

# BB Guest Emma McMillan

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## SUMMARY KEYWORDS

business, feel, people, clients, small business owners, copy, curiosity, conversations, find, emma, amy, years, listening, curious, ready, bit, talking, wanting, exciting, moment

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You're listening to business badassery the audio advice column for your online business. I'm Kirsty Fanton. And I'm Amy Posner. We're talking bite sized episodes that solve real world problems with a no holds barred tell it like it is kind of approach.



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This week on the podcast, we have a very special guests with us. It's someone that Amy and I both know quite well from our times and travels on the internet and someone that we both really admire and respect. It's Emma Mcmillan and she believes everyone can write better. As a copy coach, she guides small business owners and others to connect authentically and consistently with their audience. A former teacher of 12 years, Emma has run a successful copywriting business since 2016. Her unique skill set gives her a deep understanding of both how people learn and the realities of Small Biz life. As the host of the podcast, not just about copy, Emma shares inspiring conversations along with practical coaching episodes on how to write better with more ease, purpose, joy, and flow. Emma, welcome. Thank you so much. It's great to be here. It's so great to have you. Yes, it's lovely. We don't We haven't we haven't had many guests. So you know, you're you're among the few that have gotten to I don't know what what sit with us goofballs. And while I'm very grateful for the opportunity, longtime listener first time caller, that's how it feels.



01:30

I love it



01:33

made our year, don't you?



01:37

I know we're only a few months in. But I use already paid. For anyone who doesn't know you or

hasn't heard of you, would you be able to give, I guess a bit more insight into where your business is currently at the kind of work you're currently doing. What's happening, what's not happening? paint us a picture.



01:54

Yeah, sure. So I guess to sort of take it back a little bit. When I first started my business back in 2016. I had a baby and a business baby at the same time. And I eventually grew that business over the sort of the five years before my son went to school kind of adding a day, you know, a day a week each year to the copywriting business, and it was all done for you stuff, which was a great challenge for me. I mean, I left Korea in education as a secondary school teacher for many years. And so it's so exciting to me to be building this business from scratch and kind of learning lots and working with lots of different types of clients. But eventually, I kind of realized that, although I'd wanted to leave teaching, I was ready, I was really burnt out, I was kind of missing some of those teaching aspects. The actual, you know, being in a room with people, you know, actually having those moments where things, you know, dots connect, and people just kind of have those aha moments and that immediacy of teaching and you know, that kind of relationship stuff. So, in 2020, I decided that I wanted to kind of follow my curiosity with that. And part of it too, was that I felt that some of the client projects I was working on had that kind of like, I guess more of a transactional view, rather than a relational kind of feel that I just really wanted to find a way to be in relationship with clients in a more meaningful kind of way. So I sort of thought, well, how can I do that maybe I'll start kind of inviting people to come and work with me in more like a done with you kind of a style. And so I suppose over the past few years, that's really been evolving. I call myself a copy coach, but I guess it's kind of a bit of a mentoring, training, coaching, teaching sort of a hybrid, really, where I kind of get small business owners into a Zoom Room with me, whether that's one on one, or whether that's in a group setting. And I help them understand, you know, what's working in their copy so far? And what could they be doing differently. And that's not just the skills, but it's also like, around the kind of the habits they create around writing. It's also around, you know, getting to know their audience better, developing their tone of voice, all that sort of stuff. So hence, the kind of not just about copy sort of stuff that I talked about. It's the skills are a big part for sure. But there's so much else that's going on for small business owners, and a big piece of that is around confidence. So I guess in a nutshell, I'm kind of working with small business owners to get them feeling much more confident to put regular copy out there to help promote their business to help them connect with the audience. So I'm loving it. I feel like it's the best decision I ever made, but not without its challenges, that's for sure. Oh,



04:38

I love that. That is so cool. So is that what you do exclusively now?



04:42

Almost exclusively, I, you know, I may have one retainer client on at a time, I've kind of felt really resistant to a lot of retainer stuff over the years. I think I've mentioned to to one of you or both of you, you know, out of the context of this before that retainers often make me feel quite locked in. And I kind of like to be very agile and to kind of go with what comes. But I have in the

past 12 months, felt like I've needed some sort of security. And I'm feeling that need to have that sort of little bit of consistency. So I have one retainer client on at the moment. But other than that, I'm just doing the data with you stuff. And I'm just finding that just so much more meaningful for me. But I think it's tricky, because as both of you know, I mean, you, you both do some copy coaching, it's not something that small business owners necessarily have a really deep understanding of, at this moment, it's a pretty new kind of thing, right? So there's a lot of education around, what would be the benefits of working with, you know, copywriter, in this way versus that standard done for you kind of situation. So that's been, the challenging part of it is kind of making that stuff really visible. And it's the first time I feel like I've really been, you know, ahead of a curve or kind of at the start of a wave kind of thing. Which is an exciting place to be. But yeah, it's, it's tricky to,



06:11

yes, I love hearing all this. And I'm so happy to hear that it feels like obviously, aside from, you know, whatever challenges or nerves or anxieties you're up against, as all of us are, in our own business that it feels like this work is the work that you really should be doing. And I'm curious, you mentioned before that a key part of the work that you do with your clients these days, is about building their confidence. And of course, that's about their confidence in relation to their writing, and their copy, and their ability to connect with their audience. I'm curious for you, as you made this pivot, which by the way, is just such a lovely synergy with your background in education. I love that this is sort of where you've ended up at least for now, as you made that pivot, what was that confidence journey like for you? Because I think there's a distinct difference between working with a client done for you and being in a room being seen as the expert when you're doing done with you copy coaching. So could you talk us through that?



07:07

Yeah. So I mean, it was interesting, because in some ways, I find it less intimidating, I think what can happen in that, in that situation, when you're in a room with someone is that you get that real time feedback. And that is what I really kind of crave in terms of being able to see where something's going and to kind of problem solve in the moment, I think that I had a lot more kind of crisis of confidence, sometimes sending clients, you know, drafts of website, copywriters, copy decks, and then you're not there when they're reading it, and you feel like you can't sort of necessarily explain or justify, you know, you can ever learn video or something. But it's not quite the same as actually being in a space with someone, and being able to say to someone, like, here's what I'm going to suggest for a headline, how's this landing and being able to know straightaway? Have I missed the mark? Are we kind of getting there, and being able to talk through the justification of things as well, and why things are happening, I think peeling back, the curtain has kind of made the process feel less scary for me in terms of like, the actual client space, what has felt really tricky in terms of the competence piece for me, is the marketing around it. So I feel like I had gotten to the point in my copywriting business, where that's what I was known for, you know, so inquiries were just, you know, flowing in via Google and that sort of stuff. I invested a lot of time into building my own SEO and things like that. And so all those things are kind of working like then, you know, I just decided to sort of turfed out that window because it wasn't working for me anymore. And that's something that I, you know, I could have stuck with it. But it didn't feel like the right thing to do. So, actually kind of putting myself out there and saying, like, this is what I'm doing now, even though the actual

doing of the work felt better. The actual saying, This is what I'm doing felt like, oh, at times, so that was really tricky. It was a bit like, who am I to be saying that I can do this? Right? Who am I and I think it's just been a process of just feeling that kind of awkwardness and that uncomfortableness and just actually doing it anyway. Because realizing well, what's the what's the option? The option is, I then don't mark it, and then I can't work with these clients. And then I can't keep going, you know, in this direction of the business, which is where I feel like it needs to go. But that's, that's been the challenge.

 09:40

And that's such a big obstacle to overcome, because I think we all experienced that over and over and all the various levels. Right. So and what I always wonder if so what gives you that courage to make to or you know, what is that pivot point where you're where you say, I think what you just said is what else is there for me to do? Or how else can I do this?

 09:58

Yeah, I mean, I feel I think what I, what I tend to do in those moments is to actually just focus on, well, who are the clients that I've served and supported so far. And, you know, if I'm wanting to attract more people like those people, then that's the kind of people that I'm really speaking to, right. And they're the people who understand it. So I kind of just mark it as if I'm marketing to those people who are already in my, you know, I guess a little circle of trusted known clients and fans. And I kind of just block out the rest. I mean, I, I am known for meeting people on social media who trigger me in terms of like, you know, I just find looking at what other people are doing can be really unhelpful for me. So it's often just about having a scatter around seeing what the landscape kind of looks like, and then going, right, okay, so that I can focus on what I'm delivering, and what I'm doing differently, I need to now just actually put those barriers up in place, so that I can, you know, take the time to sit with my own ideas with my own thoughts, and then put out content that feels really true to me. And that's also been around, you know, working with people on some strategy and pieces like that, who really deeply understand my business and who deeply understand me. So that I feel like I'm getting the, you know, some of the validation that, that I'm on the right track with what I'm doing. I think it's, it's not like seeking approval necessarily, but it's like me saying, This is what I'm, you know, wanting to do and people going. That's what yeah, that's what you should be doing. Like, that feels good that that sounds right to us, you know, and it's like, yeah, I thought so I just kind of needed to hear it bounced back at me too. So I think it's about put it letting the right people in, and just kind of keeping people who are, you know, triggering or, you know, who get you to question yourself just a little bit further removed it through this kind of messy stage, I suppose.

 12:03

I love that. And I feel like you've touched on to like, such key universal parts of that experience, where as a business owner, you're asking yourself, you know, who am I to do this, because he talked about sort of blinking out what other people were doing, or blinking out, people that sort of weren't in your head, sort of in that little circle already doing that kind of work with you, who knew you really well. So I think you're talking there about ways to duck around comparison itis, which I think can come if you do spend too much time sort of comparing what other people are

doing and fundraising how your offer fits in or whatever that might be. And also exposure. It's like that fear of exposure, I think it when you planting a flag in something new, whether it's a new way of working or, you know, a new offer, or a new level of business, whatever it might be, I think so much of that fear is about being exposed for not being ready or being expert enough to do the thing that you're going to do. So I'm just wondering, that's what I got from that. But I may be way off base. I'm just curious whether that resonates with your experience of this whole process?



13:06

Yeah, for sure. And I think like, it's definitely something that stopped me in my tracks so many times over the years, because I've thought I mean, the I'm finally fine. And I say this, and I'm committing it to air now that I'm finally releasing this course I've been working on in a couple of months time, it has been the foundation of my group program for the last couple of iterations. And I'm going to be releasing it on its own. But I've been working on this for four years, like, and I just have been every time I've just sort of stopped myself and been like, Oh, should I shouldn't I can I will I won't I and I think to myself, you know, why am I questioning what I can put out there. I mean, I support other people, other small business owners through creating their own courses, I help them map out their, you know, their own causes, because I understand learning design and, and how to teach, you know, people things like that. And I get I question my own stuff so much. And I think it's just really interesting, where we kind of put the brakes on and sometimes with that exposure piece too. I wonder if there's a little bit of like, am I fearful of failure with something or am I more fearful of something being successful? And then what does that mean? Because I kind of it's kind of easy to stay in a space where you feel a bit comfortable where you've got, you know, clients who know you trust you understand you. Like I sometimes get a bit nervous about the idea of like, what if I did put something out and it did kind of, you know, take off then I'd have people in my sphere who maybe don't know me as well or don't understand the way I work and how would those people interact with me in my business and how that feels. So there is so many unknowns out there and I think sometimes we just it can keep us though in a bit of stuck holding pattern. So whilst I've been changing direction, there are certainly things where I've been like, No, I'm not ready to do that. And it's not that I don't have the wherewithal, it's that I just don't, I don't know where it's gonna lead. And that's the thing that stops me.



15:16

Fascinating. So when you say you don't know where it's gonna lead, it's that you don't know the the outcome that you want, or you don't know the outcome that you might end up with. Is that the fear?



15:26

Maybe both? Amy, I mean, I'm not good with any kind of surprises. I don't like surprise birthdays. I mean, I like I like known things. And it was so funny, because I was listening back to your conversation with Katie Griffin recently. And she was saying, you know, she's such like an analytical kind of person. And I was thinking, you know, I'm sort of the same. I'm a creative person. But I'm also quite analytical. And I like to know, the facts. And I like to know this stuff.

And I just, yeah, I find that standing on the precipice of something, well, it feels really exciting. Like, there's just this real, like, all kind of tension between do I stay? Or do I just take a chance with it. And that's not to say that I haven't, you know, done things that have been kind of terrifying, like starting a podcast and things like that they were things that deeply felt important to me, like it was, the podcast, for instance, was something that I had, you know, sat on for a year or two, and then I thought, feels like the way that I can help to explain to people what I do, it feels something like, like something I'm sort of in control of, in a sense, I guess that's, that's part of what it comes back to to is that I do like to have this feeling of control over things. And I think that that's a piece that, that I can have a lot of control over. But other sorts of, you know, avenues like courses or products or things like that, like it's it. It's it's the unknown is kind of paralyzing sometimes.



17:01

Yeah, it really, it really can be and I think what I've observed in business over the years is that the people who have the courage, or and I was gonna say is like the courage to go out and do something, but it's also the belief in yourself, or it's the belief in that offer, or like, I'm feeling like with you like this new thing you're doing, it's like, you're so called to do it, like it's meant for you to do it yours to do. And I feel like, you know, we talked about, like, comparison and looking at other people. And I feel like it's so easy to think that we should role model people because you shouldn't, right, of course, you should learn from people who have gone before and don't make the mistakes and so on. But, but really, the people who are the most successful figure out what, what's theirs to do, and they find the courage to pursue it. They sound really trite. But like, it takes so much courage to start a business. But then I think a lot of times what happens is you just you fall into the limitations that you've described, you know, where it's like, who am I to? And can I and, and all of those things, and when you can break out of that a little bit. Everything changes, but I think you break out of it when there's something that's really yours to do.



17:59

Yeah. And I think what's interesting to me on that is that, like, sometimes that's just that it takes time as well, like, it's, it's about creating space to do that real listening to yourself of like, what is it that I really am wanting to pursue right now? What is it that feels really important? What is it that I think is going to be really impactful for people? And I find, too, that, that looking around and seeing what people you know, put out and launch and, you know, there are people who are really great at putting out like stuff that's imperfect and testing and iterating. Like, for me, I would rather see behind the scenes and craft and shape and like, kind of get it all ready, and then say, this is the thing that I've made, you know, I'm not I'm not as comfortable with that imperfect action, but I am ridiculously persistent. And I think that's like what I bring, I suppose and what I, you know, I kind of think I wouldn't still be at it, you know, seven years in, if it wasn't for that, like real commitment to, like, Carry on, carry on, persist, show up, connect, deliver all that sort of stuff. But it's never going to be in that sort of imperfect, messy way. Because that's just not how I like to do things.



19:13

Yes. And I love that too, because I think so much of it is about not only recognizing what's yours

to do, but also recognizing the ways in which you work best. Because you've already mentioned that you're someone who likes control. So I can imagine that for you the idea of putting something out there that you know, isn't like polished, isn't finished isn't perfect, can feel like a total lack of control. So I can definitely understand why that works for you. I guess something I'm curious about too. You spoke about, you know, being unsure whether sometimes the hesitation around doing something is about a fear of failure or a fear of success. And I'm just curious if because it sounded like you maybe then went on to speak about how much you'd like control and you know how lack of control kind of terrifies you and I'm curious about the impact. But other influence maybe better word that scale has on that fear of success, because I feel like when you have something that scales, obviously I think, you know, the connection between all of your customers and new is, is less and is less controlled, right? Because they interact with that offer in a way that is also about how they show up and how they do things. So I'm just curious, have you thought about that? Or is that, again, I might be way off track with this. But I'm just wondering, because I think it's like when I'm having conversations a lot of the time with other business owners about at the moment, that idea of scale, being success and about how that can feel quite scary.



20:36

Yeah, I got that. So resonate, Kirstie. And I think, like, that's probably something that subconsciously has held me back from a lot of the scaling that potentially has been possible, this feeling of that, I really like to be touching all these parts of my business. And, you know, I have an assistant who works with me now, but I don't, she's not in my emails, contacting my clients, like, that's me, you know, and, and I, there's something about that part of the process that just feels like I want it to be me. I know, there is definitely room for, you know, automation. And I've certainly got, you know, welcome email sequences and things like that setup, but it's really important to me to be in there with my clients. But yeah, how does that translate to scale? That's the tricky part. And as you know, I'm going to find out, I guess, when I sort of launched this course, and there is that DIY option, it's kind of like a road test and see for me, but it's sort of the tipping point to have, like, what I have got my business to a point and have sustained it, you know, for a number of years, really at the same kind of level. And it's like, it's either now or never, in terms of like, I can just keep it as it is, or I can see what's possible. And I don't know what that's gonna feel like, but does anyone want to find out right?



21:55

There is That's very true.



21:59

It makes me think it's like you're wired for entrepreneurship, though, because it's such an interesting mix of contradictions, right? It's like, like fear of the unknown, but super persistent, knows what she wants, but it didn't know it's really interesting. And you've said a couple things that I think I really want to sort of circle back on. Because one thing that you said is, is really important, and it's like, it takes the time it takes. And it really does. And I just think it's important to point out because we all want to do it and, you know, be good at everything

yesterday and have the thing tomorrow, and you know, it just doesn't work like that. And sometimes it's like you can see what you might want to do or where you might want to go. But it doesn't mean you're ready to go there.

 22:37

Absolutely not. And it's so interesting, too, that I had this realization, I think it was sometime last year, I was sharing an office space with some other small business friends at that time. And Splenda had turned to another, another person in there. And she's also a parent. And I said to her, why are we in such a hurry? Like, we're going to be doing this hopefully, for quite some time. Like, why do we think we have to do everything this year? You know, and it was almost like, I'd never thought of that I was in such a rush, I think because I started the business when my son was, you know, a baby. It was always like, When can I get a second day on the business? When can I get a third day? When am I going to get to work full time in it. And now I've been full time in it for a couple of years. And I'm like, Why was I rushing? Like, what's, what's the rush? And I just, yeah, things can take time. And I'm conscious of wanting to make good decisions. And for me, that means not rushing them. It's kind of it's probably not the wisest business strategy. But I really do just genuinely follow my curiosity about what kinds of work I want to do or what I want to make. And trust that it will work itself out.

 23:52

Yeah, and I think you've proven that it does. Right. I mean, that that has worked.

 23:57

Yeah, that has worked. And I am curious to see what happens kind of with the scaling part. You know, it's that's me putting myself out of my comfort zone a bit. But again, it's like, well, how much more do I need to learn? How much more do I need to kind of prove before I can actually, you know, put something out and be like, I made this thing. And I think it's really great. You know, I think there's it's very easy for us to get stuck on the, you know, I just need to learn one more thing. I just need to listen to a few more podcast episodes on something I just need to just wait till I've watched this YouTube video on X Y, Zed, and then I'll feel you know better about the sore. You know,

 24:37

yes, we could go on forever and ever and ever.

 24:41

I could never be ready.

 24:42



11 24:45

And it's so cool to hear sort of how you address that challenge because I think that challenge is so universal. You know, in my approach to it, because of course I had the same hesitations around things in my business, but my approach has always been and I think will always be that nothing I ever do would be perfect. And my job and my goal is that every iteration is better than the one before. So for me, that gives me the freedom to make mistakes. And you know, to put things out there before they're ready, I'm not like you I'm, I'm quite happy to, to test versions that I know are not perfect. But I like I think this conversation is just such a good reminder of the importance of working with you and your strengths and your values. And that curiosity and being open to, you know, just tuning into yourself and, and following what feels right. And doing that in the way that feels the least resistive, I guess.

25:39

Yeah, for sure. And I know, Amy, you know, you've been talking for a long time about, you know, find the thing that you were meant to do. It doesn't have to feel difficult, it doesn't have to feel like really grindy. And I think, for a long time, I almost resisted what I do now, because I was like, it feels like really natural for me to show up in a space and do this, like, surely like that can't be the thing. But you know, it's so obvious, right?

26:06

Like, I love what you said about curiosity, and you'd like you follow your curiosity. I mean, that's what you do this for. Right? Man, I'm not saying you specifically. But that's why we do this, right. So we can get to follow our own urges and instincts and moments and ideas. And, and that's what I was trying to say, a moment ago, I feel like, like, what it says to me is like, you're you're an entrepreneur, I mean, that that, to me is what that that is it's like you've got that urge to, I don't know, to create and to deliver value and, and like somehow you're you're managing to get even, you know, around your own obstacles, because it matters that much to you. And I to me, that's this is a whole other conversation. But to me, that's that urge. That's real. And not everyone has it, right? I mean, like, if you have it and you act on it, then you then you come up against your own obstacles, like we're talking about now. Right? We each have our are different ones. But I think I don't know, it's just brilliant that you've that you've worked through it. I just love it.

27:02

Yeah. And it's so funny, because like, I would never have called myself an entrepreneur, I never would have, you know, I didn't grow up with, you know, family, running businesses, things like that. I didn't kind of see that sort of stuff happening. And it was really more out of necessity. In the first instance of like, I'm going on Matt leave, I'm so burnt out from my job, what else can I do? And I couldn't find another job that felt like a good fit. So I thought I would just make one. And it's just been a process of like, yeah, what next? What does that look like? What do I want to do? And now I just think I'm so unemployable, because I just every time I look, you know, at a role, I think, oh, but then I couldn't do this up. But then I couldn't do that. And then I definitely couldn't sit at the hairdresser with my laptop and work, you know, so I just feel like I just I can't, I have to kind of just embrace this. And even though it's not what I would have called myself, I

can see that yeah, the more I no longer I do it, the more it feels natural. And it's interesting, my husband stepped away from the career that he was in and actually started the business as well during lock downs in 2020. And that businesses is growing strong, and they have a big team and so on. And it's so interesting, because neither of us, obviously, we're doing this kind of thing. And we didn't really understand each other's careers back sort of 15 years ago. And now we just feel like we have so much in common. And he's who I would describe as you know, a classic entrepreneur, he's just got ideas out the wazoo. Like, it's just so exciting to see him come into that. And I think it's really kind of gives us both some energy on those, you know, like, and we embassy allegiance, good days and bad days, and that sort of thing, too. So, yeah, embracing the entrepreneurial life, I suppose. And seeing where it takes us.



28:57

Cool. I just say I grew up in a family business and my family worked together. And my grandfather was in the business and my uncle was in the business and to me and my brother work there. It was very natural. And like people all my life people don't You don't work with family, you don't work with people, your you don't work with anybody that you're that you're close to, and certainly not your spouse. No. And to me it was like, Isn't that like what you do? Isn't that work? So I think it's, it's just cool that you're able to do that side by side because it's it is a very, when you're when you live with someone who isn't an entrepreneur, it's very different. There's like their conversations you just can't have, they just do not get it. They might be supportive and lovely, and they care but it's like, there's not that understanding that you to have



29:39

totally, but it's pretty funny, you know, like things I told him in the beginning. He's come back to me sort of two years later and said, I really wish I'd taken your advice you know about x y Zed, like where you're gonna leave it, you're gonna live through it. But yeah, there's that common common language which is kind of really nice. You don't



29:57

know what you don't know. That's it. Write later until later on. Oh, you didn't know what you were talking about? Yeah.



30:04

Oh, I love this so much ever. Thank you so much for coming on and sharing everything so openly. I totally just want to mirror what Amy said, you're definitely an entrepreneur. And I know that that language might not sit with you. But like just hearing you speak about, you know, that curiosity and how you just, you know, are always so motivated to see where the edges are for you in terms of what works and how you can work and all those sorts of things. Like, it's just so exciting to hear. And I can't wait to see you launch this course in a few months. And I'm also very excited because now you're publicly accountable. So after, after seven, what was it four years? It's gonna happen?



30:41

No, it's great. It's great. Yes, I'm glad I said it out loud. So they go.



30:47

Just you just threw down a gauntlet, didn't you?



30:51

Oh, let's I mean, this has been such a delight. I think there's nothing more important, you know, as small business owners than being able to talk realistically and honestly and openly about what it looks like and what it feels like, even the longer you do it. You know, it's it doesn't, there's some parts that don't get easier. And there are some parts that do. But I think, you know, my kind of mission is to kind of support all small business owners to just kind of Yes, survive and thrive alongside one another. So why would we not want to share what goes on? Yeah,



31:25

I agree. It's because it's challenging, right? I mean, especially when, if you're doing it so low, and you're alone a lot. And you know, all you've got is what's rumbling around between your ears, which, as we all know, can be very dangerous.



31:36

Very, very true. If anyone listening wants to keep you around the internet, where can they find you?



31:43

That does sound incredibly creepy. But yes, please come on over. Everything lives at Emma Macmillan. [coffee.com](http://coffee.com). You can also find me on LinkedIn, and Instagram. So yeah, that would be great coming connecting us have a podcast, not just about copy. We're talking not just about copy, but all the other stuff, the competence and have wonderful conversations as well. So yeah, thank you so much to both of you.



32:08

Absolute pleasure. And Emma's podcast is amazing too. If you're wondering, like, Oh, is it worth the listen? It definitely is. I was lucky enough to guest on there probably about a year ago now. But the episodes are so good, such interesting conversations. And I think if you've resonated

with or appreciated anything image share today, you'll get a lot out of those episodes there because you just have a way of pulling that kind of stuff out of people in a way that I think makes the whole entrepreneurship thing feel far less lonely. So thank you,



32:35

thanks for that mission. Because I think you're right. It's important and I think the more we share and the more we you know, don't act like it's this big, secret thing like he's either what we do or the club itself. I think that you know, the more welcoming it is to everyone, the better off we all are so, so thank you for that.



32:50

Couldn't agree more.



32:51

Thanks, Emma.