



EPISODE 104 The Rewards of Public Speaking As A Side Gig
With guest Dr. Jordan Grumet

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JG: “That probably eventually made me into a better doctor, but I had to go through that series of painful occurrence and then getting past it, maybe to land in a place where I could actually doctor in a much more healthy way.”

HF: Welcome to The Doctor's Crossing Carpe Diem podcast. If you're questioning your career in medicine, you've come to the right place. I'm Heather Fork, a former dermatologist and founder of The Doctor's Crossing. As a master certified coach, I've helped hundreds of physicians find greater happiness in their career, whether in medicine, a nonclinical job, or something else. I started this podcast to help you discover the career path that's best for you and give you some resources and encouragement to make it happen. You don't need to get stuck at the white coat crossroads. So, pull up a chair, my friend, and let's carpe that diem.

Hello, hello and welcome back to the Doctor’s Crossing Carpe Diem podcast. You're listening to episode number 104. Today we're talking about being a speaker as a side gig. This will be a great episode for any of you who have a desire to be in front of others to share your knowledge, expertise and passion, and potentially get paid for it. This episode may also be of interest to those of you who just want to be better speakers or have some help dealing with stage fright.

Our very special guest today, Dr. Jordan Grumet is an internal medicine and hospice physician, speaker, podcaster, investor and author of the new book “Taking Stock: A

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Hospice Doctor's Advice on Financial Independence, Building Wealth, and Living a Regret-Free Life.”

Dr. Grumet is going to share with us how he got started as a speaker, some of the challenges and rewards, advice for getting started, as well as some suggestions for becoming more confident and skilled as a speaker. It is a true pleasure and honor to welcome Dr. Jordan Grumet to the podcast. Hey Jordan, it's so great to have you here.

JG: It is great to be here and we are going to talk about one of my favorite things, public speaking.

HF: It's great to catch up with you because we first met not in person, but virtually back in 2011, and I am just so tickled pink with all the things that you've done since that time and we're going to be hearing about those. But if you could begin for us back at that time when you reached out for coaching, what was going on?

JG: Back in 2011, I was in private practice. I was trying to figure out how to build my business, how to be a better doctor, but I also knew that I had other callings in life. And it was really trying to juggle some of these other callings with what I was doing.

I knew that I loved to tell stories, I knew that I loved to write. All of this eventually also led to public speaking. I knew I had all these things in me, but I didn't know how to incorporate them into my life where I could be a full-time physician, make enough money not only to survive but thrive, but then also do some of these things that often felt like hobbies. Things that I never thought I would make money doing, but that I really enjoyed. Things like writing a blog at the time or my dreams of writing a book or just my interest in talking about what it feels like to be a doctor. Because I feel like so many doctors are out there telling us what they know. We're really great at talking about hypertension and coronary artery disease and diabetes, but very rarely do we actually talk about what it feels like to do what we do.

HF: Well, I had the privilege of watching some of your speaking that you've done on YouTube and I was in tears honestly. You were talking about coronary artery disease, but you were talking about what it's like to be a person and to have loss in your life, both personally and professionally. I'm curious, when you think about your own path into speaking, did you have a vision of what it would look like when you started?

JG: I didn't have a vision of what it looked like. What I knew is that I had these stories in my life, either personally or from my professional life, and there were stories I felt they needed to be told. It took me many years to realize that a passion of mine is being a communicator. And really, now since I met you and since we first did our coaching, I've really turned my life into spending more time concentrating on being a communicator. But back in that time I wasn't doing as much of it. But what I realized is that I enjoyed having these profound conversations and using my experiences and my stories to drive home these important ideas. And so, there's this huge drive to communicate these things. I just didn't really know how to do it at that time.

HF: For people who haven't seen you speak or heard you speak, do you have some examples for them of what you were speaking about that is so moving to other people?

JG: My passion, at least when it comes to medical speaking, because I also do financial speaking. But when it comes to medical speaking, my passion is this idea that if we really want to fix our healthcare system, doctors and patients need to learn how to be intimate together. And let me explain what that means. Patients come into our offices all the time and they tell us their most difficult stories. They really reveal their lives to us. And what they get in return is often coldness. It's a one-sided conversation.

That doesn't mean that I feel like doctors need to be telling all their stories in the exam room, but what it does mean is as a community, we have to start letting our patients know who we are and what we're about, and even those things that hurt us. And I



believe if we do a better job at that, we'll have more intimacy with our patients and by building that intimacy we'll actually become allies.

I think if we really want to fix our healthcare system, the main stakeholders in this system, which I believe are healthcare givers, and then those receiving healthcare. They're doctors, nurses, social workers, chaplains, and then our patients. If we can't come together as allies and start working to fix the system, who's going to do it?

And so, that really had become the focus of a talk I really wanted to give for medical conferences. And if you think about it, most of what people get at medical conferences is exactly that. Talk about hypertension and diabetes. I wanted to create a talk that felt a very different, something to sum up what we were all going through outside of the physiology of how we take care of patients but had a lot to say of how we experience medicine and how it can change how we are as healthcare givers and how it can change our healthcare system.

I had a number of stories, often painful, traumatic stories that really highlighted what it felt like to be a physician practicing medicine. And I had found that there was a joy in telling those stories to non-medical people, to patients so that they could see some of what we go through. And when I did, originally, I self-published a book and I really just wrote a series of stories and put them together. They were blog posts pretty much. And I handed them out to all my patients and my patients came back. And the thing they said to me is they said, "I had no idea my doctors went through these things." And it just highlighted to me the disconnection there is.

I found public speaking to be incredibly powerful in allowing us to tell our stories. I love to tell our stories to other doctors so they can realize that they're not alone and that they can express these things. And I love to tell these stories to the world in general to open up so that they can see the view from the other side of the stethoscope and realize

that we are human beings with passions and pain, that we are real life people. And I think it makes the doctor-patient relationship stronger.

HF: I remember you said something about how after your son was born you were seeing patients and something changed and that you just started being just more real with them and it changed the conversation and the dynamic. I think this is part of what you're talking about, connection and being real and being human and finding a way to communicate that serves both sides well.

JG: One of the stories I like to tell in my public speeches, especially when I'm talking about doctor-patient communication, is probably the worst day of my life as a physician. I was a second-year resident, I was alone in the ICU, it was the middle of the night and I had a patient who ended a respiratory distress and I couldn't intubate them. I tried and I tried, I did my best. I called the anesthesiologist. The anesthesiologist never came. Eventually a fellow resident was walking by, helped me intubate the patient, and then they coded and died right there. And I was alone. It was 02:00 in the morning, I had to call the family in. A big group of family members came. I brought them to the conference room. I told them that their family member had died. They left.

And then the next morning while I was rounding, I started getting phone calls. You see, the family that I had brought in the night before was the new family, but the patient had three daughters who had no idea what had happened to him. They each called separately that morning and I had to tell them over the phone that their family member died. And it was horrendous. It was like I said probably my worst day ever in medicine.

And at that moment, I feel like I was sitting on a precipice. I could either dive into this pain and fear and anxiety and questioning myself and could I have done better and how bad this felt or I could wall myself off, step off the cliff and protect myself. And I remember thinking very clearly, "I'm going to protect myself." And the downside to that

is when you build these walls to protect yourself, you not only keep all the pain and hurt inside, but you also keep all the love and happiness outside.

I really changed as a person after that day. And it took me years to deal with that kind of PTSD moment. And part of dealing with that was when my son was born and I realized how cold and alone I had isolated myself to such an extent that I wasn't a good doctor anymore and I probably wasn't as good of a family member either. I couldn't afford that anymore. I couldn't do that with a young kid.

And so, a lot of those barriers came down. I was lucky enough to see this for what it was, but it changed the way I was. I became maybe the person who I was before I went to medical school, the softer, more gentle, caring, less rushed, more patient person. That probably eventually made me into a better doctor. But I had to go through that series of painful occurrence and then getting past it. Maybe to land in a place where I could actually doctor in a much more healthy way.

HF: Yeah, that is one of the stories that when I was listening to you tell it, I was tearing up and you were very emotional too, telling it. And I really honor that vulnerability because it's really powerful and it's not something we really talk a lot about as physicians.

Getting back to this topic of being a speaker, it sounds like you partly found your way into this as a way to deal with your own pain. Could you trace some of the steps of how it all began and then how it led to your actually being paid as a speaker?

JG: People ask me all the time about becoming a speaker. And what I often say is first you have to have a viewpoint. If you're going to be a successful speaker who's going to give these talks, you have to have a viewpoint. Now, many doctors viewpoint is their medical specialty. They're experts in hypertension or they're experts in cancer, they're experts in some field or another. So, it's very natural for them to speak about that.



Since I wasn't speaking about those things, I had to develop a viewpoint. I had been writing about medicine for years, trying to think about what was most salient, what was most important, what was I going to do with all of these stories? Pretty much I started not by public speaking, but by creating content, by deciding what are my true views. And this was by writing them out and interacting with people and talking to people.

When you write a blog, people respond to it or if you do a podcast. And this is how you really start developing your viewpoints that become fodder for public speaking. I think it's really hard to just say, "I want a public speak" and say "I'm going to go do this." You really have to know what you're passionate about. You have to know what you're expert in. You have to know what you have a unique point of view regarding.

My first step actually was developing my true opinions on things, which was years of blogging and writing out these stories and trying to incorporate what all these stories, these things that are so important to me, what do they say about life in general? How could they be helpful to people? What do they say about our healthcare system? And when that started to clarify, I naturally got chances to speak.

Now everyone thinks kind of gloriously of standing in front of hundreds of people getting paid thousands of dollars to speak. But the truth of the matter is, I started doing a lot of the speaking in nursing homes. I would teach the nursing home nurses, I volunteered to spend some time there and I teach them about hypertension and I teach them about things like diabetes.

But then occasionally when I could see that they had a hard day and that they weren't really ready to do something so didactic, then I'd spend 30 minutes and tell them some of my stories and what I thought I drew from them.

You don't need a large crowd. You need to have a viewpoint and then you need to find an audience. And often that audience, maybe is a group of nurses who you're teaching



and don't feel like hearing something so detailed. Maybe it's a community center, maybe it's a senior center. They're just so many different places that you can have an audience. Maybe it is writing a blog and putting it out there for the world.

You kind of develop your point of view in your audience and things start happening once you do that. Because once you have this point of view in this audience, once you have content that you're creating, people start to know you for that content. And then you actually have a platform to start saying, "Oh, maybe I could become part of a speakers bureau." I'm part of KevinMD's Speakers Bureau, so this is a physician speakers bureau. Maybe I can look at the conferences that talk about the things that I'm passionate about. Maybe I'll go as an attendee or maybe I'll apply to be a speaker because now I have a point of view, I have a little bit of a platform. I've practiced, I've told these stories before. That's when you make that next step.

And often it starts with volunteering. Again, we all dream of making lots of money public speaking, but you probably want to volunteer and get good at it. Get used to doing this, get used to standing in front of a crowd. Find low stress ways to practice to build your voice. And then once you've done that, you can actually start going after the speaker's bureaus. You can start going after the conferences that are talking about things that you're interested in. Almost any conference you can apply to speak at. Worst comes to worst they say no, but it's really hard to do this until you have a real point of view that you've developed.

HF: I'm so glad you shared this because I have seen it backfire when you try to go the other way, which is to think, "How can I make some money? Oh, physicians are speakers. Maybe I could be one of those. So let me go and see what they want me to speak on." And sometimes you can be a match for an audience, but then it's hard to keep generating that kind of business when it's really more about what an organization wants versus what your platform is, that comes from like you're talking about an area that



you're passionate about opinions, that you have an area of expertise. And that doesn't happen overnight.

JG: It truly doesn't. The speakers that make the big money, people who make \$20,000, \$30,000, \$50,000 a speech, these are the people who write books, who create courses, who have lecture series. All of these things came first before they became the top of the marquee speakers. And I'll tell you, even if you're not the greatest speaker in the world, if you have something you're passionate about and that passion shows up on the stage, you're going to be a lot more successful.

If you want to be the kind of speaker that people ask to come back, if you want to be the kind of speaker who's going to actually make some real money doing this, that lighting up and passion has to show on the stage. And you can't just do that for everything. It's got to be something you care about.

HF: Absolutely. I want to take a quick break and then we'll come back and we'll talk a little bit more about steps and how to start getting that compensation. So, don't go away, we'll be right back.

LinkedIn has been one of the most helpful resources for my clients in landing great jobs. Initially many of them were reluctant to put themselves out there and network on this platform. But once they created a profile and learned how to use LinkedIn strategically, they had a lot of success.

My LinkedIn for Physicians course shows you how to create your own standout profile, have success networking and land nonclinical jobs. To learn more about this online course, go to doctorscrossing.com/linkedincourse or simply visit the Doctor's Crossing website and hit the products tab at the top of the page. Now back to our podcast.

We're back here with Dr. Jordan Grumet and we're talking about speaking and how you can do it as a side gig, but we're also going to talk a little bit about how it can be valuable for other things that you may want to be promoting or growing in your professional life. I'd like to ask you first, Jordan, what are some of the things that you have seen physicians speak on where they're getting paid for this expertise?

JG: This is the amazing thing. You can speak about just about anything. Again, if you are an expert in a field, people get paid all the time. If you're going to a cardiology conference and you are a hypertension expert, that might be a great place to get paid to speak at. But it doesn't always have to be about specific medical topics. You might be a healthcare wonk. Maybe you love reading about healthcare, about policy, about insurance. So, you can talk about administrative issues, you can talk about burnout. Who doesn't want to talk about burnout nowadays? It's one of the biggest things we are facing.

My favorite talk is to talk about the patient doctor relationship. Something that spans not only medical conferences but really is relevant to just about everyone. Senior healthcare. I see lots of people talking about seniors and what they're going through. Medical bankruptcy. What happens when a medical occurrence causes you to spend all your money? You don't have insurance or what have you. Medicaid. All of these things are possible.

You can speak about just about anything medicine and just about anything allied. Again, the big question is "What lights you up? What are you passionate about? What type of articles are you always scanning to find when you're on the internet?" Those are the kind of things that you're probably going to be good speaking about.

HF: You mentioned burnout and it reminds me that I had a client who was speaking on burnout and it didn't just consist of her giving a talk, but then they said, "Can you do a two-hour workshop and can you create something interactive?" That's another part of

speaking we may not even think about is getting to have a group of physicians or other people from the audience to take them through a process.

JG: And once you establish yourself as a speaker, whatever you're promoting comes along with that. Nowadays when I go speak, I usually require that they buy my book. I started with speaking and storytelling. I started putting those stories into book form and now when I go speak, they pay me a fee, but then I also have them buy a book for every person in the audience. Same thing could be for the course as you were saying. Maybe you do a series of lectures or do a course for people who showed up for the speech. All of those things are possible.

Speaking is just like any other platform. It can be a funnel towards something else. Again, often people go on book tours where they do a lot of speaking, but it's not because they love speaking unto itself, it's because they're promoting an idea or a book or a course or something else they're doing.

HF: Exactly. This may be a good segue into people are listening and thinking, "Well, I don't necessarily want to have a side gig where I'm paid as a speaker, but I want to use it to promote whatever I have. Maybe even just my practice. But I don't think I'm that great of a speaker or I get all clammy and sweaty and get nervous." What kind of recommendations would you have for these folks?

JG: There are a few. One is practice, practice, practice. Take every possibility you have to throw yourself up on a stage no matter how small. As a physician, we often spend lots of time talking to groups. I even think about that time in residency when my patient died and I had to sit in the conference room with 10 family members and tell them what happened. We spend a lot of time public speaking. We just don't necessarily always recognize it. But there are always possibilities. Think about the doctor who rounds with 10 medical students and does some teaching. That's lecturing, that's public speaking.



The doctor who teaches part of the second-year curriculum at the medical school, that's public speaking. Practice, practice, practice I think is the best way to get good at this.

The next thing is there are people who can help you. Toastmasters is excellent. A lot of people love Toastmasters. I haven't done it myself, but a lot of people I know who are great speakers have done it. There are other paid courses if you want out there. It's just a matter of getting out there and doing it. It's a great experience either way. Even if you never become a public speaker, even if you never make money at it, the ability to get up in front of a group of people and be clear and interesting is always going to serve you.

HF: Do you get nervous Jordan before you speak?

JG: Every single time I do. The only thing I can say to that is I was interviewing a pretty famous public speaker who makes a lot of money doing this on my podcast and he kind of reminded me, he said, "Look, the butterflies are probably one of the best things you have. You think of it as nervousness or anxiety." He said, "But I've reframed it." For him, he says, "I think about it as excitement. If I'm going to go out and give a great talk, I need to be hyped up. I need to be excited about it. Instead of looking at that as nervousness, I really try to look at it as this is the sign I'm about to give a great talk because I am so excited to get out there and tell them. I'm so excited that I do have those butterflies, that I feel anxious, my blood pressure is going up, my heart is racing."

It's kind of the same if you were about to run a big race or play the most important basketball game in your life. But that's also excitement. That means something cool is about to happen.

HF: It is. It's energy. And as you're speaking, you made me think of the horses lining up at the race. You're not going to bet on the horse that's eating grass. You want the horse chafing at the bit and they're nervous. But it's energy. So, that's helpful.

Just to retrace some of these steps. First we talk about you want to have something that you're passionate about, something you're really interested in and then you want to speak a lot. The nursing home is great, it's a captive audience there and you just get your chops.

When you're ready to start going from free to fee, I know that can be a hard hurdle. Do you have any suggestions for people if they're like, "Well, I don't even know how much to ask and I don't even know how to navigate these waters?"

JG: I will tell you that it helps to ask around. If you meet a group of public speakers, you can ask what they're generally charging. And it really varies depending on how experienced they are and how big a venue they start at. Most people undercharge, especially at the beginning. So, your average speaker probably asks for \$1,000 or \$2,000, which is woefully undercharging. I would say most people should probably start in the \$5,000 to \$10,000 range. I think it's a good place to start.

As you get a bigger name, if you've written books, if you've had a pretty big speaking tour, if you've been at the bigger venues, then you're really talking about \$10,000 plus. I know a lot of people even go past that. You've got to go after it though. And you've got to be willing to put your price down and realize that some people say no.

Going after it might be working for a speakers bureau. There are tons of speakers bureaus, you can apply to them and they will often tell you kind of what the general pricing guidelines are.

There's also, again, like I said, tons of conferences. There's a conference for almost everything either online or in person nowadays. If you can find something in your wheelhouse, just start applying to these different conferences and be bold about it. Say this is what I charge. And again, you may get a lot of nos, but really all you need is one yes at a certain number and then that's your fee. If you can get one person to pay you

\$5,000 to give a talk, and especially if you get good feedback from it, like, “Oh I really like that, I'm glad you came”.” After you do that once, that can become your fee. And you can always discount people. You can always say my fee is \$5,000 but I'm willing to do it for you for \$2,500 because I think this is going to be a fantastic conference, but you might have to buy 50 of my books. Work these things in too.

But that's what I suggest. Speakers bureaus, go on your own independently to these conferences. If you've volunteered enough and if you've practiced enough and if you have content, people will also start coming to you because you'll be talking about something and hopefully someone will be listening.

HF: Well, \$5,000 to \$10,000, that's a healthy fee. And I know as doctors we're so used to just doing stuff for free and also being underpaid because I know when I had clients who were getting into speaking, it was, “Oh, we'll give you a gift card or it's \$500 and you have to travel.” When I started speaking for the Texas Medical Association for their physician wellness committee, it was \$300 and I put in hours and hours and hours. I think it's very easy to fall into that trap of, “Okay, yeah, I'll do that. That's what physicians do.”

JG: Yeah. People forget, each talk takes hours and hours and hours of prep. And if you're going out of town, you're going to give up three days. One day to get there, one day away from your family, then you have to speak the next day and they never just ask you to speak. You have to speak and then go to this dinner and then hang out with this crowd and then you leave the next day. It is stressful and tiring. I think if you don't charge at least \$5,000, you're really putting in a huge amount of work for very little.

Think about it this way. I've also in my past done medical malpractice work. I charge between \$500 and \$1,000 an hour. Now compare that to public speaking where I may put 20 or 30 hours into developing this speech and I may give up two or three days traveling and being away from my family to do it. And what? I'm going to take \$200 or

\$1,000 for that. It's a huge amount of time for making so little money. Even \$5,000 is pretty light when you think about how much time we put into it.

HF: It's so true because we think, "Oh, we're just up there for an hour." But you're right, the truth is there's so much time that goes into it. I think this is a good call to value yourself.

JG: Now I will tell you the one caveat which helps is if you talk a lot and you get your talks down, so the first one took all that time, but when you're doing it 5, 10, 15 times a year and you already have that talk down, then you still have to do the pain of the travel, et cetera. But at least the talk is already developed and you already know it. That part is kind of nice. Because if you get well known for one idea or one piece of content, you can give that same talk over and over again. At least you don't have to keep on reparing it.

HF: That's true. Absolutely. Now just to recap, you had also mentioned Toastmasters, and I'll put in a plug because I did Toastmasters when I started speaking for the TMA because I thought, "Well, I need some practice here." And it is a fantastic organization. I will put a link to it in the show notes.

And what I did, which I recommend, is go and visit your local clubs. Usually there's at least a couple and you can go in as a guest. They're very used to having you as a guest and then you can get the feel for the club that you like mine. They were serious and they had formal meetings, but they were also very funny. And it ended up being a really great experience. And you also mentioned Jordan, that you can find a speaker's bureau potentially to help promote you as a speaker. And you're on KevinMD's speaker bureau.

JG: Yes, I am.



HF: All right. Well, we're getting close to the end here. Do you have any final thoughts about anything? It could even be about the changes that you've made because you know what it's like to be at the crossroads and questioning things.

JG: This is often what I say. We can make a huge amount of money just being doctors. As doctors we get paid a lot. But the problem is sometimes that doesn't fill our souls. I think if you're interested in public speaking, if you're interested in storytelling, if you're interested in producing whatever content you're interested in, do something you're passionate about and hopefully it'll make you some money. But if it's just about making money, keep being a doctor, that's how I think you're going to really make money in the long term.

But if you're like me and you like telling people your stories and you like that moment of stepping on a stage and seeing everyone's face light up and look at you or what it feels like to be in the middle of speech when you can hear a pin drop, because everyone is hanging on every word you're saying. If that makes you excited and passionate, then fill your time with these kinds of things. It's so worthwhile to do what you like, what really lights you up inside. And if it really lights you up inside and you get good at it, you probably will make money at it anyway.

HF: I love that, Jordan. Full disclosure, I have my monitor next to me and I have the notes that I took when we first spoke and you were really weighing between doing this job of being a doctor, which there were things you really liked about it. I think you were excellent at it, but you had these passions, you were writing poetry, you were submitting your poetry and you knew that you had these other things calling to you. But there was that fear, "Am I going to fail? Can this work? Can I do this?" And you're proof that when you follow your passion, it works out. So, my hat off to you because you followed your heart and it worked.

JG: I think many of us who go into medicine have our sense of purpose and identity so tied up in being doctors, which is wonderful while it works for you. But I was at that point in life where I was realizing that I had a lot of purpose and identity not necessarily related to just being a physician. And so, it was very hard for me to step away from that identity to start identifying in other ways as a communicator, as a speaker, as a writer.

On the other hand, 10 years after going through those coaching sessions with you, I realized how much happier I am as a person that I allowed that other part of me to flourish. That I didn't say I can only be one thing, which is a doctor and not try to step out and see what really fed my soul.

And in the process, I was able to find what I loved in medicine, which was practicing hospice medicine, which I still do. So, I found that piece of medicine that really still did feed my soul, but then I was able to expand all these other things that I always knew I was interested and passionate about, but I was always too afraid to try.

HF: Yeah. Well, you talk a lot about these big topics in your book "Taking Stock", which I'll also link to. I think it's an excellent book. You do talk a lot about finance in there, but to me, it's finance with an umbrella of what do you really want your life to be, which is, I think, a great context for it. Anyone really wanting more of a conversation around finance, I highly recommend this book. And thank you so much Jordan. It's so great to have you on the podcast and catch up with you.

JG: It was so fun to reconnect.

HF: Yeah, thank you Jordan. So, guys, thanks so much for listening. I'll put all these things in the show notes for you and I hope that you have a chance to follow your own passion and heart and come on the podcast and tell me about it. Thanks for listening. Don't forget to carpe that diem and I'll see you in the next episode. Bye for now.



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