

Laylee: Hey friends, welcome to The Laylee Emadi Podcast. We are back after a not so brief hiatus during conference season, and, um, I'm really excited 'cause I feel like it's cheating, but I am back, but I'm not interviewing. I am being interviewed by the fabulous multi-episode guest- ... Dawn Richardson. Hi, Dawn.

Dawn: Hello.

Am I the record holder? I think I might be.

Laylee: Probably at this point. Pretty close. If you weren't, if you weren't before, you probably are now. Um, so- Do I

Dawn: get a badge or something? I need it on my website.

Laylee: Like- I'll send you something. I'll send you a little, a little something, something. I am super excited to pass the mic to you and let you be the host of this- I'm honored

of this whole podcast forever, that you and I both call So Here's The Thing, because even though we changed the name, it's hard to remember, so. It's

Dawn: hard. I mean, we go, we go so far back from, like, before the podcast even existed, when it was just, like, a dream, you know? Like-

Laylee: Yeah ...

Dawn: when your conference was a dream, when all of these things, so it's just been- Both

so crazy. Yeah. And we just kind of attached to those names. But anyway.

Laylee: Before. But- Even, like, before all of it.

Dawn: Yes. It's been a long time. But amazing things have happened, and Laylee, you just wrapped up your conference this year, which was incredible. I was there, so y'all just trust me when I say it was incredible.

I've been to all of the Creative Educator conferences, and it just gets better and better every single year. But I get the chance to ask Laylee some questions about how she feels about the conference, how she got certain ideas for different things that she did this year, and I'm gonna ask them so you guys can get a peek

into what she created, and maybe we can dig some 2027 things out of her too, but we'll see.

We'll see. Uh, so Laylee, when you look back on the, what we experienced just a few weeks ago, what's, like, the word or feeling that keeps coming up for you?

Laylee: I think beyond anything, gratitude is like the number one thing that always comes up for me when I think on, like back on, you know, the entire experience, is just gratitude for every single person that was there from, uh, every single attendee to the speakers to the staff and the sponsors.

I cannot express like how grateful I am for this community, and also maybe like disbelief. Like I, I actually sometimes am like, "Is this real life?" Like, "Is this my life?" I, I feel like it feels like a fantasy. Like it feels like I'm living in a dream, which is crazy.

Dawn: Yes, it is real life because you're incredible, and you've brought this community together, just in case you need a reminder.

Um, I'm, I like to do that, guys. If, if you're not familiar, we go way back, and I like to remind Laylee that she is capable of incredible things, and she proves it over and over again every single year. For 2026 though, Laylee, what felt different this year compared to the past three conferences?

Laylee: I feel like, I don't know if you agree with this because like you said, you've been to every single one, but I feel like this was like the most grounded it's been, like the most, I guess, just less stress of like is everything gonna go well to like even if things don't go well, it's okay because we've kind of like faced everything that could go wrong, and it's been o- and we've like been g-great at the end of the day.

So it's felt a lot more grounded, a lot more like calm, a lot more, um I don't know, just peaceful, but also joyful and exciting and all the good things. Um, I don't know, it just feels a lot more like s- we have it together. Even if we don't have it together- ... we just can, can at least, like, enjoy the experience a little bit more as the people behind the scenes.

That's, that's been, I think, like, the thing that's felt the most different for me as the host. I don't know about if you felt that same way as, like, somebody who's on the staff, too.

Dawn: Mm-hmm. Yeah. I'll jump in here, too. Like, I would say it felt like a well-oiled machine this year. Like, we've spent the last few years, like, figuring out the things and, like, what we're going to do and how to do them, and this year it just felt like, 'cause the same people were back, and it was just like, "Oh, I have my job."

Like, "Ty and I are gonna go do the envelope wall," and, you know, Sarah and Angelica are gonna go make the beautiful, um, swag layouts, and it just like, everybody just got to work. And I know even from the staff perspective, there were moments of like, "Are we missing something?" Yeah. 'Cause we, like, had extra time, and it didn't feel overwhelming.

Yeah. And it's not that you did anything less. You just did more than you did the previous years. I think we just kind of figured out our groove and figured out what matters and what doesn't matter, and it's been amazing.

Laylee: Yeah, for sure.

Dawn: Now, Laylee, you spoke on stage this year. Can you tell us about what you spoke on and why you chose that topic this year?

Laylee: Yeah. This year, uh, w- I spoke on the courage to speak, which, as you know, I always pick something that's so meta, but that's b- just the nature of what I teach is education and leadership and speaking to educators and speakers. And I, I chose it really mostly because I feel like this is a year, this year, last year, and I think what's coming for us, is being able to have courage in setting ourselves apart as people in the industry who are personal brands and who show up on social and in person, um, and really share about what makes us different in the age of AI, in the age of some, you know, mistrust in the industry and, and how it is that we're actually being our unique selves.

And I s- have struggled with that in past years, and so I think it's really important to be able to share not only, like, the benefits that come from it, but also my own personal journey of having to have navigated those waters, and I'm still, I'm always kind of gauging, like, oh, what's too much to share, what's enough to share, like, what's appropriate, what's not appropriate, quote-unquote, you know?

And so that's kind of, like, the heart behind the message was- Tangible, of course. Like, I'm, I'm not somebody who just does, like, motivational speaking, as much as I love it. I always have to have, like, tactical approaches to it. But, but the heart of it was really allowing, hopefully for all of our attendees, to feel

that same, I guess, permission to share whatever it is that makes them uniquely themselves, and genuinely, like, to stand out from the crowd by, by really leaning into what makes them different

Dawn: Yeah, and we definitely had a wide range of speakers this year.

Like, even with the lightning speakers, there was such a diverse audience there, and they all had different topics, and they all came from different backgrounds. And it was just really refreshing to see so many different people up there. It's not the same thing over and over again. Yeah. You can see yourself in different people.

You can see hardships and, you know, shared experiences, and that's so important. On that same topic, though, was there a moment from one of the speakers or even one of the lightning speakers that genuinely, like, surprised you this year?

Laylee: I had s- I feel like there were so many surprising things for me when it came to our speakers, and every year because I, I do choose...

Well, uh, myself and, and the people who help me pick the speakers, we, we put the lineup together knowing that it's things that, like, we're not learning on a regular basis. Uh, it's more advanced typically. It's, it's a, a unique spin on something. It's a different perspective on things. And so that was definitely, I feel like there was a surprise in almost every single talk where I was like, "Oh, this is something I need to be thinking about more and more."

Um, I mean, obviously we had Stu McLaren this year, which was such a gift, and he's amazing, and I like... I know he was so good. I, I've heard him speak before. Actually, that's how we connected to get him onto our stage. And even having heard him kind of teach on the same topic, he shared a lot of insight about, um, different strategies and different approaches you can take to memberships that really stuck out to me because as a membership host who I'm actually currently revamping and then we're relaunching the Educators Lounge later this year, um, spoiler alert, it, it really did stick with me, and I was, like, taking notes as I'm in the back and I have like five other things going on.

But I was... It was really, uh, refreshing to see a different take on something that we hear a lot about.

Dawn: Yes, totally agree with you. And I was so excited that Stu was there. Like, he was just a wonderful energy to be around. Like- Yeah ... and then he

was just so smart, and I loved his entire talk. I know for me, one thing that, like, I carried with me, I love Jen from Tonic.

She always just has these great, like, like, moments of like, "Oh my gosh, that makes so much sense." And the one thing that she said was like, "If you can't figure out who you're talking to, neither can the algorithm."

Laylee: Mm.

Dawn: And that just, like, really, like, resonated with me because I feel like sometimes I'm stretched across, like, so many different, like, versions of myself.

Like, I'm mom over here, and then Flodesk, and, like, all of these things. But, like, if I can't even be clear on who I'm trying to reach, then, like, how is the algorithm ever gonna be in my favor? Like, just those, like, little things, those little nuggets from all of our speakers, like, it's just They, they carry with you.

Like you're not gonna remember- Yeah ... the entire talk, but those little nuggets can take you a long way too.

Laylee: Yeah.

Dawn: Now, when you think about this year, and we can even talk a little bit about what you're dreaming about next year, what were the things that you did differently in 2026, and what different things are you gonna bring in 2027 as well?

Laylee: Okay, this is so hard because the hardest part of having an event that's, that goes really well and that does really well and has a really positive response is that finding changes that are, that make sense and that make people happy versus making it feel like you're taking something away from them is really difficult.

So we kept the core of kind of the schedule the same. I tried a few new things here and there with like- active kind of activities, hands-on activities to help kind of facilitate conversation. I always do that, but I try doing that in different ways, and those, most of them went really well. We brought in a second emcee this year to kind of test out what it felt like to have two people kind of lead the, the day versus having just one emcee lead the day.

And I think it was great. I- it's interesting. I feel like it definitely didn't take anything away. I, I don't know that it's necessary for every event. Of course,

every event looks different, right? But that was fun to have, like, more energy. Of course, like, it's always better to have more, more energy in that respect.

We tried to change the schedule around a little bit, but it was actually interesting because we ended up adding a couple of speakers, which I haven't ever done in the past. I kind of like open doors with one set list of speakers, and that's it. And then things happened, and we were able to secure some really, uh, amazing last-minute additions, and it was 100% worth it for us to add them in.

So that was interesting, just kind of like from a time management perspective. Uh, yeah, so those were kind of like the new things that we added in this year. And then for next year, I'm not gonna lie to you, I have no idea. I have no idea. I like-

Dawn: That's okay ...

Laylee: I-

Dawn: It's like we're, we're just like a week, a couple weeks off of the conference, so you don't have to even- I know

think about conference right now. I was just-

Laylee: It's so crazy ... that was me being annoying But I do, I mean, we do though. Like, we talk about even like in the hotel, like you know, Dawn, 'cause you're in the suite with us too, and like we all, we're like, "Okay, so for next year let's think about this. For next year let's think about that."

But there's almost so many little ideas that I'm like, "I don't know for next year what's gonna..." I mean, I have, we have a couple of things that I can't, I'm not gonna like really, I'm not gonna like spoil because I don't know if they'll happen. But- Clearly ... I do, right? I do think one thing I wanna add more of next year, which might mean like one or two less speakers, is more facilitated like group time, because I find that people really love getting to talk to each other.

The biggest appeal, I think, of our event is that the audience members are just as qualified as the speakers, and so being able to kind of connect with as many audience, like as many attendees as possible in a deeper way is invaluable. So I think if we can add more of that, that would be cool.

Dawn: For sure.

Can we talk about the VIP day too that you did? Oh my

Laylee: God, I forgot. Yes, I loved the VIP day. That was

Dawn: one of my favorites.

Laylee: I'm ridiculous. Like, truly, you're... I'm like, I think that's all I added. We added an entire third optional day. Yes. VIP day was a, it was a gamble. Like, Tim, I will never forget, Tim, up until the day of, was like, "You're going to regret this."

Why would you ever add another day? You give, you give 100 and 1000% of what, of every ounce of energy you have to the conference, and then you come home and you're, like, comatose. Like, what were you thinking?" And I was like, "I don't know. I just feel like..." Well, first of all, it was requested for every year.

There's always been a request for, like, an additional way for people to kind of work on a deeper basis in a smaller group. So we added it in, we capped it at a really low amount. I think it was like eight or 10. Do you remember, Dawn? Yeah. I think it's like 10. Roughly. Yeah. And I brought in Dawn, brought in yourself, and Molly Balint, uh, two of our amazing educators on staff and speaker lineup, and myself, and we kinda led these small groups through some amazing, like, deep work.

And for some of-- I mean, some of them left saying like, "This was worth-- This one day was worth like three times the cost of my ticket. Like, this is insane." So we're definitely gonna bring it back next year. Um, I did not regret it one bit. I woke up that morning and I had bags under my eyes, and I was like, "I don't know what I was thinking."

And the second people showed up, I was like, "I w- I will do this every year." It was 100%- Yeah ... worth it. I totally

Dawn: agree. 10.

Laylee: What was your-- Like, how did you feel about it?

Dawn: Oh, I loved it. I loved it. I was like, "That's why we gotta talk about it." It was one of my favorite parts, and I think you're so right. Like, everybody in the room is somebody you can learn from.

Yeah. Everybody in that room is qualified to be on stage. So being in a smaller space where you're diving in a little bit deeper, there's more time to have those conversations, it was just very valuable. And we were doing like hot seat type things where we're diving into one person for X amount of time, but even when you're talking about somebody else's challenge or their business, like you're learning so much from them.

Mm-hmm. And it might be something that you didn't realize you had a problem with until they start talking about it. So there's just so many of those aha moments in the group that I was working with from other people talking through their situations, and that's just so rewarding, and it's like a very safe environment.

Like, let's talk about it. Let's, um, hash out like what we're struggling with, and that was just so valuable. So I definitely think you should do it every year. And I know it's like zombie mode and, but we were all in our comfies and- Yeah ... it was in a comfortable space, and we had Chipotle. It was wonderful.

Um, so if you guys are considering signing up for next year, like make sure you add on that VIP day 'cause 10 out of 10, it just took the whole conference and just kinda put the bow on top and brought your whole experience together.

Laylee: Yeah. Oh, I'm so glad that you felt that way too. I loved it. It was so good.

Dawn: Yeah. It was so good. I just love being around incredible people like that, and everybody there was just so good. So Laylee, you pitched something from the stage. Can you tell us what that was? And obvious- it sold out in like a few hours, so there's no more spots, obviously. So if you missed it, sorry. Um, but can you tell us about it?

And I guess we'll see if you'll ever do it again, so everybody else can join in on the fun.

Laylee: Yeah. The-- Okay. That was honestly wild. Like, can we be real for a second? That was wild that we sold out. It was

Dawn: crazy.

Laylee: It was crazy. Honestly, f- a few things. One, I'm very grateful, gratitude, 100% very grateful that it sold out, but I was kind of hoping to be able to, like, tell everybody I was doing this.

And like, I haven't talked about it publicly once- Yeah ... because I'm not selling it, but I will be. I'll share about it, uh, you know more. For those of you listening, we are doing something called... If you know my course for speakers, it's called Sought After Speaker. It's the Sought After Speaker system, and it's a course.

We are doing something called Sought After Speaker Live, where essentially it takes, like, the lightning speaker opportunity from the conference, which is only offered to, like, four people, and we are opening it up, and that's the entire one-day event where speakers will come together. They'll do essentially, uh, like a 10-ish minute talk.

They'll get content, they'll get video, photo. Um, they'll get to work with me leading up to be able to make sure that what the content that they're getting is actually worth recording. Because a lot of times what happens is I have clients come in and say, like, "Okay, help me plan my own content day." And yeah, I can tell you, like, who to hire and what to do and go get your hair and makeup done, but if you don't know the talk is actually great, uh, that kind of makes it a, a risk.

It makes it a gamble. So my speakers will be working with me for a couple months leading up, and then we'll all get together. We'll get to watch each other. I'll bring in, um, a few additional audience members, which will be really fun. And then they'll get photo, video and of course, like, my hands, uh, and eyes on all of their work.

So I'm really excited about that. It's in September. And it's not... Like, we don't have door- like, you can't purchase this anymore, but, uh, depending on how it goes, I would love to do it again. I mean, it's already been really fun to kind of plan it. And Yeah, it was crazy. It was crazy. I, as you know, Dawn, having been there for every single one, I don't, I never have sold anything from the stage other than being like, "Hey, we're doing the conference again.

Like, if you wanna grab your ticket, you can." And that's the extent of me selling. That, what I just said, that's like it. That's my version of selling. So this time I did like a full, like there were slides, there was information. I was actually telling people what it was that they could purchase, and I was, I was not looking forward to that.

But once I started talking about it, I was like, "Oh, I actually am very excited about this." And like, I was so excited to tell like the attendees because they're, at that point, they're like, they're my friends. Like, I felt like I was just telling

my friends, like, "This is my really exciting idea." And they were all very excited too.

In fact, as you know, they pushed back a lot and they were like, "Hey, you need to like triple the price of this. You're being crazy." People in the audience as I was selling were like, "I'm sorry, is that a typo? Like, that, that dollar amount-" Literally ... "is insane." And I was like, "Oh, sorry."

Dawn: And I wanna paint the picture too.

So Laylee had this brilliant idea that if somebody signed up at the conference for Sought After Speaker Live, they got like this special sweatshirt that was pink, and it said like, "Sought After." It was so cute. And people just started showing up in these pink sweatshirts. So it just kind of created this, like, really, like, almost like it was FOMO, but it was, like, people being so proud that they were part of something, that they were taking it to the next level, and they were just, like, showing their commitment to, like, what they wanna be and the speakers they wanna be.

And it's all these, like, light pink sweaters just kept started popping up, and you're like, "Oh, you see somebody?" And you're like, "Oh my gosh, you signed up." And people were getting all excited 'cause they were wearing matching sweatshirts. And I know that sounds so silly, but at the time, like, when you're in a room with all of these incredible people and you just see this, like, happening in front of you, it was just really fun and exciting to be part of.

Now, speaking of these speakers and people who want to be speakers, this is a curveball question you didn't know I was gonna ask you this, Laylee. But when you were reviewing your speaker applications for this year, what are things that really stood out to you? So if somebody's interested in applying or applying to any conference, like, tell me about what you're looking for and how they can make their pitch stand out amongst hundreds of others.

Laylee: Yeah, I mean, there's so many things, but I, like, thinking about one of our speakers, it was funny, so many people asked me 'cause she was incredible. They were like, "Where did you find her?" And I was like, "Well, she applied." And they just kinda looked at me like, "What do you mean she applied?" And I was like, "Yeah, my speakers apply-- like, they apply."

And I, I found myself being like, "Her application said X, Y, and Z." And so that kinda sticks out in my head of it was very tailored to our audience. Like, they knew who our audience was. They were like, "Okay, high-level educators. What

would I wanna learn?" Because again, I want our speakers to understand that they should also be attendees.

And that's something I think gets lost in translation a lot because it is unique to, to our conference. You hear a lot of conference hosts say, like, they get offended really easily about speakers applying and then not buying a ticket to attend their event. I disagree with that stance. I think that typically, not every person who applies to speak is a good fit to attend.

Like, that doesn't always make sense. But in our situation, I mean, I don't get offended, but it makes sense for them to attend because it should be peers teaching peers. But in most events, it's educators teaching students. And I think that that's really important to remember when you're pitching, because if you're pitching an event and you have a topic, you have to think, what does the audience need to learn?

Where are they currently and where do they want to be? And so I think that, that the applicants that made it through and that took the stage showed up and did exactly that. They knew, okay, what is the mindset of the person sitting in the audience, and where does it need to be... What, what education do they need to be able to, like, go to the next level?

So being able to, like, communicate that really concisely and clearly in their application is what stands out to me every single time. It's like, does the topic make sense? What level is it at? What are people gonna walk away with? What are the results that they're gonna see? So that was kind of like word, just throwing words at you, but.

Dawn: What are, what are the things that are, like, an instant no for you? Like, I know when it's application season, um, you don't always share with us, but we also get the whole, like, "Ugh, these people are out of their mind" type quest-like, type text messages from you. Um, but so, like, what are those things that you see and you're just like, "No.

Absolu- absolutely not"?

Laylee: Yeah, I mean, number one is if they are talking to me like, like we're, like it's like a friend that's just ki-... And even if we are friends, I have a lot of people who apply who I am friends with, but I'm not the only one reading the application, and anybody who has, like, done five minutes of research should know that, because I'm very open about our selection process.

Um, I don't hide that at all, that it's not just me choosing you, because I am a people pleaser, and it would kill me to be the one that was doing all of the selection for my own event. Like, I could do it for yours, but I can't do it for mine, you know? So the ones that say, "Well, you know me, I can speak on anything," or that keep it really casual and, like, vague, and I'm, I'm like, "Well, we don't know.

What, what is this?" Or people who pitch, um, because of my involvement in the photography industry and our background as photographers, we get a lot of photographers, which is great 'cause j- you know, you're not just a photographer. You're a business owner who has a lot to offer. But if you're pitching me something that's photography based, like, read the room, man.

Like, I... Like, take two minutes and read the room. Like, I don't wanna talk to you about photos here. Yeah. We'll talk about it- We're not

Dawn: talking-

Laylee: We can talk about it later.

Dawn: We're not talking about off-camera flash today.

Laylee: Literally. Literally. So that's something that is a quick no, just, like, pitching topics that make no sense or that are random or that just feel like you threw it together in five minutes.

Like, this should be an application that takes, that you spent time on, and it doesn't have to be that you spent time on it for just... Like, as somebody who pitches, I have an app- I have written out multiple versions of my talk to be able to quickly grab it, tweak it, pitch it. I'm not saying you have to spend four hours on every application, but you should have spent four hours somewhere making that up.

You know what I mean? You should- Right ... there should have been time put into it at some point in your life.

Dawn: Right. Exactly. Love that. Uh, for this rapid fire answer- Ooh ... what was your favorite piece of swag?

Laylee: The key chains

Dawn: I love the

Laylee: key chains I think the key chains. Yeah. Ooh, no- Also the bags ... the mu- the cups. Oh g- I don't know. Oh,

Dawn: I like the bags. I love

Laylee: my bags. The bags. I forgot about the bags.

Dawn: Y'all, there was so much color this year, and I'm a sucker for, like, lots of color, and it was just multicolor, and everything was beautifully curated.

And Laylee, like, her own blood, sweat, and tears, and Cricket Press, uh, did a lot of the work this year. I did.

Laylee: I did.

Dawn: Yeah, so much good swag. So much good swag.

Laylee: Yeah. It's funny, I'm not like a, I'm not somebody that would ever advocate for someone doing their own swag, and I normally wouldn't, but I am somebody who advocates for quality items, and I couldn't find the highest quality item I wanted in a customizable format.

I could only find it, like, on its own, and so I was like, "I would rather have, like, a more expensive, nicer bag that I have to spend some time on than, like, a crappy bag that somebody else, like, presses and, and, you know, customizes for me." And so that's why that happened. But I wouldn't, I wouldn't advocate that for anybody else, just for my own crazy, crazy little brain.

And then the key chains- For all the event

Dawn: planners

Laylee: out there. Literally, I'm like, if you're listening to this and you're a conference host, like, I'm not telling you to spend 15 a- like, 15 days and, like, countless hours on customization because you're insane. That was true. I'm literally insane, and I understand that.

Dawn: Now, to wrap this up, for somebody who wasn't at Creative Educator this year, or even past years, what should they know, and why should they be in the room next year?

Laylee: I think that ... Oh gosh, that's so hard. I'm, I'm gonna make you answer this too, because I wanna know what you would say, but, like- For me, I think you need to know that it is a space where there are really high-level people, but they're very kind, very generous people.

And you will not feel the comparison or the imposter syndrome that you feel at home when you get into the room. And that's something that I think... I mean, I was literally sitting next to a couple attendees and then Sue McLaren on my left, and it- we were just chatting, enjoying, like trading, trading, uh, knowledge, like casually, but it was so good.

And I was just thinking to myself in that moment like, if 10 years ago me could see this, she would have d- like she would have died. She would have been like, "There's absolutely no way." Literally. "There's no way." And I just, that's, I want people to know that like the way that it looks on the internet can look intimidating.

Like yeah, it looks fun and pretty, but it also looks like kinda scary, and I get that, but it's really not Great.

Dawn: Yeah.

Laylee: Yeah.

Dawn: Yeah. I echo all of that, and I, I think it's just really important to call out the relationships in the in-between. It's not always- Yeah ... what you learn from the people on the stage, but it's the relationships you build in the lunch line or in the coffee line or in late night lobby chats.

Yeah. Or if you have a tarot reading with Mary Vance. Like, there's so many different things that, like in the in-betweens, and like even today I got off of a call with somebody that I met at Creative Educator a few weeks ago, and we're like starting a collaboration together. Like these- Mm ... relationships continue on, and those-- Like that is so valuable.

Like that's worth more than the, than the ticket, right? It's not always- Yeah ... like who's on stage, it's the people that you'll meet and like the opportunities that come. And I know so many of the attendees end up with new clients. They end up on- Yeah ... each other's podcasts. They end up in masterminds together, and that's really where the magic is, and I think that keeps bringing them back every year because one, it's to see those people that they've connected with

previously, but also they know that they are going to get so much valuable information from the speakers on stage, but also the people next to them.

And that's what being a business owner is really all about, I feel like. Like we're in a world and, you know, sometimes it's still lonely, it's still isolating, and to have that community of people that you can lean on is so important. So get in the room. You know, this doesn't happen unless you're in the room.

So we'll see you in 2027. Yeah.

Laylee: Oh, I love that. Yeah. Yeah. I mean, honestly, like people being-- I love what you said about it's still lonely. I think as educators, leaders, speakers, the ones on stage, the ones hosting things, we actually need it more than we needed it in the beginning. Like we need a s- a safe space to kind of come together and to get support, not just provide support, and I think that's where like that magic happens.

Um, and thank you for being a part of it from day one, from before day one. Of course. From not just its infancy, but like its inception. Like I just think it's- It's been so special to have you along the way. And we met at an inve- at an event. We got in the room, what, like a decade, over a decade ago. I don't know, a long time ago.

Dawn: It was 2015, 2016. Wow. It's been a long time. When Hope Taylor was, like, five years old. Um She's growing up. Love you, Hope. She's

Laylee: our little baby. She was

Dawn: so young. She was, like, just out of high

Laylee: school. She's

Dawn: our

Laylee: little baby, and now she has little babies. She does.

Dawn: I know. Oh my gosh. Mm-hmm. But yeah, we go back.

And Laylee, as always, thank you for letting me be part of it. I am forever going to be in that room, whether I am doing the slides and all of the tech things, or there representing Flodesk, whatever. This is always a guaranteed yes on my calendar, and I hope to see more of y'all there next year.

Laylee: Thank you, friend.

Dawn: Anything else you wanna say, Laylee?

Laylee: Nope. That was fun. I can't believe it's over. Um-

Dawn: I know. Now you can sleep for a year.

Laylee: Now I will sleep for a full year. All right, thank you so much, Dawn. I will see everybody else here on the podcast, um, on our next episode. We are officially back in business, and so you can expect a new episode every other week.

See you there. Thanks for tuning in to the Laylee Emadi Podcast. If you found value in today's episode, it would mean the world if you would leave a review or share it with a friend who's on their journey to becoming an industry educator or speaker. Want more support as you grow? Head to layleemadi.com for free resources and more information on how we can work together.

Until next time, keep showing up, keep sharing your voice, and keep leading with purpose.