

Transcript for Episode 155: Why I No Longer Take Calls Every Day

00:00 - 00:41

Jessica Miller: Well, hello everyone. Welcome back. I am so excited to share with you today why I stopped taking calls every day of the week and why I think if you are someone who is packing your calendar and taking calls every day, you are slowing your business growth. 1 of the most effective levers that we have in our business from a growth perspective is optimization and efficiency. And as I was working through my business and I was starting to notice my growth patterns, my energy, my output, I started to really dig in to looking at my calendar and

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Jessica Miller: when I was taking calls with different clients, different people, networking, et cetera. And as I started to look through this information, through the lens of data, through the lens of optimizing things so that they work in the most productive way, the most efficient way, I started to realize that my calendar was really dragging me down. It was dragging me down energetically. It was slowing me down. It was slowing my growth down. And it wasn't performing as a powerful asset in my business the way that I wanted it to. If you're an established business owner that has

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Jessica Miller: a team and you have a lot of things going on in your business, I bet you can relate to what I'm saying. I want to also share that I was 1 of those people that was really in belief that you know I just need to like organize my calendar better. I'm gonna go in, I'm gonna color code things, I'm gonna make it easy to read, I'm gonna open it up and know what I'm doing. Well, let me tell you what happened when I did that. I actually did go in and I started color coding everything and

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Jessica Miller: I had my client meetings on there and I had my networking meetings on there and I had kids' stuff on there and then I had all this other stuff I would open my calendar and I would immediately go into a state of complete panic there would be a rainbow of colors everywhere on this calendar every slot

would be full And although it was awesomely organized and I could look at it immediately and say like, oh, the blue boxes are client calls and this is how many I have today. I was moving into a state of paralysis

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Jessica Miller: because That just looking at the calendar, seeing all those things, it was complete overwhelm for me. Side note, I am the oldest of 4 children. I grew up in a house with 6 people. There's a lot of stuff going on when you come from a big family. And we just kind of had this underlying, constant movement in our house, right? You could say it was controlled chaos, but there was basically just a lot of movement because there was a lot of people and a lot of things going on. And so that kind of chaos has sort

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Jessica Miller: of stuck with me as I've become an adult. And anytime I come into an environment where I'm seeing all of this stuff everywhere that seems somewhat chaotic, even if it's organized, like it's just very full, it really triggers me. And I've worked through this a lot and I've tried to manage my mindset around it, meaning what do you tell yourself when you look at this calendar? What do you tell yourself when you move through your days and move into your calls? But it's still something that comes up. And I decided rather than try to overcome this

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Jessica Miller: or have a different feeling about it, I could actually maneuver my calendar utilizing what I know is working in my business, what works best for me, what is creating the outcomes that I want to actually create an environment in my business, including my calendar and especially my calendar, so that it was actually working with my strengths and the things in my business that were working. And that's what I decided to do with my calendar. So, I stopped taking calls every day. And I'm here to tell you, I actually only take calls for maybe 2 days a

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Jessica Miller: week. On a perfect week, it's 1 day. Now you might be listening to this and thinking, okay Jess you're a special snowflake, there's no way I can do this, there's no way I can do this in my business, my calendar just doesn't work

that way. And I am here to tell you that I'm going to challenge you on all of that because there is nobody who had a bigger mental block or a limiting belief around the possibility of doing this except for me. I was the number 1 person who was like, it'll never happen. And there

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Jessica Miller: was no way I can do that with my calendar and people are not gonna understand and all the things. But I am sitting here today telling you that it is possible. And that 1 of the things that was a forcing function for me was definitely the way I was feeling about my business, my energy, how I was experiencing it, but it was also the results that my clients were getting and how much more powerfully they were getting them when I was maneuvering my calendar in a way that actually served me and served them and I started

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Jessica Miller: to create a balanced life and I say that in Parentheses like you know quotation marks because actually I don't believe life is ever like balanced 50-50 But I think life is a series of balanced counterbalance. Like we're giving a little bit to here and we're taking a little bit from somewhere else and then we're counterbalancing it. And we see this most like in our business and our life, our personal life. It's never 50-50 in my world, but it's always, I have to give a little to my business right now, my personal life is gonna take a

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Jessica Miller: little bit less, and then I'm gonna counterbalance that, and sometimes I'm gonna give a little bit more to my personal life, and I will give a little bit less to my business. What ended up happening was I started to have the life that I always wanted from my business. The reason I started this business, the impact and the things that I wanted to do, personally, as a result of having the business that I had, started to grow. And what that ended up creating was this draw, this pull to actually run my business in a way that

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Jessica Miller: allowed me to do the things that I had really wanted to do outside of my business. Finally, I actually had better things to do and I wanted to do them and it became a forcing function. And then the seasons changed, excuse me, and as many of you know, seasons are different, right? And summer started to come

and I wanted to spend time with my children and I wanted to do all those things and that was further forcing function, further pushing me to lean into the things I already knew that I wanted, I knew that were working

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Jessica Miller: and really overcoming those sticking points. And so today I'm gonna share all of the reasons why I did this and I am going to invite you to think about this in your business. Because I promise you when you open your calendar, when you run your days, when you create the things in your business that you want for yourself and your clients from a place of momentum and flow and excitement, I promise you not only will it be so much bigger, the results will be so much bigger, you will be so much happier and there will be

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Jessica Miller: so Much more ease in your business. I promise you so I invite you to listen to this podcast to think about your own business through the lens of this and remember this important fact that you do not need to overhaul your whole life in your business right now, even a tiny tweak, a tiny tweak will make a huge impact. And so even if you just implement a few of these things or start marinating in it or step into the belief that it could possibly be possible for you, I promise your business will shift and you will

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Jessica Miller: feel better and it will open up all of this white space and all this energy that you did not know you had. I also want to say that I always wonder if I'm a special snowflake and guess what? I'm not and neither are you. But I go and I talk to other people a lot about these things, especially before I come on the podcast. And I recently had a conversation with 1 of my amazing clients who is an awesome graphic designer. She designs websites, she's fantastic. And I asked her like about how she was feeling in

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Jessica Miller: her business, how that was moving based on some of the things that we had done and that she was implementing for herself. And let me just tell you, she said the exact same thing to me that I just said to you, unprovoked. So, she is 1 of the people, and I have spoken to a lot of different people. This is not just me, I'm not a special snowflake, and I'm not the only 1 who can do this, and

you're not either, and you can do this too. So, I'm inviting you to really dig into this podcast,

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Jessica Miller: listen to it, take it to heart, and go and make just 1 change, if not more. Okay, so why don't I take calls every day? Like, why don't I do this? And I'm going to go out on a pedestal and say, if you want your business to thrive, if you want it to flow, if you want it to feel really powerful and amazing, and if you want to service your clients better and you want to create bigger results, you should not take calls every single day. You should really manage your calendar to what works for you

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Jessica Miller: and what is working in your business. So, I stopped taking calls every day on my calendar. Number 1, because it was super inefficient. We've all heard this, we've all heard time-locking, sequestering time, you know, batching tasks. We've heard all of the things, and at least I have, and I was like, yeah, sounds great, I'll do that some other time, whatever. And I'm here to tell you that when I was taking calls every single day, going from even I've got a free morning and I've got a call at 01:00 in the afternoon, totally inefficient. The amount of

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Jessica Miller: time that it took for me to prepare, switch gears, move off of something else, and come into work mode, all of these logistical things was so clunky and so draining that it was creating chaos in my business. It was not an easy flow from 1 thing to another. Things didn't connect in a streamlined and cohesive and practical way. I was sort of like crash landing into each next thing on my calendar. And even if it wasn't work related, like I wasn't going from a networking event to being on a client call, it was still not smooth.

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Jessica Miller: And it created a tremendous amount of inefficiency in my business. Some of the tasks that are connected to the calls that we have also need to go in lockstep. And when you need to kind of like shove those into random places, it doesn't flow easily and it becomes super inefficient. And you have to start and stop and then remember where you were and switch gears into what activity that you're doing versus something else. And I was finding it was

taking a tremendous amount of time and not even a tremendous amount of time, like almost double the

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Jessica Miller: amount of time. When I was in a certain frame of mind, so the days that I had my calls and I was preparing, like this is how I run my calls, this is what I need to do to prepare, I'm going to go from 1 call and client to the next, it just flowed seamlessly. It also forced me to create efficiency in my business in the way that I systematized what I was doing. Because in order for me to come back into something, let's just say 3 days later when the next client call was or the

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Jessica Miller: next networking call was, I needed to have a system that allowed me to pick up that information quickly, recall what it is that I talked to people about before or what it was that I needed to be doing, even in the prep time for those conversations, and be able to just jump in and move forward. And so, it really, really focused me into how was I organizing this information and systematizing it. What things could I take out of my brain and stick into ClickUp or tell my EA, listen, if you don't see this thing by the

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Jessica Miller: end of the day, you need to drop me a message, get them out of my brain and systematize it so I could easily show up where I needed to be powerfully with the information that I wanted. This also actually helped me streamline when my clients submit things to me because I'm reviewing things a lot for my consulting clients and for my Hell Yes offer clients, I was able to streamline that. I was able to move people into a very consistent schedule where you need to send me your stuff by 4 p.m. On Tuesday. I have a

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Jessica Miller: time on my calendar that I'm going to review and you're going to get it with a very quick turnaround. Sometimes we are beating those turnaround times because we're so efficient at it because of the way we have set this up that things just move through it so much easily, more easily. And we're able to also capitalize off of similar things that we're doing. So really efficiency. I stopped taking calls because it wasn't efficient and it wasn't helping my business and it was slowing me down like almost a half the speed. So that was the first thing,

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Jessica Miller: switching and having all of these random things in there and having to scale up, scale down with some of these tasks, completely inefficient. The second thing was, as I always talk about, data, data, data. You cannot argue with the data. And I'm all about optimization. When I started to look at my weeks and my output, When I started to look at my weeks and my output, when I started to look at how I was able to touch my clients efficiently, how I was able to keep them in my mind, I'm always thinking about my clients, always

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Jessica Miller: thinking about them, able to think about them and get creative around them and come up with that next awesome inflection point that's going to really boost their business, I found that it wasn't producing the results that I wanted on the weeks where I was packing my calendar. Now, this is totally counterintuitive, because we live in a world where people think if you do more you create more and I was finding the exact opposite on Those weeks where I was like I need to fill this void in my calendar of time where I have nothing I need

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Jessica Miller: to put something in there. I need to put these calls in there. Somebody wants to talk to me I got to get it on there right now, like time is of the essence, got to do it, let's do more. I was finding that the results actually took a hit. The productivity plummeted, the results plummeted, my energy plummeted. I didn't have that space to actually come up with that next creative idea, which for all of you entrepreneurs listening to this call, I mean, part of the reason you become an entrepreneur is because you're creative. You've got a

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Jessica Miller: lot of ideas. You need to give those space. So, the data suggested that it wasn't working and that I needed to optimize this calendar to create the results that I wanted. And in order to do that, I actually needed to subtract the number of calls that I was taking and not taking them on every single day. And I really worked hard to reverse engineer that. That included looking at these calls and figuring out which ones were productive. How many people listening to this podcast have this issue where it's like, you've got all these things on your

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Jessica Miller: calendar, but I'm going to take a gander that probably 50% of them don't need to be there. Like they are not productive, they're not working for you and we're just not canceling them. So, it really forced me to get super critical with what it was that I was doing and to make sure that Everything on there was in the right place and it was necessary. And what it did was it catapulted my results. And so, I just started to follow that like any other asset in my business and I started to continue to tweak and optimize

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Jessica Miller: it. And I optimized it down to 2 weeks, sometimes 2 weeks, sorry, 2 days, sometimes like 1 and a half. So, it wasn't productive for me to take calls every day. And I'm gonna guess it's not productive for you either. And most of those things that are on your calendar are not producing the results you actually want and need. A fraction of the calls that you need and a fraction of the things that you're doing are actually creating your results. It is so important to understand what that is in your business, including your calendar. Like this

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Jessica Miller: is the backbone of what I do with all my clients and we have gotten so good at just lasering in on that. It is like freedom for them because it's instantaneous results. You see the shift immediately. So where are you not producing the results in your week that you want? Where can you get those calls off of there and shift them and sequester them into a limited time and space, maybe on certain days, certain times of days, that sort of thing. The third thing is it started to interfere with my lifestyle. So, I mentioned this earlier.

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Jessica Miller: I wanted a certain lifestyle when I built my business. I wanted the freedom and the balance, and I say again, balance in quotations, but the balance that came with the fluidity of running your own business. I am going to go out on a limb and say, that is why many of you have created your business too. The problem is your business starts to own you. It starts to totally own you and it totally owns you when it starts to get like really unwieldy, right? Things just kind of happen. It's just, you know, the evolution of growth.

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Jessica Miller: And there's all of these things happening in your business, half of which you don't know what's going on and half of which are not really streamlined to create what you want. And so, it started to really interfere with my life when my calendar started to become super inefficient and super unproductive. And when this idea of like putting more things on it meant I was gonna create more. And it started to really affect my mental health. It started to affect my personal time. It started to also affect the results that I could create because I was burning

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Jessica Miller: out. I was totally burning out. And it wasn't allowing me to do anything outside of my business. My business was sort of like I was chained to it. And that's not what I wanted. And I knew it wasn't working. And so, like I said earlier on this podcast, you wanna have a life you love. Many people overwork and are super inefficient with their business because they don't have a good reason or a better reason to not be working. They feel like they're making progress in the inefficiencies of their business. They feel like there is this safe

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Jessica Miller: space where quote unquote, at least they can get something done and think straight in their business. And so, there is no draw for them to stop working. You know, you're getting kind of those dopamine hits and you're feeling worthy by hustling and overworking in your business. And when you look out at your personal life at the other options, they're just not that great. And so, your brain is like, yeah, just logically, you should like be leaning into your personal life. But you know what, like that thing on the list, like cleaning your kitchen floor is just

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Jessica Miller: really not that great and we're not going there. So, you don't have a good reason to actually not overwork. You want to have a reason. You want to have a lifestyle and a life, a personal life, meaning outside of your business, that is more enticing and is warranted. And I say that, you know, warranted in quotation marks. Like it really deserves your time because your time is an important asset. You are an important asset and what you have created in your personal life actually deserves you, right? And so go and create that life and notice when

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Jessica Miller: you're not living it and really make sure you're shifting because that's where all the meaning is right. The stuff we do in our business is also very meaningful but it has to be very intentional right. It has to be balanced again that word balance there needs to be something else outside of it. And again, when we think about the purpose and the why for the things that we want to create with the impact of our business or the money or the clients, it is those personal drivers that are actually connected to our business that we really

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Jessica Miller: long for. And so, you want a life that you are in a tizzy about every single day that you get to live. And that includes those personal things where you get to go and really embrace it. And so having these calls every day for me, it was totally interfering with my lifestyle. I was bleeding all over my boundaries. I was burning myself out every day. I would be working past the end of my day. My family wasn't able to see me. It was brutal. And the internal self's talk of knowing it wasn't supposed to be like

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Jessica Miller: that and it could be better was killing me. And I just decided enough. Like this doesn't make sense. It doesn't feel good. There has to be a better way. And I'm here to tell you there is and running your business efficiently. The reason I do the work that I do is to give people this reality, is to give people the key to everything that they want and not at the expense of having an awesome business that pays them. Because guess what you're doing it guys you're doing the things right you've got the money coming in the

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Jessica Miller: way to make that even stronger and more powerful and allow you to Embrace your personal life and the stuff you really want is to optimize your business for growth. That's what it is It's to figure it out How do you make more with what you already have? It doesn't mean adding on and pinching all the other stuff. So, if you're in a place where you're listening to this and you're struggling, like you're chained to your business, I want you to really evaluate this calendar, evaluate when you're taking these calls, because this is really a key component.

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Jessica Miller: You deserve it and you can have it. There's no question about it. So, it was interfering with my lifestyle and I was like, no, we are not doing this anymore. I knew it logically and you could feel it emotionally. And I was like, okay, something's gotta give. And all the data is showing me that it doesn't have to be like this. And I'm just, you know, it's inefficient. So here we are, right? And last but not least, I mentioned this, I just actually touched on this when I was talking about this concept of interfering with your

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Jessica Miller: lifestyle is that it burnt me out. I really started to burn out. And I want to be vulnerable on this podcast and say that when people used to tell me that they were burning out, I actually used to think they were doing it wrong. I was like, oh my god, you've got to be just doing this wrong. You got to be just complaining too much. You have to be just like too weak. I mean the idea of burnout to me was like a total sham. I just didn't understand it. And I'm here to tell you that

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Jessica Miller: you cannot push energy out. And as a CEO of your business, as a 7-figure business owner or a multiple 6 figure business owner, you are constantly pushing energy out, constantly. It's what you do for your clients, it's what you do for networking, it's what you do when you're thinking about your business, it's what you do when you're making decisions, and then you're in your personal life and you're doing the same thing, right? So, there's a constant push of energy that is going out. And if you don't provide space for that recharge, right? That sustenance, that

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Jessica Miller: resus, it's not even a word, re-sustaining yourself. If you don't provide for that, you will burn out and your business will take a huge hit. And more importantly than your business, you will take a huge hit. And it is not necessary for your growth, but it is crucial that you really, really give, you know, nurture to you as your most important asset in your business. So, you need this time for allowing yourself to rejuvenate. You also need this time for the things

that I mentioned earlier, which is allowing those creative ideas to come up, providing for

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Jessica Miller: the white space, you know, coming up with your next million dollar offer or your next million-dollar growth strategy or your next brilliant partnership, those things come in flex. They come when you're not pushing the energy out on these calls, especially Zoom, right? We're doing a lot of Zoom calls. Like that energy of being on the screen, it can be really tough. So, the burnout is a real thing. And I knew if I kept that pace and I kept pushing all of this energy out to people constantly on these calls all week long with no recovery,

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Jessica Miller: I was going to burn out and I was burning out and it wasn't it wasn't working. I also think there's something beautiful when you're not physically pushing the energy out and talking to someone and being on a call like that with your clients or with even peers is that you have time to listen. You're like listening to your inner intuition. You're listening to just the things around you that give you great ideas and give you energy and give you the things that you want and it really makes a difference in your growth and

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Jessica Miller: the things that you create in your business. So, you know the taking calls every day was burning me out and it wasn't working. And so that was another major reason why I don't do that. I take those calls, I put them in a very finite amount of time. I make sure I'm prepared and my systems work So it's not this huge heavy lift to then get on these calls with people and push that energy out and it flows so Much more easily the other thing that it does when I'm not taking these calls every day and

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Jessica Miller: they're not all you know Outward facing is it provides flex in my calendar. I would love to tell you that every week of mine just runs exactly the way that I want it to, but here's the thing, it doesn't. Life happens and it doesn't work that way for you either. And you need to have a place to like let this kind of overflow sometimes happen or you know you get a migraine and you just can't

do the thing on that day or that morning you thought you were going to do and it needs to move somewhere

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Jessica Miller: so, you could take care of yourself or your kid's sick and they have to go to the doctor. Whatever it is, like the pipe is leaking in the bathroom, that kind of thing. You want there to be flex. Don't pack all of these things so that you can't move because it doesn't work. So, it allows that flex in that white space, which is so important logistically, but it's also so important mentally. Because again, you have a certain feeling and show up a certain way when you're looking at your calendar, you're seeing all these calls all over

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Jessica Miller: the place so you know when you show up and you have a different experience in relation to looking at when do you have these calls and how is your calendar set up you know you actually will show up differently So it's really important. 1 side note I wanna say here though, just as sort of closing this up and wrapping it up is, as I mentioned earlier on the call, like I had so many limiting beliefs about this, so much drama about whether or not I could do this and it was possible. And the amount of friction

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Jessica Miller: that came up for me when I started to maneuver my calendar in this way was major. And I really had to work at overcoming the control that I have around my calendar, this impulse that I had where like faster was better. People cannot wait to have a call on that day versus another day. You're not doing enough in your business. Like all of those things were significant. And I want to just be real with you here, that I wasn't 1 of these people that's like, oh, I just moved my calendar, everything was fine, no drama, everything

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Jessica Miller: worked. It was really difficult because I have been so conditioned around like get things while they're hot and strike while the iron's hot and do the things and you know don't wait and all those things like people are want to talk to you now because they're not gonna want to talk to you later. There was a tremendous amount of internal resistance around shifting my calendar like this and it took me really digging in and getting coaching and mentorship and

reassurance from my own coach and watching the data and looking at what was happening to really keep

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Jessica Miller: myself on this path that I knew I wanted to be on. It was also like sometimes like just holding my breath and jumping off the cliff of not breaking my boundaries and not scheduling things where I shouldn't be scheduling them and watching that I lived through that and the results actually were great. But it was difficult. Like it was very difficult. So, I just want to put that out there and say, if you're listening to this and your brain is freaking out and like, oh my gosh, people that do this, it's how their business is, just

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Jessica Miller: crash and burn and they go out of business. Know that you are not alone and know that all of your freedom and what you want is on the other side of working through that internal journey. It's the logistical piece of this, the practical piece that you're using data and the results to guide you in what you're doing with your call time and your output. And then it's also that internal journey of really managing your mind around what is coming up for you so that it doesn't end up, you know, just derailing what you know intuitively and

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Jessica Miller: what your data is telling you should work and does work. So, I just want to put that out there that I am I'm here I am cheering you on because I have been there and I know it and I still struggle with it sometimes. I really do but I know based on what I'm seeing and what I'm seeing with my clients that this works. Make sure that your calls are in a place where you can, you know, really manage that, manage that outward energy. So, in summary, here's why you don't want to have calls on every

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Jessica Miller: single day of the week. Here's why you don't want to be pushing that energy out every single day. Number 1, it's inefficient. You can't switch from all these different gears, even if you're doing nothing, to then getting on these outward-facing calls or with clients or people I promise you it is very clunky and it's very inefficient and it zaps your time and energy. Number 2 it doesn't produce the highest results. It's inefficient and it's not productive. Really go into your

business and look at your call schedules and when you're able to create the best results for

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Jessica Miller: you and your clients. I promise you it is not when they're packed all over your calendar. It's not when your calendar is packed with them and it's not when they are shoved all over your week. So, it does not produce the best results. 3, it interferes with your lifestyle. If you're bleeding through your boundaries, if you're scheduling things when you said you weren't going to, if you're ending up at the end of your day just completely crashed and burning because you're exhausted, this is a problem. It's interfering with your lifestyle. You don't have the energy for

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Jessica Miller: something else and you don't have the life to warrant you stop to stop working. And I'm inviting you create a life you love. Give yourself a reason to stop working. Give yourself a reason to not schedule all those calls on the days when you want to have your time to yourself or there's something else you need to be doing. So, it interferes with your lifestyle. Don't do it. 3, it burns you out. You can't put energy out all the time like that. Switching gears all the time, working all the time, having these calls everywhere, have people

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Jessica Miller: pulling from your energy and not burn out. It's not a joke. It's not something that just weak people do. It is really a real thing. And you want to make sure that if you're feeling exhausted or you're feeling that lack of momentum for your business you might be teetering on the edge of that. Take care of yourself. This is the first way to do that. Clear up this calendar. And then last but not least it provides for that flexibility. Life happens. You want to have an overflow? Do it. Do it. This is, you know, sequestering these

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Jessica Miller: calls and not having them all over the place is 1 of the most powerful things you can do. I am cheering you on. I want to hear all the success stories. You got this. Take the time to go and look at this through your business. I promise you, not only will it change everything for you and your business, it will make immediate results, but it will allow for you to really embrace the stuff you

want, right? The best holiday season you ever want, an endless summer, or whatever it is that you want that you started your

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Jessica Miller: business for, it is right there on the other side of this. Have an amazing week everyone and can't wait to see you next week.