic you can create here. So LaShonda, first of all, tell us like why you're passionate about YouTube and how you, how you got into teaching on this in the first place.

LaShonda: Yeah, so my entrepreneur journey goes all the way back to quitting my student worker job my senior year of college and starting a video production company with my husband.

And it's so funny because he had this dream of us being the wedding film guys. I hate weddings. I think weddings are typically wretched. I love my own. I'm like, people don't know what they're doing. These things are dragging out. Why are we doing cattle calls to get our food? I'm like, this is a mess. And so I was in a closet at the first wedding that we filmed.

And that's when he realized like, this is probably not gonna work.

Laylee: Hiding

LaShonda: in the closet. I was legit during the reception. I was like, I can't handle this. And so we switched to corporate video, which, you know, thank the Lord that actually worked out. But I did that for so long. And then I hit this wall where I realized like, I didn't realize I would be doing this.

For the rest of my life, I, I'm ready for a new job. But like, how do you get a new job as an entrepreneur? Like you have to start something. You have to create something out of nothing because that's just how we change. And so I thought, okay, well, what skills do I have? What have I learned? And I remembered that I had a YouTube channel I was doing on the side, teaching people how to do stuff in Canva and Flowdesk.

And I thought, you know what? What if I tried to do this as a full time job? Like, let's just see. And at the time, I had, like, a small marketing firm where I was getting leads from Squarespace to design Squarespace sites, and I'm like, you know, if I can just replace my web design income, like, we're good.

Like, we're great. Girl, that thing has ballooned into a team of six, and now I'm like, oh my goodness, I'm legitimately A, a YouTuber, a coach, all the things. And that was never the dream. That was never the plan, but I love it. I absolutely love this format. And so it, it worked out, but that was not the dream in the beginning.

And I, so I think. That should be an encouragement to anybody listening. Like you think entrepreneurs just have a five to 10 year plan and we're just clipping away, but truly every year is another pivot. It's another chance to learn. And so I will say, this is probably something I could do for at least five to 10 years, because I'm able to look back and be that mentor that I always wanted.

And that's what makes it so enjoyable. So I'm in my like educator era and I teach on YouTube and I teach about YouTube and it's just beautiful. And so I think it's going to be great.

Laylee: That's amazing. And I love what you said about how do you get a new job as an entrepreneur? You have to just make one. And I think that that's something that we do.

I mean, sometimes you're in that season, right? You're in your educator era, you're chipping away at that. And that's going to last the test of time for however long you want it to, but you could pivot every year and it would be totally fine as well. So I love that you shared that. Um, okay. I want to hear all about.

What, what don't people tell us about YouTube? Like, what are these hot secrets you have? And then we're going to talk about why we should all be on there. Yeah,

LaShonda: I mean, here's the thing. I think people have this perception that YouTube is hard. Yeah. But I would actually say Instagram is so hard and so toxic and so exhausting.

Like, I, I think the constant changes. Of Instagram makes it by default this rat race versus YouTube has just kind of stood the test of time. We're just posting videos. We're just sharing what we know. I mean, it's very chill. And I think for

me in this phase of life where I'm just, I'm not trying to be a hustle girly anymore.

I'm like, nope, nope, nope. 20 hour work week. I love that for me, you know, four days on three days off. The pace of YouTube is so much more aligned with how I want to educate and market my business. I don't like constantly having to create disposable content for Instagram. It works for some people and that pace and short form makes them feel creative and inspired.

But like, I don't think well in that format, like making little home movies and little vlog style things, like that's one thing, but if you want me to take a concept and teach it in 60 seconds, I'm just like, this is not an effective way to teach. You can't pause it. You can't return to it. It's hard to share.

And so for me, I think people have to take a step back and revisit some of these. Some of these thought processes that they have about the platform and say, okay, well, maybe YouTube of, you know, 2015 felt insurmountable, but so much has changed that let's revisit it because there's live streaming now there's YouTube shorts, you know, there's so much that you can do.

That's low lift that thinking, Instagram, even though it drives me crazy because there's nothing else for me out there. I'm like, no, There are options. It's better over here. You should, you should come. You should enjoy me. It's okay. You can do it. You need to be on YouTube.

Laylee: I feel like they can't see me, but you can see me.

And I feel like you just see my wheels turning as you're talking. I wrote down like five questions.

LaShonda: Yeah. And here's the thing. And this, this has happened on so many podcasts that have been on. It's like, we just have this view because there was a phase where YouTube was like freaking feature film quality where people are, we got drones, we got multiple angles.

We, you know, And truthfully, I think people just want an answer to their problem when they're looking for it. It's not that deep. There's a guy who's a CPA that blew up during the pandemic because he was the person who actually explained what was going on with the PPP loans and all these things, the man sat at his desk.

It probably was just a zoom call. He recorded by himself and just talked about it. Like. Here's what you saw on the news. Here's what it actually means. And he's got like a play button. He's got over a hundred K on YouTube. And all he did was just explain the news to people and make it more understandable.

So I think because the desire for feature film content has gone down on YouTube, it's opened the door for people that aren't filmmakers to thrive on the platform because they can create more simplistic content and still grow on their account.

Laylee: Yeah, that makes so much sense. And I feel like I know that as a consumer, like I know why I go to YouTube.

I go there to figure out, like you said, I have a question. I just want a quick answer. I don't really care about their aesthetics. I just want the answer, like as simple as possible. But how do you figure out? I guess, like, how do you figure out the differentiator to everybody else that's, that's on there?

And also, how do you decide what questions to answer?

LaShonda: So what I have found has made the process easier for me is to actually treat my videos like an answer to someone's real life question. Okay. But I am like, oh. Lately asked me this. I'll make a video about it. You know, that changes the way that I show up because it's not me imagining my target customer.

It's like, no, I'm literally just answering your question, girl. Like what you want to do in Canva. Let me show you. Here you go. And so I think if you take that perspective of like, what are people asking you in the DMS, what are they asking you and the comments, what are they replying to your emails and saying, and just keeping a bank of those things.

And saying, okay, well, let me just address, you know, Caitlin's question over here. And now the next time someone asks me, just say, Oh, I made a video about that. Here's the link and getting yourself in that mindset that really, these are like your, your help ticket videos, right? This is like, okay, people have this problem.

People ask me this all the time. Let me just go ahead and answer that in the video so they can refer to it later. Other people have that question. Yeah. And so as you start to build your channel, you will find new people watching your content and not just people you're already connected with.

Laylee: Yeah. That makes total sense to me because that's actually what I do for the podcast.

And for those of you who, like I said, are regular listeners every other week, I have what we call a snack sized episodes. And those are actual answers to actual questions that I get. So that's amazing and makes total sense. Don't know why I would overcomplicate it, but that's, um, that's, that's amazing.

Totally tracks for me. Okay. I wrote down some like rapid fire questions. If you're down. Yeah, let's do it. Okay. How often, because you bring up Instagram and I think that that's something a lot of people struggle with Instagram. I actually really enjoy Instagram. I think I'm like a weird because, because I've realized that the things I don't enjoy about Instagram is consuming too much.

So I don't mind creating a lot, but A big pain point for people on Instagram, I think is that they feel like they have to constantly be churning out stuff like you said. So for YouTube, how often do you need to create or post to see traction, to see growth?

LaShonda: I would actually say. At least twice a month. I think weekly is a sustainable cadence though.

So I would start out doing twice a month just to like, you know, build the muscle up, learn how to make a video, put less pressure on yourself. And then if you can work up to weekly, weekly is a good pace. What I actually do, to be honest with you is I go live every week and I treat my lives as like, Office hours in public where I'm literally talking to my members.

I have like a loose topic for the live stream, but ultimately I just tell my community, if you have a question, you know, I'm going live Monday at 10. And so my members will hop in and they'll ask me questions. I'll pop them up on screen. And so I'm getting dual purpose. Yes, this is a benefit for my members, but it's also content publicly.

I've even seen some coaches will actually charge a different rate for strategy calls. They'll say, Hey, here's the rate. If it's a closed call where it's just me and you, here's a rate. If you let me post this publicly and they literally. Post it's edited it, but they post the recording of that strategy call, and it's a really cool way to market your coaching calls by showing you actively working through someone's problem.

So I think shifting your mindset from being in performance mode all the time and literally saying, I'm just going to serve my audience. Well, I'm going to serve my community well and put it out there for the public to consume. It immediately takes the pressure off because you're already doing it. You're just keeping it to yourself instead

Laylee: of hitting publish.

That's amazing and makes, again, complete sense. Um, and I think a follow up to that, just based off of what you said when you mentioned having it be edited, how much editing do you think needs to go into your videos? And like, how long should your videos be? Like, is there even a guide to that? Could, could

LaShonda: any length work?

So I have seen some crazy numbers when it comes to length of time, I've seen, especially guys, there are guys who will post a three hour video. I'm like, in what universe are we doing that? And you know what, hon, some of them have millions of views. I'm like, they have an audience. There are people who will just play that video in the background and it's their version of TV and they'll let it rip.

I'm not that girl. Um, so when it comes to live streaming, I just treat it as like, 10 to 11. If I feel like things have died down, I'll end it early. If it's pre recorded, my content is typically 5 to 10 minutes long because I like to keep it concise. So what happens on YouTube is if it is at least 8 minutes long, then you can post an ad in the middle of it.

And that's really helpful because most people never finish a YouTube video. So that way they see the ad at the beginning, they'll get the mid roll ad. And so if they never make it to the end, you're still getting, you know, two ad spots in your content. So if monetization matters to you, then that's available.

If you don't care about that, then you don't have to turn it on. But I would just say five to 10 minutes is a healthy length of time. And what typically will happen is people will like write a blog post and say, you know, four ways to grow your business in 2024. Well, instead of you doing one video with four ways, do four videos and do one way in each video.

So it's like, okay, in this video, we're going to talk about dah, dah, dah, dah, dah. In our next video, we're going to cover this point until next time. Ta ta for now. Video number two. Hey, if you missed number one, make sure you go back and

watch that. But in this video, we're going to talk about this. And so instead of trying to overload people with information, treat it more like a course module where you're saying, okay, here's a concept.

Let me break that down into bite sized chunks. And then that becomes your playlist. So people are consuming that content and order, and it's helping them achieve their outcomes, but you're being paid to market your business.

Laylee: Make

LaShonda: sense?

Laylee: Yeah, that's so smart. I love the concept of breaking it down and then creating that like playlist where people are going to want more, even if they went there for one question, maybe they would be sparked to continue on.

You did mention something in this that I I'd love to ask a follow up question on because I know for a fact, because I get asked this question by my students. Like at least several times a day. So, um, when you said treat it like a course module, how do you differentiate? Like, how do you decide when it comes to like five to 10 minute videos?

That's about how long I advise course modules to be. It's like 10 minutes, 10 to, I say less than 20. But, um, how do you, how do you come up with enough content or how do you decide, I guess, on which content you put out there on YouTube versus your paid educational content?

LaShonda: So you think about YouTube. As a funnel to your paid offers.

Laylee: Yeah.

LaShonda: So the way that I describe YouTube is YouTube is your passive income engine. So that is what you are posting to, to passively promote the things that you offer and your offer suite. So when it comes to what do you pay wall versus what do you publish, you publish enough to give people a taste of what you're going to teach.

And then your CTA could be, Hey, if you enjoyed this video, I have a course about, but it, it, it, it, Use the code in the description to get 20 percent off. Thanks so much for watching my YouTube video. And now all of a sudden you've used that video, not only to answer their question, but to market your course.

And you can track those code redemptions and say, this student came directly from YouTube. And so to me, it's like. You want to give them enough information to kind of address the pain points in your course, but you're not going to publish your full course on your channel, but actively use your content to market the fact that this is a part of a bigger vision.

So you could even do like Your intro or lesson one as a YouTube video and then say if you'd like the full course You could literally just post the module. You say if you'd like the full course, here's the description, you know Here's a code head on over to my website. So yeah, so it doesn't even have to be separate It could literally be a part of your course is public But I think it's, I think it's more helpful to the business owner if your YouTube audience matches the audience for your paid products.

So you're not going to create a YouTube channel about your fashion hauls. If what you actually sell is, you know, how to grow your business with, you know, high quality marketing, there's a disconnect. So you just look at your audience for your business and say, okay. If I'm selling, in my case, if I'm selling workshops, if I'm selling a membership, I need to be talking to that same person on YouTube so people get to see what I'm like as an educator on YouTube and then want to pay for my paid offers.

Laylee: Yeah, I completely agree. And I'm so, so glad I asked you that because I always love to know, like, what am I answering to my students and our other educators in alignment with my answers? And I say the same thing. Um, so that's good. We're twins, but also I love that bonus, like that bonus tip you gave that I've never thought of.

And then I'm definitely going to, with credit, tell, tell my students too, which I've never really thought to publish. I have given the advice to, you know, like when you're doing a live launch, you could always give people a preview into one of your modules just on your course platform. But how amazing would it be to have that live on YouTube to reach an entirely new and cold audience?

So I love that you shared that tip. And I think that's, that's really, really great. And I think like. Following up on that question and just following this path of, of beautiful education you're giving us right now. What would you say when it comes to getting those like new cold leads in? I mean, I know that YouTube is a, is a huge place for that.

I do recognize that even though I'm not on YouTube, I understand that it's like, you know, it's, it's essentially Google. Like this is, this is a really, really great

way to tap into cold new leads. Is there any like Top tips you have for attracting those new leads, especially as you're just getting started.

LaShonda: So you definitely want to optimize your YouTube videos like you would optimize a blog post. So a lot of people know, um, back in the day, like Yoast was like all, all the rage. Everybody was using Yoast for their WordPress blogs. So think of TubeBuddy as the Yoast of YouTube. So there are multiple tools, TubeBuddy, vidIQ is another one, where you can actually go to your content and say, here is my finished piece of content.

Help me optimize my title, my thumbnail, my description, my tags so that it performs better in the YouTube search. And so my whole thing is people feel like they have to have a huge channel to get a ton of views. And the reality is if you actually optimize your content, what happens is you show up on the Google search in the video section.

And that can drive traffic to YouTube as well, because Google and YouTube are owned by the same company. And so the reality is, you're helping your Google SEO by also posting to YouTube. And so I have some YouTube videos with, you know, thousands of views, even though my channel has less than 30k. And it's because my content is hitting Google.

And Google is driving that traffic. And so that's how you get your content in front of a new audience, just like you would with the blog and say, okay, well, let me optimize this. So when someone who doesn't know me is looking for a solution to their problem, they're recommended my channel. And my thumbnail is appealing enough, or my title is good enough that they click on me versus another channel.

Laylee: Okay, that totally makes sense and quick follow up to that before I circle back to another question I thought of. What metrics should you be shooting for? Are there metrics you should be shooting for there? Because I like that you said people think you have to have a huge following. I did. I mean, I would assume that you'd have to have a large channel to reach more people.

I love that you'd be able to be picked up even as a smaller, but what metrics I think are, I guess, would be a healthy, a healthy goal for somebody who's just starting their channel.

LaShonda: Well, I think you've got to decide why you're using YouTube, right? Because you could have, like, I've been on a live stream with 15 people.

And, you know, if I got 15 views on a reel, I would weep. I would just archive it and be like, that was nice. You tried. The algorithm just didn't show it to nobody but your mama. Like, try again. But on a live stream on YouTube, I have literally seen 15 people watch live and two of those people go and become a member.

Laylee: Yeah. And

LaShonda: so the value of a YouTube viewer is totally different from Instagram. And so you have to tell yourself, okay, am I using YouTube to actually drive sales? So then it's actually not about the views. It's not about the subs. It's not even about being monetized. Like I'm just looking to entice people to go buy what I'm selling, or I'm looking to grow my list.

YouTube is amazing for list growth. And so it's like, if that's all you're doing, then, again, the metric is, did they go to that custom landing page and sign up for my list from those YouTube videos? If so, keep posting. If not, move on. So I think you really have to reverse engineer it and say, well, why am I showing up?

And then set up the systems on the back end to be able to look at those analytics and decide if it's worth the time.

Laylee: Yeah, absolutely. Because I think about conversion rates for any other platform or any other launch metric and a conversion rate of like, let's say two out of 15 people converting to a paid member is insane.

Like that's such that's such an incredible conversion rate. So I love that you said that. And I think it's honestly sounds like such a healthier, healthier way to function. Okay, and then the last I'm like two more rapid fires. I mean, I'm feeling y'all can tell I'm feeling the inspo. I'm, I'm going to do this.

How much can you stray from your topic? You talked about this a little bit about, and I agree, obviously as, as a coach, as a coach for educators, I always say everything should lead back to your paid offers. There's, I mean, unless it's just a passion project. Generally speaking, any marketing you're putting out should lead back to your topic, but how much can you stray from your topic?

I think a lot of people are nervous and, and, and I have my own answer to this of thinking, well, I think you can stray as far as you want, as long as there's a lead back. But I know some people really struggle with, Well, my topic is teaching SEO to brick and mortar cupcake shops. So how much can I stray from that?

Can I talk about tools? Can I talk about like what, where's the limit of how far I can get away from that

LaShonda: topic? So I think here's a problem and I've seen this happen and I won't, you know, call out channels by name, but you'll have a situation. I'll use myself in a made up example. Let's do that. So say for instance, my mom and I went to Richmond in February.

To Tabitha Brown's book tour. Tabitha Brown was born on like February 3rd, I think. 3rd or 4th. My mom was born on February 2nd. My mom is also a Brown. I'm like, this is too much. Like, we just need to do all the things. So we went. And I captured footage of her husband walking up literally right past her. us to go get her uncle out of the balcony and bring him down to VIP.

Well, if I had done like a YouTube video of like footage from Tabitha Brown's book tour and posted it to bootstrap is suffice because of who she is because of her following, it would have done really well. I could have gotten hundreds of thousands of views just because it's Tabitha Brown. However. My channel is about tech tools.

So I could have gotten views just on that video, but even if people subscribed because of that video, like, Oh man, that was such a good video. I'm going to consistently disappoint them on the other things that I post because my channel is about tech tools. And so. If you get views on content that are irrelevant to the topic of your channel, it's going to do more harm than good.

And so for me, I would say to someone, you know, if you feel the need to just share your heart about politics or about girl, all the things people just turn the internet into their diary. But you know what I'm saying? If you feel the need to vent, honey, take that. To like Threads, TikTok, Instagram, but keep it, keep it chill on YouTube because those views are not going to help the overall goal.

And what it's gonna do is it's going to confuse the algorithm. And so YouTube's gonna go, oh, well this is a tab of the Brown Channel. And when I consistently post stuff that's not relevant to that, it's gonna say, well, what in the world's happening over here? So I, I would just recommend. If you feel the need to, to, to go off topic, either do it on a live stream where it's like, it's live.

So I could talk about whatever, or just go to another platform for that, because you don't

Laylee: want to confuse your audience. That makes complete sense. And I, I think I agree with that. Thank you for sharing that example. Um, also I love Tabitha Brown. That's so fun. Let's see. Okay. And the last question I have before we talk about your unpopular opinion, Because I truly don't know how to answer this for my podcasters out there.

And I have grappled with this as well. I don't know how you feel about putting, if you are like, we can just coach me right now. I have a podcast. I record the recording. I never put them on YouTube. Should I be, should I not be? What's, what is your view on that? Because my podcast does lead back to my paid offers.

So I technically, This would be a good

LaShonda: case study. So I have a lot of podcasters in my community. So I have thought a lot about this. First and foremost, YouTube is a search engine. It's not a social platform. And so when you talk about discoverability, putting your podcast in any shape or form on YouTube is a great idea to drive traffic back to your podcast, to drive traffic to your offers, definitely do it.

However, Some of the things that I don't feel like serve the audience well is when you don't treat the YouTube audience like it's completely different from the podcast audience. I don't want to see just a straight video version of your podcast because then I might as well listen to it on Spotify or Apple, you know?

So for me, I would prefer to see like If you want to give me the best five minutes of a podcast, if you want to give me a snippet that's like straight up fire, like it's amazing, super inspirational, and then say to listen to the full episode, go to da, da, da, da. To me, that's a better use of YouTube because you have to think about it like, People need to be able to get something from that piece of content that isn't available somewhere else.

Otherwise, it doesn't justify it being there. And so I see too many podcasters just doing like a copy and paste and saying, Oh, well, here's the full version of the episode. Just on YouTube and video format. And it's like, no, we need to bring something different to the table, whether it's adding B roll or making it a shorter version or making it an extended version.

Right. You could say, this is this episode uncut. And so the different experience you get is that it's not been edited down for time, but you really need to, to think about your podcast as you know, the, the assets for your video and how do you want to repurpose it to turn it into new content versus. Just copying and pasting

it and putting it on YouTube 'cause it doesn't perform well when people put, like the audio on YouTube does not perform well.

And so I see a lot of really incredible podcasts just bomb on YouTube. And it's because they haven't created content for the YouTube community. They're just using YouTube to upload what they've already done somewhere else.

Laylee: Yeah, that makes so much sense. Oh my gosh. Thank you for sharing that. I knew you would have such a thorough answer.

They'd be like, I always go back and forth and I'm like, I, I would have no idea. I have no idea what to say about that. Now I just send people to this podcast. It was amazing. Love that. So good. Okay. So as we wrap up I have a million more questions, but I'm just going to keep them to myself. Or I guess I might DM you later.

And you guys, LaShonda is great. She's over on Instagram. You should definitely DM her too. And we will have all of her information in the show notes. What is your unpopular opinion about getting on YouTube, starting a YouTube channel, all the things? That you should spend a lot of money starting your

LaShonda: channel.

Oh, I hear that a lot where people are like, this is what you need to invest. This is the gear. This is the thing. This is the mic. This is the. They make me tired, and I do this for a living, and I think people underestimate the power of quality content. Like, as long as I can hear you clearly, and I can see you clearly, I don't really care how fast your editing is, and the pop up graphics, and the b roll, and I, I really just need you to answer my question.

As concisely as possible. That's what I want. And so I think for a lot of people, they psych themselves out of posting content because they didn't buy all this equipment, they've been saving up their coins to get the DSLR, to get the mic, to get the, and they overwhelm themselves for no reason. And I try to tell people over and over and over, if you can do a zoom call, you can do a YouTube video.

It's not that serious because what's more important is that you post, you will get better the more you post. But you can't get better if you never post. So stop spending all that money on your bougie mics, your fancy lighting, and just post.

Laylee: If you can do a zoom call, you can do YouTube. Oh my gosh. Love that.

Need to like repeat that to myself. I just wrote it down so I could look at it later. Um, thank you, Lashonda. This was such a fun episode and we will link all your things. I know you're coming out with a new. App, a new membership, all the new things. And we're going to, we're going to send out all that information when this goes live as well.

So you guys make sure to check out LaShonda on social. Thank you again. This was awesome. Well, thank you for

LaShonda: having me and I hope everybody can just breathe a sigh of relief. It's not that serious. It's just another platform. You'll be fine.

Laylee: For show notes and resources mentioned on today's episode, head to [SoHere'sTheThingPodcast.com](https://www.sohere.com).

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