

Jaime: Welcome to Eventual Millionaire. I am Jaime Masters, and today on the show, we have Radha Agrawal. You can check her out on Daybreaker.com. She has started a huge movement. She's a community force. That's what her bio says, but everything I've found online just feels like a force. Her new book, or her book that came out actually in 2018, way before the pandemic, is called *Belong*. She was ahead of the curve of all this community-driven neediness that we have right now. Thanks so much for coming on the show, today.

Radha: Thank you so much for having me. It's good to be here.

Jaime: Well, it's crazy how much the pandemic sort of brought out how lonely we already were before we even realized it. And so, it's just amazing that you've been creating communities for such a long time. Give us some help, because we know we need it.

Radha: Oh, my goodness. Where to begin? I think, yeah, 1 in 4 Americans have zero friends to confide in, and this number has tripled in the last 30 years, and it's only gotten worse during the pandemic. And so, to really again remind ourselves not just why belonging is important, but how to belong, I think, is sort of why I wrote the book, right? I think all of us know that belonging is so important, and such a foundation of our happiness, and a foundation to our development, and health and wealth. But most of us don't really know how to belong.

So, one of the things I think about building community is first just asking yourself sort of, "What are my core values? Who am I?" I think so often in our journey to building community and making friends, we so often forget our own personal core values, and where we are in that movement. So, I think the first thing I think about when I built Daybreaker, when I built my own personal community, was: What do I care about? What do I want? What do I value? What are the qualities I'm looking for in friends?

So, the first thing I did at 30 years old, when I looked myself in the mirror, just 12 years ago now, and I realized I didn't belong. I was sleepwalking through my 20s. I was really kind of realizing that I had never written down on a piece of paper the qualities I was looking for in a friend. We seem to kind of stumble into friend groups and to fall into these friendships that we don't necessarily choose or are intentional about. We just sort of happen to us,

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because they sit next to us at our office, or their lockers are next to ours.

So, we're very unintentional about our friendships, yet we're so intentional about our professional careers; we're so intentional about our romantic partnerships; and yet our friendships are kind of like, "Okay, yeah, sure whatever. I don't really care." And yet, that's the backbone of our happiness.

So, the first thing I did at 30 years old was I sat down through the beginning of my book. So, I wrote down three columns. Column 1 was, "What are the qualities I'm looking for in a friend?" And I really took the time to write that down. And I wanted friends that talked about ideas, and not each other. I wanted friends who were adventurous and curious, who weren't just complainers. I wanted friends who weren't just addicted to social media, but were actually doers. So, I wrote down all those qualities.

And the Column 2 was: What are the qualities I don't want in a friend? Like: I didn't want negative nellys; I didn't want shoulder shruggers; I didn't want shit-talkers; I didn't want people that really brought me down; jealous people, envious people. So, I wrote down all those qualities I didn't want in a friend.

And then, Column No. 3, perhaps the most important column, was: What are the qualities that I need to embody as a human being to attract the friends that I want? And so, I need to be less of a canceller because I got too busy. I need to be less judgmental over the qualities in friends. And so, I kind of did this audit, and that was the beginning of my community journey. So, encouraging everyone listening to do the same for yourself, because it is truly eye-opening.

Jaime: This is exactly what I mean my friends are talking about lately. Just because you realize the level of depths of friendships that you have, and there are no real good books on it besides yours that I've read. There's *How to Win Friends and Influence People*, that they recommend from many, many years ago, that we're in a different society now than we were back then. There's no real good ways of teaching you how to become friends with someone anywhere. It was kind of weird.

Radha: Right. It's wild, isn't it?

Jaime: Yeah, especially because –

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Radha: Yeah, and so much of the resources that exist are either 80 years old. And even Maslow's hierarchy of needs – which is amazing; I love it. It was written in 1943, and so much has been discovered. Technology has been invented. There's so much that has changed, and he invented this hierarchy of needs. I rewrote his hierarchy of needs, and updated it in my book, as well, to really show that belonging is actually not in the second or third rung of the hierarchy of needs, but in fact it's a foundation. It's the base of the pyramid. It's the base of our needs as a human being.

Jaime: Yeah. With all this isolation, not only for talking to other people, but for myself: It was so lonely, and I didn't realize how that affected my mood so much. And so, let's talk about personal friendships, first, and then we'll move into the business movement stuff, because I know people want to hear about that, too. But how do you start cultivating that group? I've run mastermind groups, and I've got sort of a core group of business friends that I absolutely adore. But on the personal side, it's different. It's like, "Let's just hang out." And how did you determine to build the level of depth of connections? Because I can make acquaintance friends easy, but it's the level of depth and commitment to each other that I'm really looking for.

Radha: Totally. So, Step 1, again, is – this is also another exercise in my book, as well – but essentially, I kind of drew out three circles. Imagine a Venn diagram, and in the first circle, I wrote out my personal values. The second column was, what am I – I call it your VIA chart: Your values, your interests, and your abilities. So, what do you value today as a human being, Jaime? What are you interested in exploring as a human being, and what are your abilities as it relates to your skills that you can bring into your community?

So, an example of an ability is: I am really good at cooking, or I am really good at gathering people at my home, or I'm really good at bringing instruments to a gathering, so people can play music together; or I'm really good at asking questions.

So, I think just first sitting down and mapping what are your gifts that are innate to you, that don't feel like work? Just really thinking about how is it that you want to show up for your community members, and what are the things that you feel so already inclined to do as a human being? We don't often think about sort of through the lens of making friends. So, Step 1 is like, "What am I good at? What do I value? And what am I interested in exploring?"

So, once you have that map for yourself, then I developed what I call the four phases of community. And it's also, again, in my book, but the outer core of the – so, imagine a bull's-eye. So, four circles, concentric circles, with a bull's-eye at the center. The outer circle is what I call your exploratory phase of community building.

So, this is where you start plotting out on the exploratory ring on the far outside of the circle all the things that you're interested in exploring that you wrote down in this concentric circle, this Venn diagram. So, what am I interested in exploring? Let me write that down, this exploratory phase.

So, then, you find those. I'm interested in exploring entrepreneurial communities; I'm interested in exploring festival communities; musical communities; adventure travel communities; whatever it is, right? Parenting communities. So, you begin plotting those communities that you want to explore on this outside ring, and then you kind of get curious, and you go on Meetup groups; you go on Facebook; you ask friends in the area; you ask acquaintances, "Do you know anybody that are connected to these groups?"

And then, from there, you start no-strings-attached; no pressure; you just start showing up to some of the community events; you start showing up to these things that people are putting on. And then, from there, in exploring these communities, you begin identifying, "Okay, these three, I'm interested in actually going deeper in."

So, now, you move in one rung into what I call the participatory phase of community building, which is like, now you're like, "Okay, let me go and volunteer. Let me roll my sleeves up. Let me get really involved. Let me ask how I can support this community and start showing up, and really participating, not just as a voyeur, but really showing up as a participatory volunteer community member."

And in that experience of participating, you'll find what I call a portal. So, a portal is a generous person that will then kind of invite you to a dinner party. A portal is a human with whom you're like, "Oh, my god, you rock. You align with my values. This exchange that we're having feels so effortless and easy and energizing. I love you." And then, she's like, "Oh my god, I love you too. I'm actually hosting a dinner party at my house next week with 10 people. Would you want to come?"

So, from that participation, you find that portal who will then invite you to a soft landing with an amazing community of like-minded values-aligned people. So, that's sort of a very basic overview, but that gives you a much easier, less scary, "Where do I start?" map. And a lot of this is sort of more deeply shared in my book.

Jaime: Well, that's the thing, because communities already exist in places, and tapping into those, but it does feel like – it's like a siphon, because you're like, "Ooh, I like this piece, or I like this group of people, and I don't necessarily want to join that community constantly." So, I love the idea of portals. I want to be a portal! I'll have dinner parties all the time, now. That's what I'm trying to figure out, is like, can I do that? Do I host that and create my own?

Radha: Absolutely. Absolutely. So, I'm a portal, and I love hosting, but that's also because I love creating a home; I love decorating; I love hosting; my husband loves to cook; so, we both just love to create experience already, naturally. Of course, that's where Daybreaker came from, is this deep desire to host and gather community members, because we were doing it in our own homes already.

But yeah, if you want to gather, just start – I have an introductory community-building practice in my book, as well. I call it the community-building starter kit. And basically, what you can do, Jaime, literally as soon as we get off the phone, is you can say, "Okay, great. What type of portal do I want to be? Okay, I want to start hosting dinners around new ideas, or big ideas, or inventive innovation, or whatever."

And so, you give the group a name. You give this dinner series of this gathering series a name, like Daybreaker. We gave it a name. We break the day; we throw dance parties at sunrise, at 6:00 a.m., and we gave it a name. And then, we said, "Okay, great, we're going to throw these parties that are sober and with this type of amazing music with this amazing food; no alcohol; and we're going to do it on these wonderful mornings."

So, you would give your community a name. So, you'll call it whatever, "the innovation masters," or whatever; and then, a dinner series. And then, you give it a name, then you give it a cadence, and you say, "Okay, I want to commit to doing one of these every three months, because once you build – or one every month, or every three weeks, you give a cadence. So, give a name and

commit to a cadence, and commit to a little budget. And that's all you need to do.

And then, from there, then you start putting it out, to your friends, to Facebook groups, to different circles, to your community, to different friends that you meet. You're like, "Hey, I'm hosting a dinner. I have 10 spots at my table. I would love to invite you to this (name-of-community) dinner, and I want you come prepared to answer this question. I want you to come, and this is the theme of the dinner, so we're inviting everyone to kind of bring a themed appetizing or whatever, so people can participate and feel connected to the community."

And then, when you come, there's not just a wine-and-cheese and it's a boring kind of event. You're really thinking about how do I actually create meaningful questions. Not, "What do you do?" but in my book, I have like five or 10 questions that you can ask, like, "What are you most excited about? Who in your life has inspired the deepest sense of gratitude?" There's so many different questions you can ask and go deep right away. As soon as you go to that first event, you're really going deep right from the beginning. And there's all these tactics around these dinner experiences, but that will make you a portal.

And then, everyone there – you then, at the end of the dinner, you generously send an email or a text that connects everybody, so you're not sort of hoard those contacts and relationships, that some people can do and feel envious and jealous of friendships that are formed that you helped to facilitate, because they want to be part of it. So, you have to let go of that, and just be generously open to maybe they're going to be best friends, and you might have made that, and they're going to now thank you for it.

So, I just think there's so many things in this world of community building that are so connected to our own past things. "I don't want to share my friendships and relationships; I don't want to generously connect people; I want to keep those connections for myself." And I think all of that has built this kind of loneliness epidemic in our country, so we can really stop that together.

Jaime:

Yeah, I just appreciate the practical aspects, too, because it's not rocket science, but I've hosted a lot of things before, but I never set a cadence. I never kept up with it. It's always been something else, and it's like random, and it doesn't – but you're right. That's probably why I haven't got an actual sense of community, because

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it's random over here, and I do personal one-on-one intros, but everything seems very disjointed.

And so, having a series, and sort of pulling it all together, this sound super fun. And this is literally what I've been asking for, and so, I'm so grateful I'm interviewing you right now, because this is the exact same thing of trying to get the same type of people that have the same values, anyway, to be able to be in community together. How do you bring that to a business? So, it's one thing to have intimate, close connections, but you've created some massive things. So, how do you do that on a business scale?

Radha:

I think the same principles apply. I think Step 1 is to really not think of your customer base as users, right? And I think that's sort of a gross – in some ways – term for – it's like you're using them to come on. It just feels very transactional from the get-go, so, I don't think building a marketing plan in the lens of community members. And how can we actually build a real loyal following, a real loyal community? And it's by doing and partnering and creating events and community gatherings and sort of services for the community members that really doesn't make it feel like a transactional thing.

So, for us, with Daybreaker, for example, yes: Our foundation is a community, but we committed to doing a monthly cadence. So, when we launch a new city, for example, Daybreaker's in 30 cities around the world, now. When we commit to doing a new city launch, we are committing to do at least four events there every single year. So, every quarter, we do an event there.

Next year, we just committed to doing four 10-city tours, right, across the nation. So, each tour will be connected to different sort of taglines that we've set for each of the tours. And so, by setting these four 10-city tours, we're already kind of building this community. We're already giving sponsors away to kind of join each of these tours, because we've committed to set number of days, set number of times.

And then, we're also, now, committing to a certain number of ticket sales because we now can predict, "Okay, if we're doing 40 events next year, we're going to have anywhere from 500 to 2,000 community members at each event. We can predict that we're going to sell x number of tickets, this number of revenue, so that's our business for 2022."

And so, if you're selling, for example – when I started **Thinx**, my underwear company, we think of the same things. We're not just selling underwear, but let's build a community of feminists, because Thinx is really about managing your periods. Yes, we're selling underwear as a product, but how do we actually build an army of feminists who really care about women's empowerment, and giving women the ability to not leak through their underwear, so they can stay in their job, they can stay in these creative conversations; they don't have to run out to the bathroom.

They can stay in 15-hour surgeries if they're a doctor, or whatever, right? And so, we really talk about our underwear through the lens of women's empowerment. We think about things through the lens of building a community of women who are for the 21st century and beyond. And so, through that lens, we build this incredible community of Thinx ambassadors, and Thinx community member who really felt like a proud badge, a pride to be a Thinx ambassador.

And so, it's a deeply vital part of every business, and most business owners think of community through the lens of a nice **[inaudible]** **[0:19:04]**, or let me throw a recent college graduate on to do social media, or to do community management, and pay them hourly or pay them part-time, just sort of an afterthought.

But if you really want to scale a 9-figure business, which is what I did with Thinx, with my sister and with Daybreaker, we're well on our way to that. And it's really to build a chief community officer, a CCO role as a top executive position at your company, because they should be talking to the marketing department. They should be talking to the sales department.

And the chief community officer is the one who dictates what the community needs, what the community's asking for. The chief community architect is reading the room of the members. They're really understanding what the needs of the members are, and yet most organizations are looking at sort of revenue through the lens of conversion rates and marketing funnels, rather than loyal community members.

And in the end, if you actually do the math and you look at the longitudinal studies around community architecture and marketing spend: If you spend time building your community, in the long term, your community is going to return a much, much larger investment than the marketing dollars spent, because you have to

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continue marketing dollars every single month, rather than a community.

Daybreaker, we spent zero dollars on marketing in the last eight years. I think literally a negligible amount of money in marketing. We grew to a multi 7-figure business many times over, just by what we call "whisper-sharing," by building a loyal community of deep brand ambassadors and community enthusiasts. A Daybreaker enthusiast who really cared about us. And then, since then, because we built a community, we now just launched Daybreaker Plus, the first platform build for joy.

So, people can actually practice joy on our platform, and in doing so, we are now able to convert our community members from ticket buyers to now recurring member revenue. Now they can actually join a community online; they are feeling a sense of connection to our community; they want to go deeper with us; we're now offering a deeper membership; opportunity for them to go deeper with us through this member portal, digitally, through much more high-touch connection with us at HQ. And so, with a loyal community, we can invite them to so many different offerings, and all of a sudden you're in the products **[inaudible]** **[0:21:57]**. So, it's a really important, vital part of the business.

Jaime: Okay, I have a thousand questions from that, because I see CEOs sort of separating theirself completely from the customer/client, right? It sort of starts going, "Oh, we randomly survey, or we ask them questions once in a while, instead of" – you're saying a completely different mindset shift. They will tell you what they need and what. It's actually much easier, probably, in the long run, and like you said, a lot less expensive in the long run.

Radha: Totally. Absolutely.

Jaime: Yeah. So, tell me a little bit more about how you would launch per city. What are these whisper – because they're going – that sounds amazing. I would totally love to care more about the human and create community than deal with Facebook ads constantly. And –

Radha: **[Inaudible -- crosstalk]** algorithm has changed.

Jaime: No kidding. Everybody's frustrated.

Radha: The algorithm is completely changed. Everyone's freaking out. So, now, in our world of experience, we're getting a million phone

calls from brands who want to partner with us because they're like, "Facebook's no longer working. We need to diversify our marketing spend. Let's now go back to events, and let's now go back to IRL." So, this has now become a really exciting space for brands, to partner with people like us.

And so, what I would say to all the brand owners listening, or CEOs, is: Find communities like us. It might be us, it might be obviously a million other different communities, depending on what your objectives are, but finding community organizations to align with is the least expensive way to launch your community, because community builders, community architects already know – we already have spent the last decade doing what we know how to do best. So, we actually will help bigger brands, bigger partners learn how to build community for themselves, and then they go off and do it on their own.

So, I think Step 1 for any smart business owner, it's like: Find local community organizers, local community events. If they're national like us and we have local chapters, that's obviously better, because you didn't hit the easy button, but otherwise, you can really just start with finding other organizations, community organizations in your city that align with your brand values, and start aligning, start sponsoring, start showing up to their events.

Start participating in their events by being either a sponsor, a support, any type of partner; media partner for them. And that's just a beautiful way to start building a bridge, and start building that grassroots community, because the community builders in there, they can smell – we can all smell those who are kind of fake. They're just marketers who want to buy their way in, rather than, "Hey, I'm here to support the community. I'm here to be a voice. I'm here to be a partner in this community. I want to be here long-term, not just to pop up and leave," right?

And then, it creates an environmental cost that goes along with it. So many of these marketers out there, they do giant pop-up events. So much waste, so much unnecessary cost goes into having a pop-up events for a launch of a new product or service, rather than starting with a grassroots organization and building by continuously showing up month after month, quarter after quarter, year after year, with these local community partners.

So, I think it's so important for brands to begin aligning with local chapters and national chapters to be able to really start seating

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themselves in a way that feels organic and authentic, rather than inauthentic, which everybody can smell and see anyway.

Jaime: Yeah. So, when you go to the new cities, are you already there in other ways before you even do an event? Like, how can you get 500 to 2,000 people to show up in a brand-new city? It's one thing to have a base.

Radha: Totally. It's a great question. So, Step 1 is we always – so, we have hundreds of cities that want us to launch in their city, all around the world. And so, what we've learned was that we need about 4,000 to 4,000 email sign-ups from a local kind of community ambassadors, who are like, "I love Daybreaker. I want to bring Daybreaker to my city." So, they will go around, or they will build a community to go around and recruit 5,000 people to join an email list.

And then, from there, the 5,000 emails unlocks the city, and then we will then find two top community architects, producers, community leaders, culture and tastemakers in those cities, and then we will fly them to New York; they'll stay at my house for three days; we're very hands-on. And then, I have written now, evolved over eight years with my team, 80-page playbook that we train our producers to learn. And they go back, and we fly there for their first event.

And then, if they get 300 tickets purchased for that first event, we'll fly out there, and we'll launch that first event with them. So, we've learned this process, having made many mistakes along the way, to not launch a new city unless you have at least 4,000 to 5,000 email sign-ups; unless you've found real culture and tastemakers in the city, and we now have a very specific playbook for how to source and find these culture and tastemakers. And like that.

And then, we go there and we quality control the first event, and then we do a whole postmortem after the first event, and give them notes on how they can make improvements. And then, we have an annual summit in New York, or upstate New York, where we invite all of our **[inaudible] [0:27:54]** around the world to come, and we do a lot of learning and trends on experience design; trends on events, trends on community. So, we do all of that kind of learning as a collective, as well.

Jaime: That sounds fun. I knew you were going to be strategic. I knew there were so many more pieces to it, an 80-page manual on it. I'm

sure there is a ton of amazing information on that. How do you take that? Because that experience live is such an important piece, and when we're in with a bunch of other people that feel that way, the energy is just palpable. How do you take that, and put it in an online portal to really feel a connection when we're staring at a computer screen?

Radha:

Yes. So, when COVID happened and we had to shut down, and we had to move to virtual, we had to shut down all 30 of our cities, and we had to really reinvent ourselves. It was either, we go to Hawaii and take a vacation for two years, or we serve our community who were dropping like flies. We had many friends whose siblings committed suicide. We had many friends who fell into deep depression. We had many community members who reached out and said, "We need Daybreaker to stay happy and to practice joy in these really trying times."

And so, our team, to our team's credit, spend hundreds of hours back in a start-up kind of pit relearning, kind of re-writing the playbook for how to tell an inclusive, beautiful, connected experience in the 2D environment. So, we had to throw the playbook, what works in the 3D environment. It's completely different than what works in the 2-dimensional environment.

So, as an experienced designer, we were like, "Okay, how can we create a connected – okay, let's get our community members to decorate their background. Let's get our community members to hold up signs where they live. Let's get them to hold photos of a friend that they're missing, or wishing they could hug. Let's create sort of different elements or moments of multimedia, so that we can really create this inclusive environment."

So, we served over 200,000 people during COVID. We had Boys To Men on; we had Gloria Estefan on; we had 25 – Village People did YMCA. We had these incredible artists come on during COVID to serve – we had 20,000 people joining our livestreams at a time. It was a wild broadcast that we – and we ended growing our community from 28 cities to 168 cities – I'm sorry – I can't remember the exact number, but it was 1,200 cities around the world, and it was really, really beautiful.

And then, from there, we launched Daybreaker Plus, our membership portal, so that we could actually support all 1,200 cities. Because once we have re-launched Daybreaker IRL, we wanted to continue servicing those communities every day. So,

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Daybreaker Plus is our on-demand portal. It's like our peloton of joy, and people can actually practice joy through these gentle brain/body practices, and it's like \$29.00 a month.

So, it's like a price point that was so much more accessible, and they can access from anywhere around the world. So, it's been really, really cool to be able to kind of start with the IRL events, then move to livestream during COVID, and then now launch a membership portal through Daybreaker Plus. And so, yeah, it's been a real beautiful journey over the last couple years.

Jaime: Yeah. Back to start-up mode. I know. And again, that's what you're good at, right? I mean, you're good at putting in the time and really figuring it out, thank goodness, but it was, I'm sure, a lot to try and figure out what that looked like. When it comes to the membership site portal, especially when it's on-demand, do you have any tips for on-demand? Because it's one thing to do it live and hold up stuff, and feel like you're a part of the gang; but if it's on-demand and they're watching something, it's still sort of a "one-way ticket." Do you have any gamification or anything like that helps with trying to get more interaction?

Jaime: Yeah, totally. So, we added – it's a great question. But yeah, so, we're still building out kind of the experience design around that, but one of the things that we did was we kind of looked at, "What are all the levers of joy that exist that we can actually add under the screen to make it more art-forward and creative than just shooting a yoga studio, and a yoga teacher in a yoga studio, which just feels like – kind of less thoughtful about the two-dimensional experience.

So, what we did was we actually – we shoot all of our content on the main screen, and we put our teachers against a nature background. So, then, we color-coded then. So, based on each neurochemical. So, basically, we partnered with – so, taking a quick step back, we partnered with the Greater Good Science Center, in UC-Berkeley and San Francisco, and we developed the first ever joy quiz.

So, this joy quiz, basically, is a 40-question questionnaire that we partnered with Dr. Dacher Keltner and his team at the Greater Good Science Center, this number one behavioral science lab in the science of joy and happiness. And we developed this 40-question questionnaire. And based on your answers of the questionnaire, we basically will spit out a recommendation of joy

practices that personalized to you based on your neurochemical needs.

So, we look at what we call your DOSE, your dopamine, oxytocin, serotonin and endorphins, your four happy neurochemicals. We basically kind of reverse engineer what you're lacking. So, if you're lacking gratitude or sunlight, or community connection, or touch, or love, or any type of – sort of any human value – so, you're low in oxytocin; you're low in touch and intimacy. Let's give you several joy practices connected to love and intimacy and connection.

So, then, those practices are breath work, or visualization practices, or dance practices, or tapping practices, or a joy lecture series on love and connection. Or different somatic practices that are brain/body-connected. And I think it's the personalization of each of our members, kind of what they're prescribed for joy, and then the way we teach the classes is so specific to the neurochemical, and the kind of the science of what you need. It really feels like a personalized prescription to your needs, and it's been – we have thousands of members on the platform, now. We just onboarded 74 doctors to prescribe Daybreaker Plus to their patients.

So, we're now in the beginning of actually bringing joy practices to mental health practitioners, to doctors, to functional health and wellness practitioners who are now prescribing joy practices as an additional, really important service for their patients. And so, it's been so rewarding, and so exciting to see this growth. And the real need of health practitioners to offer a new way to service their patients.

Jaime:

Yeah, I mean my face hurts from smiling through that whole thing, because I knew you were going to be cutting edge. I knew that you're trying to do that leading-edge kind of thing, but I had no idea. Even just having the neurochemicals in the form – I've never even heard anybody doing that before, either, which seems so simple, right?

But being able to have a quiz, because there's a million things that we could try, tapping or whatever, and you usually try it and be like, "Well is this the right fit?" But if you match it up for what they're actually missing, they save so much time and energy of testing a whole bunch of different things, when you already have that science backed. That's awesome. All right, well, I'm going to join, now. Okay, so, I know we have to start wrapping up.

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Radha: You've got 14 days.

Jaime: Oh, great. Perfect.

Radha: Fourteen days on us.

Jaime: I want my kid to take it. Yeah. I want him to take a quiz.

Radha: **[Inaudible] [0:26:19]**. Absolutely.

Jaime: Well, that's the thing, right. With kids and their masks, and not being able to see humans, it's just been insane. And so, yeah, I would love – we're looking for new different ways, and supplementation, and yeah. I'm super excited to get them into that, because he's super into the neurochemical side of things, too, so. Thank you. So, I know we have to start wrapping up, because I know you have to go, but what is one action listeners can take this week to help move them forward toward their goal of a million?

Radha: Start building community. Start really sort of prioritizing community and your ambassadors, and your core community members as a priority and a must-have. And build in a chief community architect role in your executive team, or really orient your marketing and sales to community first. And again, yeah, it starts there.

Jaime: Yeah. It'll help you and help the community. So, thank you. All right. Where can we find more about you online and grab your book, and all that?

Radha: Yeah, you can find me at love.radha. So, L-O-V-E dot R-A-D-H-A on Instagram. And then, Daybreaker and Daybreaker Plus at daybreaker.com, and you can follow us at dybrkr on Instagram, as well.

Jaime: Awesome. Thank you so much for coming on this show today. I really appreciate it.

Radha: Of course, of course. And again, like I said, I'm offering all of your listeners a 14-day, free trial to Daybreaker Plus, as well.

Jaime: Awesome, and we will definitely link that in the show notes. I hope your day is magical.

Radha: Thank you, Jaime.

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**[End of Audio]**

**Duration: 38 minutes**