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Jaime Masters: Welcome to Eventual Millionaire. I am Jaime Masters and today on the show, we are here to have my really great friend John Jantsch back. He's an amazing author and he just came out with a brand new book called The Self-Reliant Entrepreneur, which we all have to be and I can't wait to talk to him today. He's also author of Duct Tape Marketing, which you probably already heard of. Thanks so much for coming on the show today.

John Jantsch: Hey, thanks for having me, Jaime. Looking forward to it.

Jaime Masters: So, this book is different – and I know you've been promoting it like crazy – but why the heck is it this different and tell us what it is.

John Jantsch: Well, it's completely different in several elements and then not so different in others. So, it's different in that my first five books – this is my sixth book – my first five books were squarely on how to do some aspect of marketing. This book is completely different in format, but it's also more of what I call a “why to” book. It's kind of a mindset book more so than telling people how to do things. And a lot of the reason I wrote it is because I think the “how to” information space is completely full.

I mean anything we need to know how to do is out there on YouTube somewhere, but I think a lot of entrepreneurs still face that kind of daily battle of working on themselves. So, I really wrote a book that I felt fit into that space, but the format is extremely unique in that it is a daily medication guide. So, in other words, you basically have about a two minute reading every single day that is structured with some literature that I mined or curated from mid-19<sup>th</sup> Century that I think is still today the best entrepreneurial writing ever.

And then I've been an entrepreneur myself for 30 years and so I certainly at least attempt to share my experience and contextualize it a little bit and then I leave you every day with a question that some people say is actually the hardest part of reading this book.

Jaime Masters: I bet.

John Jantsch: But the way that it's really maybe not that different is that I have – for my entire career – worked with solopreneurs, entrepreneurs, the smallest of real businesses under the name of marketing, but when you really get inside a typical small business a lot of times who the owner is being is **[audio cuts out]** [00:02:22]. I feel like I've

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always kind of worked on that self-development right alongside the email funnel as well. And so this is a book that matches up kind of with a practice that I've done – kind of a morning ritual – for the last 20 years. So, in a lot of ways, I wrote the book that I finally wanted for myself.

Jaime Masters: So, it took me a minute because you said “why to” and I was like, “Y2K” and then you said “how to” and I'm like, “Oh, my gosh. How did it take me so long to get that?” because you're right it's between what is between our two ears that makes you a successful entrepreneur potentially or not, right?

John Jantsch: Well, and not even. I mean a lot of times people get really hung up on the – no offense, Jaime but – the goal of a dollar amount or you know what success is and – to some degree – I think what that sometimes does is it kind of sucks the joy and happiness out of the ride. And so I think that this book – as much as anything – is about success on your own terms.

Jaime Masters: I can raise my hand on that. The point of the show is life first and then money, right? But what we have unfortunately done in general – especially as business owners because we care so much about our profit and loss statement hopefully you know – at least hopefully you care at least a little bit about it – is that we marry them both together and they are so not the same. So, how can we make sure that we're paying attention to enjoying the ride? I know getting the book and answering questions for sure, but give us some tips on that.

John Jantsch: Well, I mean the biggest thing for me I will tell you is that I think a lot of the pressure that we put on ourselves is worrying about the future and – the other side of that – worrying about the past. Assuming that things are gonna go the way they did because that's how they've always gone or assuming that somebody told you that you can't do this or you should do that. And so a lot of what this book is about is kind of releasing the need to try to control the things that we have no control over, which is 90% of it out there.

In fact, I think we only have control over two things and that's how we show up and how we respond to everything that happens. So, I think that, as entrepreneurs, it's okay to have that big, lofty goal that's out there, but I think we have to somehow – in the moment every day – detach from how it happens. And you don't have a project plan and you don't start ticking things off, but where we get derailed is when something doesn't go how we thought it was

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going to go and then we kind of lose it. And that's the part that you have to kind of step back and go, "Oh, okay. I wonder what this is here to teach me." And that is really a hard lesson.

Jaime Masters: Self-reflection especially for entrepreneurs that feel like it's crazy in here. I have clients that I'm like, "Oh, we need to start meditating to try and get some semblance of where this head is going" and they're like, "I can't. I can't do that." So, what tips do you have for those people that are like, "I'm too crazy. I can't do it."?

John Jantsch: Well, again, of course you can. That is my tip. I think a lot of the stress around meditation – I talk about it all the time. I've practiced it for 20 years. A lot of the stress around meditation is people hear they should be doing it and then they think, "I'm no good at it." Well, there is "no good at it." It's sit and focus on your breath in and then focus on your breath out for about 10 minutes. There is no way to fail that. And that's where I think a lot of people get hung up.

But I know, for me – and that's all I can really share – is that if I don't meditate and journal and read something that's inspirational and hopefully get some sort of form of exercise, my day just doesn't go as well. And so it really you know meditation or reflection – taking that moment to kind of go "Here's what I believe. Here's what I want to accomplish. Here's how I want to show up for the people that I'm gonna show up for today – you know just taking that five minutes to do that I think helps center you and stop you from necessarily getting knocked off course. I do it with every call, every meeting.

I have five words that I want to study and focus and say, "How do I bring those things to this interview or to this call or to whatever I'm doing?" I just think we have to remind ourselves to do stuff like that.

Jaime Masters: A million times yes and it's, of course, easier said than done when people are actually in it, right? And we've heard a lot about morning routines and I think they're extremely important, but it also seems like it needs to be customizable and not formulaic, right? So, how long did it take for you to know those things are extremely important and it doesn't go well if you don't do them?

John Jantsch: You know probably years. I mean one of the things about doing this for so long is it's just so easy to look back in hindsight and to

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say, “I’ve got all the answers.” But I stumbled through it every single day. I mean I had young kids you know. They’ll wreck a morning routine like nobody’s business.

Jaime Masters: Seriously.

John Jantsch: And so I think the real key is you’re constantly looking. You’re constantly trying to grow. You’re constantly realizing that you have to work on yourself as much as you work on your business and so I agree with you. My morning routine is not a prescription **[audio cuts out] [00:07:30]**. In some ways, my prescription is just my medicine you know to really get the day going. And I think the key is look for what helps you be your best self.

Jaime Masters: I really actually like the way that you said it. It is medicine and it’s hard to go, “Well, I feel like I’m being selfish” if I’m putting self-care first when we know logically that it’s gonna give us better things. We’re gonna be more effective. But still taking that time makes guilt come up. How did you get away with the guilt?

John Jantsch: You know I think what happens is if you do it for a while, I realize how much I get from doing it. So, it’s like a 30 minute investment gives me two hours of kickass and I mean that’s you know I’ll take that math any day. And I think that that’s kind of how you have to come to look at it and anybody who’s been doing this for any amount of time – anybody who’s been a human being for any amount of time – can’t dismiss the mind-body-spirit connection. You just can’t.

I mean you can take care of it, you can abuse it you know, but I don’t think you can deny its existence. And, to me, that’s been one of the things I’ve worked on the hardest is there is no work-life balance. There’s only balance.

Jaime Masters: Oh, okay. So, can you tell us especially over – you’ve been doing this for so many years. So, we have the wisdom of many, many trials and errors and going through hard times because it feels like it’s an ebb and flow and a layering of how this goes, right? Because it’s never perfect, I’m assuming, but you tell me.

John Jantsch: No, no. You know the book is actually structured – because it was an annual book – you know January 1<sup>st</sup> through December 31<sup>st</sup>. I structured or used the metaphor of seasons and that’s how I’ve seen – in my life, in my entrepreneurial journey – is there wasn’t ‘just one, big, long journey.

There was this sort of never-ending repetition of seasons that kind of starts with developing a level of self-trust, finding purpose, realizing that you have to be resilient when things don't work out the way, and then maybe looking at, "Okay, what's been the impact or what meaning do I want this to have?" That was very quickly my four seasons that I think every entrepreneur – or at least I've experience a lot of entrepreneurs – go through kind of over and over again if they stick with this.

Jaime Masters: And there's different positions of learning in each one of those also, right? So, sometimes when you're sort of taking more rest time, you can still learn or more potentially based on what season you're going through. I really like the fact that you said resilience. This is something that's coming up over and over in my work right now where I'm trying to get better with resilience and I never knew the importance of it before. So, what made you say resilience?

John Jantsch: Well, that, to me, that's fall. What I've seen a lot of people do is they get this great idea and it starts working and they're like, "Yeah, I've found my purpose" and it's almost to the point – you're probably seen this before – it's almost to the point where we start to get **[audio cuts out] [00:10:34]** because we now are not prepared for growth, we're not prepared for success, we're not prepared for the fact that we can't do it alone you know anymore.

And so that, to me, what I've seen in my own life and I've seen many, many entrepreneurs I've worked with, you know that's the crucial make it or break it time because that's when you either learn from it or you decide you're a failure. So, you know all the research around the most positive people, the most successful people, resilience is one of the keys and it's not just like, "Damn it. I'm gonna make it."

It's really the ability to reframe things as, "I didn't fail. This idea wasn't what I thought it was going to be." You know it's not like the global, "I'm bad." It's, "Okay, what did I learn from this?" I think people who are able to do that I think are generally speaking not only the most successful, but the happiest people too.

Jaime Masters: Exactly. That's exactly what I was gonna say because the funny thing is that when you can actually get good at reframing, it's like the placebo effect. You can believe it and – as long as you believe it – then, "Hey, I'm happy" or "I'm better." I mean, again, easier

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said than done though because when you're actually in the moment of something being down, reframing can be some of the hardest things to do. Do you have any tips for being in the weeds like that?

John Jantsch: Well, you know I think some people – let's face it – some people were given the gift of that as kind of a natural thing. I have seven brothers and two sisters so there were 10 of us growing up within 14 years. I mean it was chaos always. My parents didn't have much money you know. Lord knows how they fed 10 children. But I just distinctly remember no matter what happened, my mom would always say, "Oh, it's gonna work out. Something will show up. Something will happen."

And I think I feel like that was a gift to where I'm able to do that in my own life, in my own business, you know. So, I'm not gonna say that – it's definitely easier for some people. Let's put it that way. And the other teacher, of course, is experience. I mean when you believe or trust in yourself enough that you're gonna be able to figure this thing out, I think you stress out less about, "Oh, the sky is falling."

Jaime Masters: A million times, yes. My upbringing was quite different than yours. No. I didn't have as many brothers and sisters either, for sure, but it is interesting because my parents are very critical and said, "You should do it because I couldn't." Right? And it was like, "Oh." I didn't really get the "It's all gonna work out" kind of thing. So, it is interesting.

Have you worked with entrepreneurs? Because it's like, "This is gonna suck. Oh, wait. I have to reframe that because otherwise it will suck" and it's a – this is why I meditate, personally, but it's like a constant battle with your own inner thoughts. I know you've worked with tons of entrepreneurs. Have you dealt with people that are more like me than like you?

John Jantsch: Well, I think it's probably the majority of people that haven't – two things – you know didn't have that early in their life had a lot of people maybe tell them they weren't good enough, they weren't gonna – I mean those are hurdles. I mean my hardest choice growing up was whether or not to have chunky or creamy peanut butter on my sandwich, you know, I mean I feel like sometimes.

So, I understand that that is something that some people have to overcome, but I think we're all working with the same tools. It's just it's why this idea of working on yourself constantly as an

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intention you know has to be as big as working on your business as far as I'm concerned.

Jaime Masters: Yeah, especially if you're coming from a "lower" level than where most people are just generally starting anyway. So, question though when it comes to that because A, self-improvement ain't measurable, very easy, right?

John Jantsch: Yeah.

Jaime Masters: It's hard to track. It's hard to know if we're actually getting at anything or if we're spinning our wheels, if we're getting better, right, besides maybe other people's reflections or self-reflection. How can we really start to know what's working for us and not working for us in this world?

John Jantsch: Pay attention.

Jaime Masters: It's sounds so simple. How do I do that?

John Jantsch: So, here's one of the things that I think has to happen first. You know you can set all these things, you can have all these routines and whatnot, but until you start witnessing how these limiting beliefs, these limiting things, are showing up in your life, you're never gonna change them. You know they're just gonna be the pattern and I think that that's why things like meditation are so important because I think that's the place where you start at least acknowledging.

I mean I'll take a really easy one – judgment. Judgement of other people you know – which is Facebook has made into an art – is something that actually robs us of our joy and mindlessly, we do it all day long – myself included. When we can start witnessing that we're doing it, then that's the first step to letting it go. I mean I know that's a really preachy sort of weird example, but it's one that I think most people can relate to.

Jaime Masters: No, I absolutely love it. I've given permission to my children to call me out on stuff that I don't – like you know what I mean, that stuff that self-awareness stuff – that you're like, "I don't want to give anyone permission to say this because this sucks and it's probably really, really important." But once we even get that or I've had my best friend slap me every time I said I was a control freak, right? So, I apparently said it all the time and I didn't even realize it. So, that was great.

And so as we start diving in and having that first step of awareness, then we have to make a new choice. And if there's not space between the awareness and what that potential new choice is, it's really difficult, right? So, what do we do?

John Jantsch: Yeah. You're gonna let me bring one of my favorite quotes of all time from Victor Frankl's *Man's Search for Meaning*. "Between stimulus and response, there is a moment, and in that moment lies our freedom."

Jaime Masters: Oh, yes. I'll let that sink to everyone because it just gave me wicked chills. I'm assuming everybody's already heard of that book before. In concentration camps being able to say something like that I mean we have it so much easier – a million times – and yet I bet we still feel it's ridiculously hard because our context of what hard is unusually does not compare to concentration camp hard, right? So, tell me a little bit more about your meaning.

John Jantsch: You know the book as 366 entries. There are probably six or seven themes I come back to all the time and mindfulness is certainly one of them. And that idea of witnessing our thoughts is certainly – instead of just responding or reacting the way we always do you know kind of these conditioned responses – that's a great practice of just taking a moment and hesitating and going, "Oh, the way I responded before hasn't actually served me that well. What would be a new choice I could make there?"

You know as cliché as it's become, gratitude is a tremendous mindfulness practice. So, you see all these books about gratitude and gratitude journals and giving thanks and I think a lot of people stop at like, "Yeah, that's a good thing to do" but you can't be gracious and thankful without being mindful at the same time. You just can't. So, there's a reason some of those practices that people talk about they aren't always able to articulate why that's a positive thing in their life, but you know I've really –

In fact, I don't know when this show will come out, but in February I'm doing 29 days of mindfulness as a challenge inside the Self-Reliant Facebook group because I really think it's the key to unlocking most of the doors that people are struggling to unlock.

Jaime Masters: Oh, I love this, yeah. So, if meditation feels to "hard" for you, just linking more and more gratitude will make your whole life and having more of those moments. I made a point to say "I love you"

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to all of my friends – even some that didn’t feel weird at all when I say “I love you” to them because I just want them to know how much I really care about them every single time I see them. But what’s really amazing is I’m saying “I love you” all the time to all these people and it makes me feel a lot better.

Again, super, super small little things, but to remind me how much I actually care and have love for these people is huge. So, I’m trying to get better at linking little – or at least having more of those moments – than the self-critical and flip it. Again, just trying to pull apart one day and have as many moments as we can because I feel like because so much is past programming – or I call it like programming like subroutines in my brain – where I always go down the “if this, then that” path, right?

Because I used to be a programmer and so when I do that and I catch myself in a loop – even if I’m halfway down that loop – I can at least have a little more awareness of how far that trajectory went instead of trying to catch it because I’m not good at catching up at the top yet. Do you know what I mean?

John Jantsch: Yeah, yeah, yeah.

Jaime Masters: Catching it all the way down.

John Jantsch: Yeah. I tell you **[audio cuts out] [00:19:51]** this is a goofy thing, but one thing that I’ve done for years is that it’s really easy to drive home the exact same way every single time from somewhere and I go out of my way to go a different way. I mean as goofy as it sounds, it just breaks up patterns and that’s just another little, stupid example, but I think being intentional about that kind of stuff you know is how you stay focused on now.

Jaime Masters: I love that you do that though because I’ve read it in books before. I’ve done it occasionally a long time ago and yet the fact that you bring it up and say, “Yeah, I’m actually taking action on the books that I –” because I’m assuming that you heard it from someone and then started doing it too, right?

John Jantsch: Right.

Jaime Masters: So, how do you implement? When you hear a good idea, how do–

John Jantsch: **[Inaudible] [00:20:36]**.

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- Jaime Masters: What was that?
- John Jantsch: It was actually in the bible.
- Jaime Masters: Oh, was it?
- John Jantsch: To tell you the truth.
- Jaime Masters: Well, then there you go.
- John Jantsch: Through Christ then we're told to go home by another way because King Herod was going to do something bad, so yeah. At any rate, that's where that phrase came from.
- Jaime Masters: So, how do you determine what to test because I do feel like it's a testing of a lot of different things and you figure out what works for you. How do you figure out that?
- John Jantsch: You're implying that there's sort of like a pattern or a system to this. You know I read a ton and I get a lot of ideas from, in fact, strange places. I love to read books that – like you can't really see my bookshelf back there but – about architecture or you know about math, about nature. There's so much amazing stuff that I think we can bring into our lives even though the people writing those books weren't really talking about self-development. That's where I get my best ideas.
- Jaime Masters: Really? Okay. So, for all those entrepreneurs that are like, "I don't have time to do anything. I only read business books." Right? That's usually what people say, right, or maybe self-improvement books.
- John Jantsch: Yeah.
- Jaime Masters: What made you drive to actually pay attention to other things?
- John Jantsch: I think – to tell you the truth – that I discovered early on that I got my best business ideas from other areas. You know I'm guilty of it, but you know it's hard for me to read a marketing book anymore because you know – don't tell anybody I said this, you can cut this part out – but we're all saying the same damn thing.
- Jaime Masters: I love it. Yay, thanks, preach. Okay, sorry, go ahead.
- John Jantsch: And so you know there's so many great examples and ideas that
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come out of completely unrelated areas that I think that, to me, is where innovation comes for me.

Jaime Masters: I agree and I totally recommend your books to a bunch of my clients so we're not saying that they're not good sometimes when we need them. They're very good when we need them. But you're right, there's way more context. If you can use it in specific timeframes, that's different. But creativity and genius is a different ballgame in itself than tactical.

John Jantsch: Yeah, yeah, no question.

Jaime Masters: Yeah. So, how was it writing this book then comparatively to the other ones? Was it harder or easier?

John Jantsch: Way harder. A couple reasons. It turns out it's much harder to write short entries than it is to blabber on for 10,000 words, first off, way harder because I really wanted every page to have at least one idea where you went, "Huh." And you know that takes time. You know I signed up for this, but you know it was about three months into it when I realized, "It's really 366 individual ideas" you know?

The other thing about this book too is you know we talked a little bit about it but I anchored all of the writing by curating some mid-19<sup>th</sup> Century literature – so Thoreau and Emerson and Margaret Fuller, Louisa May Alcott – and the reason I did that, first off, I'm a fan. So, that part was kind of easy. But also if you think about what was going on at that time in our country, we were on the cusp of the Civil War. Women were marching in the streets to get the right to vote. We were trying to abolish the legal act of human slavery.

So, it was kind of the first countercultural period in America. And so you know a lot of the writers like Thoreau and Emerson just kind of overtly were saying, "Hey, maybe it's time to not listen to your teachers and preachers and parents and politicians. Maybe you need to start following your heart." Even the fiction you know from that time if you look at Scarlet Letter and Little Women which, of course, is now a big movie again and Moby Dick. The protagonists in those works of fiction were kind of some of the first ones to say, "Hey, this is gonna maybe cost me everything, but I got to be true to myself."

I think no better words have ever been written for entrepreneurs

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you know than those messages. So, I included in this book tons and tons of research into the work from that period. A lot of the authors were labeled transcendentalists so it was kind of a period where they were saying, “Hey” you know as I said “– follow your heart. We’re all endowed with a unique soul. Nobody else is like us. Nature gives us a perfect example of how to live.”

I mean some I think tremendous lessons. It freaked people out at the time, but it’s certainly I think stood the test of time and that’s really why I wanted to dive into that and kind of maybe even introduce people to that body of work that maybe they hadn’t visited since high school or college.

Jaime Masters: Since high school, exactly. I read Little Women back in the day and you just gave me chills. I know your best quote, favorite quote, gave me chills, but so did just the passion that you said behind those words, right? Because we’re living in a time where we kind of have to be a little more risky than we’ve been willing to do in the past and that takes guts.

And unfortunately, we’ve been pushed down as people also, right, let alone entrepreneurship takes guts as what we’re doing anyway so I so appreciate your passion and bringing it to people. Do you really feel like we’re risk-less or risk-averse more now than we were then or are we riskier? Where do you think we are especially as entrepreneurs?

John Jantsch: You think about that period of time. I mean they had to kill some of their own food and build their own houses and you know I mean they had a different set of problems than we have. I mean we now have all the distractions of technology, but I don’t think much has changed. I think the human condition and striving to be who we were meant to be I think is something that’s been with us forever. We just have a different set of distractions now.

Jaime Masters: Yeah, and we still think it’s hard no matter right? Then it was hard. Here it’s hard or we think it’s hard anyway because we have no context of killing your own food and making fires to be warm, right? I mean thankfully, thankfully we don’t, but it is kind of crazy that we get so warmed up and used to it. Maslow’s Hierarchy of Needs you’re like, “Well, I’ve got those so now I really have to put all my weight into oh, my gosh, I care about my thoughts making me crazy when, in reality, nothing is going really that bad” right? And it’s, again, between the two ears.

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John Jantsch: Yeah. It's worrying about the future and the past that costs us the most.

Jaime Masters: Yes, yes. I agree a million times over. I know we have to start wrapping up. Everybody get the book and one thing I read a daily – not devotional – but I read a daily book every single day. So, yours is going to replace the one that I currently have because it's better because I'm telling you this right now.

John Jantsch: **[Inaudible] [00:27:38].**

Jaime Masters: What was that?

John Jantsch: I appreciate that, but why don't we read today's?

Jaime Masters: Oh, great. That would be awesome.

John Jantsch: It takes less than two minutes. So, this is we're recording this on January 29<sup>th</sup>. So, I'll just read January 29<sup>th</sup>.

Jaime Masters: Perfect.

John Jantsch: So, every day has a title and then a reading and then some words from me and then a question. Some days are longer than others. This is a pretty short one. So, this is from Willa Cather – who was really one of kind of the discoveries that I was really happy to come on. I was not that familiar with her work. All right. So, today: “True Desire. Nothing is far and nothing is near if one desires. The world is little. People are little. Human life is little. There's only one, big thing – desire. And before it, when it is big, all is little. It brought Columbus across the sea in a little boat.”

That's Willa Cather from Song of the Lark, which was written in 1915. “Desire, powerful as it might be, is simply one motivation in a potential sea of stuff motivating us to do what we do. A sense of duty is a motivation – fear, tradition, obsession, joy, anxiety, shame, pleasure, sadness – all motivations masked as shallow drivers. Connect to your true motivation, your true desire, to inch forward towards something that looks like impact. Tamp down all those false motivations masked as want and you'll begin to make all that lies before you small in the wake of your true desire.” “Your challenge questions today: What is one thing you truly desire to accomplish?”

Jaime Masters: I love the question too. That makes it so much – I do Morning

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Pages every day. I don't know if you've heard of Morning Pages, but that's your book is gonna be perfectly aligned.

John Jantsch: Morning Pages or the Artist's Way just turned 25, actually.

Jaime Masters: Really?

John Jantsch: I bought it when it first came out. That's how long I've been doing this.

Jaime Masters: Really? Wow. Thank you for your wisdom, right? I love that. Thank you so much for sharing that and reading that for everyone. I want everyone to go grab it and pick it up. You can get it on Amazon right now. I know I have to start wrapping up. So, what is one action – besides getting the book which they should totally do – one action listeners can take this week to help move them forward towards their goal of a million and a happier life, right? Both, we want both.

John Jantsch: You know I'm gonna – this just hit me today. I don't know that I'd give this advice to everybody, but it's something I've been thinking about this year a lot. Come up with your five words. What are your five words that are your core values? And start bringing them into everything you do. I'll share mine are love, hope, curiosity, kindness, and adventure. And I want those to show up in everything I do.

That's a simple enough list to not overwhelm. I'm not always 100% in doing any of them, but they're not aspirational. I mean they are true aspects of what I believe and who I want people – how I want people to experience me. So, come up with yours.

Jaime Masters: I experience you in just those ways. How amazing is that? Those are so core and amazing. Awesome. Where can we get the book and where can we find out more about you?

John Jantsch: Oh, as you said, the book can be purchased anywhere you buy books. If you want to find out just more about the book – including interviews like this – it's just Self-reliantEntrepreneur.com and then – if you want to take a look at what I've been doing for the last couple of decades, it's DuctTapeMarketing – D-U-C-T, T-A-P-E Marketing.com.

Jaime Masters: Thank you. Thank you. Thank you. As always, I hope whenever you have any books you come back because I so appreciate our

conversations. Thank you so much for coming on the show today.

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**Duration: 32 minutes**