

Speaker 1 ([00:00](#)):

We try to do all the things all the time that shit's got to go. I just told you the rush rule. 100% belief in effort will help you have more success and joy and fulfillment. Right? Welcome to you're not the boss of me. If you are determined to break glass ceilings and build it your way, this show is for you. I'm your host Beth graves. And I am obsessed with helping you to not to stream it, but make the plan, connect the dots and create what you crave. Are you ready? Let's get started.

Speaker 1 ([00:43](#)):

We are back with episode number 54, and I have the privilege of interviewing my friend Jesse Harris point. And so here's the deal. When you show up on Instagram, you will see this quirky, beautiful, amazing woman, Instagram reels, she's dancing with so many babies surrounding her. The mompreneur millionaire who started as a race car driver. She is an achiever, but she's also a survivor of losing her voice and finding it again and bringing that purpose to women out there, looking to pivot, to profit, and also to just find their mojo again. So I'm excited for you to learn all about Jesse. So here we go. All right. So we are live with Jesse and I want to tell you guys, Jesse doesn't even know how I found her. So I was in my Instagram stories and someone shared her podcast and I started bingeing on this podcast and I'm like a race car driver millionaire.

Speaker 1 ([01:48](#)):

Mompreneur and I literally booked a call with you. And I don't know if you remember that day. I had like that weird medical condition going on and I was like a hot freaking mess. And I'm like, sorry, I love you. Like life coached me like right to the surgery. And we've been friends ever since, but can you tell us, because your introduction on your podcast, which all of you need to go download, subscribe. You have to be there. It just blew me away. After that intro, it was like the best first chapter of a book. I wanted to know everything about you.

Speaker 2 ([02:20](#)):

Oh my God. I did not pay her to say this guys,

Speaker 1 ([02:26](#)):

Fluffing my feathers and making my day. Thank you. You're the sweetest. I'm so happy to be here with you guys. Yeah. Okay. So where do you want me to start? Where, what are we doing first of all, I want you, so you have made massive money and massive success in so many different areas in the network marketing space and the coaching space, business strategists, life coaching, brick and mortar. But you started as like one of your biggest things was a race car driver. So share your cliff notes of your background. And then we're going to dive right into today's content is going to be about why copy paste old school marketing go for the no strategies will no longer work in your business. And Jessie's going to just put it all on the table for you because she has helped women make millions of dollars in every kind of business. But the marketing, the branding, the visibility, the being seen it's the same for every business model. So she is going to give you like, most people would be paying a thousand dollars for this. So get out your notebooks. She's gonna introduce herself, then we're gonna dive right in.

Speaker 2 ([03:28](#)):

Oh my gosh. Okay. Awesome. So yeah, I years ago, almost 20 years ago now it seems like yesterday had the opportunity to drive professional race cars for a living. These race cars were 300 mile per hour, race

cars. They would go start to finish quarter-mile straight line drag racing in five GS off the start line. They were literally cars that could either get you to the finish line safely. And as the winner, or had the opportunity or potential to kill you, if you made one wrong move. And I tell you this, because this is where I created the very first rule I'm in quotes, same rule of my life. I call it the rush rule. If you don't know, I'm an author of my first book called the rush revolution, which is an acronym for revving up self happiness through the power of intentional living.

Speaker 2 ([04:19](#)):

And I realized that there are only two things that we truly have control over in life. And that is our belief and our action. Therefore, as the race car driver, I knew I had to show up with 100% belief and effort behind the wheel. If I not only wanted to get to the finish line safely, but certainly as the winner. And that meant that I probably made 500 passes in my mind down that racetrack, you know, before I ever got behind the wheel, I'm very much about envisioning a future, you know, setting goals that feel attainable with an action plan, et cetera, but that's not enough. We actually have to show up for what we want. So I'm the creator and founder of the millionaire mompreneur brand. If you want to have a millionaire mompreneur business, then guess what? You cannot treat it like a hobby or a side hustle.

Speaker 2 ([05:14](#)):

You can't even treat it like a job. You have to show up as a millionaire mompreneur does in advance. And so if you don't know, is it it's a true statistic, your success of any kind, all success really comes down to more psychology than it does mechanics. And what I mean is mindset over how so mindset, meaning who you need to become, okay, rather than what you need to do or how you're going to achieve it. And so that's how I understood that it was really more about that belief first. And then the action would just kind of more or less be revealed to you because if you're showing up as you know, that world champion race, car driver, or millionaire, mompreneur, you're going to have that next step revealed. And so for me, I just decided to get behind the wheel and say, I am a world champion, race car driver, I'm queen Jesse.

Speaker 2 ([06:09](#)):

And how does a world champion race car driver show up? Well, she makes 500 fake races in her head before she ever gets behind that wheel. Right? And so for me, I mean, this is going to sound like I'm tooting my own horn, but I'm not. I spent five years trying to get that job. And that was five years of nos, five years of shaking hands, handing out resumes, spending \$60,000, traveling in the Northeast to introduce myself to someone, to get an opportunity. And it wasn't the opportunity I wanted. Let me just tell you that. But long time ago, somebody told me that if you get offered a seat on a rocket ship, you don't ask what seat you just get your ass on. And that's what I did. And I said, you know, the only thing I can do is give my best here.

Speaker 2 ([06:56](#)):

And I actually went on to stay with that team for five more years and retired as the winningest driver in that division. I lost only one race out of over 650. I am still the winningest driver almost 20 years later in both the male and female categories. And so I want to tap back in really briefly to that rush rule. It's literally showing up with 100% belief and effort, okay. And not giving up, that's going to give you success. And at the very least, if it's not, you know, the success that you desired upfront, because maybe you missed the Mark A. Little bit, you don't quite hit your goal a hundred percent. You're still going to

have joy and fulfillment because you gave it everything that you had and you'll have no regrets. And so that is the foundation to all of my success in life, business, health, marriage, motherhood.

Speaker 1 ([07:53](#)):

Okay. So I love this. I love this. So when we talk about building online, so you're, you're driving the race car then obviously now you have how many kids? Five.

Speaker 2 ([08:05](#)):

Yeah. We should also make sure that these people know. Yeah. I retired from racing, got married, had some kids. Cause that's all I ever wanted to be in. Life was a race car driver and a mom at that time I had to, and I got super depressed. Cause I stopped showing up with the rush role I got lost. I almost lost my marriage. I was 20 pounds overweight. I hated my life. I wondered why I was here on this earth. So we're going to talk a lot about my successes, but the truth is guys. There's a lot of stuff that isn't exactly, you know, happy moments in my life to where I struggled a lot.

Speaker 1 ([08:38](#)):

What were, what was that moment that you started finding yourself again that you thought, okay, this is not who I was when I was on that racetrack, you had everything that you had dreamed of the family, the husband, and you needed to make a shift, like a brick, your head. Did

Speaker 2 ([08:56](#)):

You listen to a podcast? Did you read a book? Like what was it and what was your first step to where you are today as the mompreneur millionaire author, speaker, coach. All of it. Yeah. So it actually took me a little bit of time to figure out what was a miss. And it's funny because yeah, I had this amazing, you know, past life and career, but the truth is, is I kind of had gotten lost because I was living everybody else's or I felt like I was living for everybody else. So my husband and had just opened his physical well therapy clinic. And we had been working really hard to build that. We went from, you know, just him basically being the only person there to employing a whole team of 15 and building a seven figure business, which was amazing. But it wasn't my dream.

Speaker 2 ([09:43](#)):

And even though I always wanted to be a mom, it was really like guys being a mom. It's great. But you know what sucks going through the motions of wiping asses and feeding them and doing laundry, right? Like I lost myself because I was supporting my husband and my kids. And I forgot to put me first. I forgot to, you know, have any aspirations. And so, you know, the super fast forward story here is I found myself crying in my basement one night, really like kind of screaming at God. I lost my father when I was 11 years old unexpectedly, he passed away of a heart attack. I'd only 36 years old. And the day he died as the day I stopped talking to God today, I've stopped asking him to help me. And this evening in my basement crying, I basically finally started talking to him again.

Speaker 2 ([10:36](#)):

And I was like, I don't understand what I've done to deserve this. You know, I've I just give me something and guys, I'm getting goosebumps saying it. You're going to think this is crap. But a book that I didn't even know, I owned fell off a bookshelf, hit me in the head as I'm like sobbing uncontrollably on the floor in my basement, trying to not wake up my husband and my kids. And that book was called a

purpose driven life by Rick Warren. And I opened up just any old page and I'm going to paraphrase right now. But what I took from the line I read in that book was, Hey, just because you feel like your life's amiss right now, doesn't mean that you don't have an opportunity to reinvent it and more or less create a new purpose. And it hit me that that's when problem, I was only 30 years old and I felt like I had no purpose in life anymore.

Speaker 2 ([11:32](#)):

I'd already done the mom thing. I was doing it. I'd already done the race car driving thing. And I used that platform to inspire people a lot. Over those years, I would, you know, speak at, I was the keynote speaker for tons of different corporate 500 companies. I spoke for sponsors at their sales company engines and such. I really, in that moment I felt I had no purpose in life anymore. And so for me, that was the day I decided that no more pity party like world tour, headliner, get over my shit and just say, if I want a different life, I'm going to have to show up for it. And I tapped back into that belief in effort. And the very next day I woke up at four 30 in the morning and started working out. And you know, I lost that 20 pounds that I couldn't lose for over a year in six weeks because I just started showing up for it.

Speaker 2 ([12:23](#)):

Again, my marriage was on the brink of divorce because I was a miserable can I swear? I've sworn like a hundred year allowed to this podcast is where worthy. Good, because I've already done it five times in the past, but I was a miserable bitch, but nobody would want to be married to me. Like I was mean to my husband and he didn't deserve it. And I just, I realized that, you know, I was attracting what I was, and this is a thing that I tell my clients a lot. We attract what we are, not what we want. So just because I wanted something different didn't mean I deserved it because I was actually attracting what, what I was I wasn't showing up for that great marriage there. Wasn't showing up for that healthy life and body. And I wasn't showing up for, you know, reinventing my new career, et cetera.

Speaker 2 ([13:13](#)):

And that was it. Everything changed. I got certified as a life coach six weeks later because I knew that that was the only way I was probably going to stay accountable to my goals because life was going to continue to take me, you know, too many different directions. And if I had to keep other people accountable, then I'd be forced to keep myself accountable. And at that point I found beach body and network marketing company. So I started selling beach body and Rose to the top 1% in that company, plain and simple because I didn't do the old school techniques of selling a product. I actually branded myself personally shared my story and ultimately sold was what was on the other side of those products, which is a result or a solution that we all wanted. Right. And then little by little, I just started to realize that I was called to do more.

Speaker 2 ([14:01](#)):

I had a lot of success, right? Offline and online and network marketing, my own private coaching business, my husband's brick and mortar physical therapy. And I was drawing attention from so many people like how are you building these businesses? And for me, it was tapping into organic branding, marketing and sales strategies that were different new and not what we were being taught by our offline in beach body at the time, you know, I've since left to beach body over two years ago, I, I haven't actively sold anything. I do still make a weekly commission, which is freaking awesome because I still get that check that residual income. And I'm now with a new company just because I've fallen in love with them. But you know, it was that thing that I was talking about differently than everybody else, which is

where we're going to kind of in here, here next, but you got to stop pushing products. You've got to stop doing the copy and paste cold market messaging, bull crap like that's five years ago. And then some, right.

Speaker 1 ([15:04](#)):

So tell me this, you have this moment, you, the belief, and this is, this is huge. And I talk about this is that there are so many people that have hit the home run and network marketing, affiliate marketing. We have mostly network marketers listening, even if they didn't have the perfect marketing strategy, because they had so much belief, so much belief and they took so much action. So it used to be that you could have all that belief in action. And there are still women and men that build very differently across, across the boards. But what I find is what feels but helps you to stay and be sustainable is that having this authentic truth to yourself of the message that you're sharing and this and providing those solutions. So when your speaking, I didn't know anything about what products you had, even what coaching programs you had, you weren't pitching.

Speaker 1 ([16:00](#)):

It was listening to your podcasts, watching you on Instagram. I was seeing you did consistently showing up with content that inspired me to take action with my mindset. So I'm watching the rush morning show. Do you still have your rush morning show? So I'm watching that I'm seeing this mom that is not afraid to be quirky, embracing your quirks and you're providing the solution, even though I was not probably your ideal, I'm your ideal avatar for, for coaching, because you help break that seven figure Mark for coaches. But I was just thinking, Oh my gosh, I have so many young moms, my old babysitters, my neighbor that they need to, they need to listen to Jessie and I'm sharing you out so organically, your audience is growing. So you were able to jump in and do that, figure that out, really get your message. And you're always innovative.

Speaker 1 ([16:55](#)):

Like I've watched your reels this week. I'm thinking, Oh my gosh, okay, I'm going to, I'm going to like do my own version of Instagram reels and then training out it on the guests I'm hopping in. So one of the pieces that I find coaching so many women and many women that they get stalled because they're like, well, I'm still working on really dialing into too that my ideal avatar and they spend weeks and weeks and months and months perfecting the content and the brand. So somewhere along the way, our message is getting lost, build the personal brand, show up, be visible, but then 90% are stuck. Like, Oh, I don't really know if I'm speaking to the right people. And there's nothing, no sales. So talk about that. Yeah,

Speaker 2 ([17:40](#)):

Absolutely. I think number one, everybody gets nervous to niche down, especially in network marketing because they have this product that they can help everybody. Right. But as you said to me, write about my dream customer, you might not be perfectly her, although I do tend to attract women between the ages of 25 to 50. Like that is just, and I think it's because I'm an old soul. I do. I think I'm just, I grew up young or yeah, I had to grow up young what I'm trying to say. And so I'm speak to moms on every level who have a desire to live a significantly better life than they have right now. And to not feel guilty for wanting more, right. That's something that I struggled with a lot. And I'm sure that that's probably the case with you or your audience as well. We sometimes feel guilty for wanting to Uplevel a lot, but it's

important for me, even if I attract women from 25 to 45, with what I share, it's important to me to only be speaking to one specific person.

Speaker 2 ([18:42](#)):

This is not the case for everybody, but I will tell you, this is the case for a lot of people we become or are our own best dream customer. So when I create content for people, whether it's, you know, a real, that I'm going to do a podcast episode that I'm going to do, et cetera. I envision Jesse old school, Jessie, and sometimes she's 10 years ago, five years ago, sometimes she's yesterday because I got all up in my head still thinking I wasn't good enough to be doing X, Y, or Z. And that's why create content for a woman. Who's a mom of multiple kids who has a desire not to just do better her life, but completely transform her life who then wants to take it and give back, wants to maybe build foundations with it. And so on. Like, I have that dream customer of being a purpose driven mother in business who wants to grow their business and their life so much.

Speaker 2 ([19:46](#)):

And the money is the byproduct, but it's purpose first. And that is something that we forget to do. We forget to niche down. Now that might be hard for a lot of you, you might say, but I really don't know who that is. Okay. Then just pick a man or a woman start there. Then when you do that, what you'll find is certain people are going to start to be attracted to you. And then you'll be like, Oh, they're mainly moms, right? Oh, they're not only mainly moms. They actually, majority of them have multiple kids, not just one. I get women who have three, four, five, six, because kids because they're like, how is she juggling with five over there? Right? And again, I showcase a lot of this behind the scenes, through the power of Instagram stories and my reels. And I don't worry if I don't have my makeup on or my bra on, I just show up as who I am.

Speaker 2 ([20:37](#)):

Because again, I'm my own best dream customer. So if you are your best dream customer, then you can figure this out. Really easy. Literally tell what you know, you needed to hear and, or do need to hear even today. And I call my crap out. A lot of times on social media, I'll be like, guys, I created this for you today because yesterday I couldn't get over my shit. Here it is. You need this. You need to just not be afraid to niche down and to be as authentic rate you as possible. If you curse first, if you're a goof and you make up words, like at one point in my life, I struggled so hard because I was embarrassed that I always am looking for the shortcut and that I don't feel confident because I actually do make up words on the daily. It's not intentional.

Speaker 2 ([21:26](#)):

I just, I will say it doesn't, it's not a word. It doesn't exist, but it just comes out of my mouth and I'm like, boom. And that those two things would paralyze me from showing up. Cause they felt like that they meant I wasn't good enough to be out here teaching and preaching right now. I've embraced them. The fact that I love a good shortcut that actually gets you. The results that you want is what my dream customer is looking for. So now I showcase that I'm like, guys, I worked 20 hours a week from here. And yes, I haven't seen now. But up until a year ago I was running three, six and seven figure businesses by myself, with four kids on my hip and pregnant, like it's totally possible. But you have to start to do things like niching down and doing less better. That's what niching down means. Right? Instead of speaking to everybody, you start speaking to just one person in one way with one product or solution. However you want to sell it.

Speaker 1 ([22:24](#)):

I love that. Okay. So we are going to actually, we're back to back podcasting today. So we'll have a conversation over and we'll link it below over on Jessie's podcast. So you can hear more conversation. But if I know I have a listener right now, she's at walking her dog, for sure, with listening to this and she's thinking, okay, what are the three things that I can do today? What are the three action steps that are gonna move me from inactivity? Or, or maybe even feeling that you're doing it all, but not making those connections. What are the three steps that you would give to somebody?

Speaker 2 ([23:06](#)):

Yeah. Perfect. So I have something I call the one thing formula that I teach my ladies who, even if they're in network marketing, this works, but if they're not in network marketing, they especially need this because we, as women tend to try to do all the things, right. We try to do all the things all the time that shit's gotta go. I just told you the rush rule, a hundred percent belief in effort will help you have more success and joy and fulfillment. Right? And I want you to think about that. This in the most plainest of terms, think about when you're working around your house, are you cooking dinner, doing dishes and the laundry, and maybe helping your husband or a kid do something or fix something in the garage? I don't know, you're doing too many things at the same time. You find that you're only giving 10% of this, 15% of this 12% of that, et cetera.

Speaker 2 ([23:57](#)):

It's no wonder you don't get a hundred percent results. Right? And so when I share that, I explained to you that I want you to think about this in the way of what I call the one thing formula. So write this down guys. Even if you're walking, screenshot this to come back to and write it down. The one thing formulas, where I asked you to pick one specific results, okay. That you want to deliver to your dream customer. And then I want you to say, what one product do you want to do that? Give that to them. Most of us who are listening today, or network marketers. So we know what your product is, right? One result with one product to one target market. What I kind of just went off on this and the niche, right? Not men and women, not women who are 50 and 20, not women who are in the beginning of their business and, or, you know, five years in one specific target market.

Speaker 2 ([24:49](#)):

And then you can do it with one marketing plan. Okay. Stop trying to be on Instagram, Facebook and Twitter and tech talk and all the places pick one marketing plan more or less. So, I mean, number one, having one social platform, but also having one freebie more or less on that social plan that you're going to offer them. Now in network marketing, we don't always have freebies, but the truth is is we should, we should be leading with some sort of value. That's going to take them off your social platform and get them into a database of sorts with an email or a text marketing club. That's what I do. I hate email. I hate email. So I have a text club. Anybody who joins anything that I do, they text me one, three, one five, two eight, four, five, four, zero nine. It's like so annoying that I say that number on repeat all the time, but I'm like, Hey, you want this text me?

Speaker 2 ([25:42](#)):

Well, this text me. And then I send out little inspiration, et cetera. I want you to go all in with just one valuable thing that you can give to people and bring them over to another platform. Website, your own CRM database, whatever, or text platform. I don't care. So that's the overarching one thing formula. The three steps that I want you to start with is the niche. Like I said, have one target market person. Stop

trying to sell to everybody. One specific person, name her, Google, the name say her name is Sarah. Google, Sarah click

Speaker 3 ([26:21](#)):

Images, print out a picture. Okay. And what, sorry,

Speaker 2 ([26:24](#)):

Your dream customer looks like and tap that baby up wherever you work. But every time you're creating content, you are creating content for Sarah who sitting on her back porch swing with her two kids. I don't know. Right? Whatever. Pick a niche. That is number one, create content all day, every day for Sarah. Okay. Then from there, I want you to define what do you actually sell a business? Are you really in, I know you might be in X network marketing company or X coaching industry, but that's not the business you're in. You actually are delivering a result for a solution. Okay? Two people on the other side of that product service or offer, what is it that you sell? I'll tell you what I sell. I help women, 10 X, their impact and income and not their to do list. Okay? Tap into that.

Speaker 2 ([27:19](#)):

Get very specific here. What do you sell? You do not sell a product. You're not selling a service and you do not sell an offer. You sell something emotional. Okay? If you tap into people's emotions with your verbiage, which is what I'm helping you do right now, people will open their wallets. When you tap into their emotions, you make people feel seen, you make people feel heard. And if you do that, you will at some point today, tomorrow, next week, next month, when you pitch something on repeat, you will make them feel ready for what you have. Okay. And then I'm like writing like a crazy person. Good, good. And then the last thing is I want you to stop trying to create so much content. I know I use the verbiage creating content a lot, but a lot of us are our own personal brand and dream customers.

Speaker 2 ([28:10](#)):

So I want you to think about how you can document what you do every day yourself, right? Especially we are a product of the product and network marketing document more than you create. If you follow me on social, if you follow me on reels, right. As you just said, most of the time, that is just the documenting a feeling that I had in that moment, myself and or me just getting off a coaching call with a client. I'm like, Ooh, this is good. People need this, right? Like just document what you are doing or what your attractive character, your dream customer that you're working with already is doing. That will take off that overwhelming feeling of how do I create enough content on repeat? It's funny. We actually a millionaire. Mompreneur we put out a, this is one of my brand new baby offers. It's called magnetic marketer.

Speaker 2 ([29:01](#)):

It is literally where I give you 30 days in advance of prompts, scripts, and templates to create content that's been it's happened in that emotion, right on the other side of your product or service on repeat, like you can go download it in a portal or I'll send you a text every single day. That then helps you create that content or posts in three seconds. Because we as women overthink everything. How often have you stared at your phone for 30 minutes? Trying to come up with some Epic post? No more of that. In fact, less is always more. And you want to only hit them with one specific point. So this content creator that I made magnetic marketers, because so very often we overthink the content that we're putting out. Stop

overthinking it. You can start on, you don't need magnetic merger, although it's phenomenal, but you can start right now with just stop creating and start documenting. Those are my top three.

Speaker 1 ([29:57](#)):

Love it. Love it. Love it. Love it. Okay. So where can my fabulous, fabulous podcast friends find you?

Speaker 2 ([30:06](#)):

Yeah. Uh, go to Jesse Harris, bouton.com. And I know you'll link it up in the description, but I'm on Instagram at Jesse Harris Bouton. I'm I'm everywhere. Jesse Harris pouted.

Speaker 1 ([30:18](#)):

She's everywhere. I love it. Alright. Thanks for being with us. And we are going to head over now, how will they find us on your podcast?

Speaker 2 ([30:27](#)):

Yeah. So it's the podcast is millionaire. Mompreneur project would love for you to come over and listen, especially because we're going to be linking in each other's episodes, these episodes on the opposite, but we're going to be, we're going to have a whole, you guys are not going to want to miss this conversation, cause we're literally going to just pick up where we left off. And we're going to dive back in a little bit more yes. To your story, but you know that we can't help, but piggyback off one another. So you aren't going to want to miss this conversation,

Speaker 1 ([30:54](#)):

Right? So I will see you over on your podcast. Thank you Jesse, for being with us. And that was pure gold. How incredible was Jesse? I am excited for you to let me know what you thought. So head on over to Instagram, screenshot, this podcast, share it in your stories or wherever you would like to share it. And if you share it and you screenshot it and you tag me, I will put you in a drawing for a boss hat. Also be sure to leave a rating, a review because it allows us to spread the word about how to build a business that feels aligned and right for you. That gives you more joy and doesn't sacrifice your sanity. Right? Okay. Camp elevate is the place to be. There are so many announcements heading your way. And I also want to give you a special gift in the show notes, it's called my five post plan and click on it.

Speaker 1 ([31:47](#)):

You will get five emails from me that will help you with your social media posting. That will help you with recruiting without feeling like a spammy weird. Oh right. We do not want to post where people are thinking, what the heck is she up to? But you will literally attract and educate and empower those people that are looking for you for looking to diversify their income, looking for someone to walk them into the world of what does it mean to make money online. They will be coming to ask you. So go ahead and click below in the show notes or head to camp elevate because we have that link there as well. And you can get the five post plan. I'll see you all next week.

Speaker 2 ([32:27](#)):

Okay.

Speaker 1 ([32:29](#)):

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Thank you so much for hanging in with me today on the podcast. And remember you can create what you create. If you're looking for a supportive sisterhood, I would love to see you over in our free Facebook group. As most of you know, I love camp. It's part of, you're not the boss to me because when we're building this thing, we're doing this thing. We need a supportive sisterhood and I also crave more fun and more connection. Join us at camp over in the Facebook world, that camp elevate group.com or just click on the link below. And we will see you around our campfire and help you to create what you crave.