

Natalie Luneva (Podcast Guest) Digital Marketing Strategist

Michele

Well Greetings, entrepreneurs, I want to welcome you to another episode of savvy painter podcast, and today with me I have a special guest and her name is Natalie nueva. And I want to tell you a bit about her before I bring her on today because she has a lot of experience in marketing so I really am excited for her to be here with us today. So let me give you just a little bit of her background and then we can go in and start asking her some questions. So Natalie Luneva is a growth and leadership, Coach she worked with more than 100 companies, and she draws her experience from 10 years of marketing in team leadership experience,

Natalie also helps founders scale their startups, get unstuck and grow as successful leaders. So I think that is so awesome and I think with her experience that she can truly give us some key nuggets, especially a solopreneurs. You know who are starting out in this space and it's kind of difficult for you to navigate the marketing spectrum of it. I believe that she can give you some really good tips to help you in that arena so let's bring that Leon Thank you, Natalie for being a part of savvypreneur podcast.

Natalie 1:11

Thank you for having me Michelle.

Michele 1:13

So I wanted to first start off with how did you get started into marketing.

Natalie 1:19

It is a funny story, I work, I started working as a freelancer. For a marketing agency. And I only worked as a administrative assistant at the time, I had nothing to do with marketing all I was doing was really helping marketing team with just admin stuff and then bit by bit, I got to know a little bit marketing just learn everything myself, took a lot of courses trainings you know route of a lot of stuff. And that's really how my passion and marketing grew to be.

Natalie 1:55

So, beginning in that space like what was frustrating for you like what did you find like really frustrating, starting out in that space, You know, I figured that there are lots of markers. With the, they talked about it. So to say that a lot of the work that they were doing was really cut and paste basically the same things were done for all the clients were done basically the same way. And that was easy at the time when Google was really easy to trick.

Natalie 2:28

Much, much harder so right now it's not as it was 10 years ago so I would say that the biggest nugget or like concern to me was that there were so many ways that people could take their companies, and just doing the same thing like everyone else is doing like recruiting agencies lots of marketing agents with some chest is something that I was concerned about. And that's why I kind of started a bullet and learned more and more and marketing, what exactly can I do for the businesses that I work with.

Michele 3:01

Right. And I think that's very key because, say for instance, like you were saying what marketing agencies. And so if someone is putting themselves or setting themselves up as a marketing agency and they've studied as far as marketing from their perspective of how it works, but they're dealing with the niche that they know nothing about they dealing with something that they may have to do research. So what advice, will you give to someone who is taking on a client to help them with their marketing efforts, but they have really no experience in their niche and they want to give them results, but like what advice would you give them when the results may not be instant like the you know the customer may be wanting instant results because they think that this person has, you know, really good knowledge on marketing, but, like, how would that conversation go.

Natalie 3:52

Tell me a little bit more about your target audience to do your women mostly, are they doing all the marketing agency would they like to be working

Michele 4:02

well a lot my mostly my target audience they are solopreneurs they are just starting out, they're either in getting into like vegan, the industry of vegan like healthy lifestyle, some are in real estate, some are becoming online coaches and some are doing digital marketing on the side as you know an agency so it's a little bit of scattered over the place but the, the main common denominator is they're starting out, and they really they have not really built an audience but they have some kind of understanding of what they need to do, but they don't know how to bring the results, especially if they don't have any expertise, and what it is they're helping their clients to do they may have the knowledge, but they don't have research that niche as far as what that person is doing,

Natalie 4:52

or you know what they may not even have the understanding that they will be able to help that client, and that's what something that happened to me when I, I worked as a marketing director for another company. And that was a full time position and then I started I thought about going on my own opening an agency. And really, the questions

Natalie 5:12

that I had crossed my mind is, what am I really going to help those businesses with I question, everything that I knew and it was so funny that within couple of months. I came to understand and that my goodness I know so much I could help those companies so much, but it's just the understanding that you can help and yes you have

Natalie 5:35

experienced with this and just put it all together and my goodness you have such power that so many people struggle with, and you're the only one who can kill who can help them with right i think this is the first step is to basically say that yes I can help them with, even if you don't have experience doing this. Right. You know something like this you work with. So I would say them the next step is to understand who their ideal client is, what differentiates your clients from what niche industry they're in because when you're talking to everyone you talk to no one. And just knowing what are their traits, what terms and what words are they using them so crucial to get the offer right over the jewel, that you would like to offer to them, right, or

Natalie 6:33

you know the course or coaching or like another system. This is really crucial to understand what those ideal clients are what industry they're in. What their demographic goals are, men versus females talk to them. Right. And then, what are the outcomes that you want for them to achieve. Right. And where they are right now, and what's going to be the process for you to take them from where they are to where they want to be right. So I think not having this understanding of who your client is where they are right now, what exactly you're going to be joined for them and explaining this to them so that you have this step by step, you know, way to achieve the result for them. And what the result. The end result the goal looks for them. What exactly do they want from the engagement?

Michele 7:28

Right. Because, and I think that's so key because when someone is like putting themselves out there to help other you know businesses to help them grow their business they have to let the customer know the timeframe that they are to look for results not to say oh I can get you these results in like 30 days when if especially if they haven't built an audience so certain things are not in place. They have to be realistic with the timeframe of helping that client. So what would you also like in the encouragement, you would give to a cup because I have a couple of entrepreneurs that I'm working with. And I think their mindset around marketing their business is where they're stuck at like they don't know exactly what activities they should be doing, how often, and I'm one on big to tell them they have to measure they have to check data that's so important, as an entrepreneur, so like what are your tips to help them out in that area.

Natalie 8:28

I think number one is again knowing your exact customer profile. Once you know the customer profile, what you can do is then you can go after similar audiences, it's LinkedIn or Facebook and talk to them see what their problems are and see how they can add value start adding value.

For example, on Facebook, there's so many groups. So if you are a coach for, I don't know, like, lawyers, or doctors or anyone there's group for any single industry out there. So just join those groups on Facebook, see what they're talking about what questions they're asking. I try to add value. And then when you add enough value, then you can start making posts, explaining how you were able to help this person.

Outline step by step what you've done for them, and then see those comments and people send them your direct messages, excited to see how you can help them with the exact same problem. But again, to do that, you need to have those four things tackled.

- What's your ideal customer,
- where they are,
- what step what steps you're going to take them.
- And what's the goal for them to achieve?

Once you know that you just made the post on those groups, explaining how you were able to help what results you achieved for other clients that you work with, it doesn't have to be paid if you're just starting out it can be free. If you don't have any clients and no one, you know, you don't have case studies to talk about, then just talk about what you can help them with and ask them to suggest to do it for free, but they would provide you know a case study or something that you can use on your website later right you attract those paid customers.

Michele 10:29

Right, yeah, that's awesome and then that also use that same advice that you just gave. So how important is it for entrepreneurs to incorporate SEO in their online, like strategy, like how important is that

Natalie 10:44

I am big on SEO I have lots of technical SEO experience I would, I would tell you that if your website is not really getting a lot of traffic and by the way in order for you to know how much traffic is getting in the tombstone Google Analytics and that's a free tool I highly recommend you do that. If you for some reason going to start working with a marketing agency, be sure to have them set it up for you because later they can take all of this accounts and may or demand

more money from you, so you need to have full ownership of those accounts all the analytics account and then you share access well now that's a big problem that I see lots of my clients that I work with. So if you have a lot of traffic on your website, then focusing on SEO may not be your first primary goal I would say because Google will likely not gonna show your website to someone who's looking for for example if you're like a weight loss coach, know how many weight loss, coaches, there are hundreds of thousands pages. So you're not going to be the first on the first three pages for sure.

And no one goes past the first page of Google search. So, SEO may not be the first thing to focus on what will be important is for you to first of all write a good piece of content, let's say, two or three pieces of content you posted on your website, and then you distribute them. These pieces of content across multiple platforms. For example, be social media or like a Facebook page. This way I previously talked about adding value to those Facebook groups. Once you're right. Very industry specific posts, you can share it on Facebook group and encourage people to start asking questions in the group.

Natalie 12:42

share that on Reddit, or a medium or any other platforms that are, that your target audience hangs out, right, share it there so I would say that do not rely a lot on Google to deliver a traffic to you, right, but produce a piece of content that is going to be really interesting to interesting to your audience, and then work for actively just share that content do not rely on Google to share it for you.

Michele 13:11

Right, because I know that's so true because I know now with, even with Facebook Like you said in the beginning how. So much has changed within the marketing in the landscape with like those who got into Facebook before the algorithms and all these things were put out, you know, on Facebook, I mean at the time people could see your video you would get like hundreds of views. So when you're looking at an entrepreneur who is starting out and they're being told well you know just go on facebook you know do videos do videos, but Facebook is really not showing your videos, you know, to a lot of people unless you put some adspend behind it. So what would you, you know, suggest especially for those entrepreneurs or solopreneurs who are bootstrapping their business and they're very limited on funds.

Natalie 14:00

That's right. So, if you have a business page and you post something on your business page, then chances. I think it's like less than 1% of people that like your page is going to see that post but your post. Less than 1%. It used to be much more used to be probably like 15% I remember,

probably three years ago it was around 6%. Well, now it's like 1% or less what is going to help if your post has lots of engagement. So, first of all, do not post it on the business page, post it on your personal page, and in the Facebook group. So, the Facebook group is really like already right now because Facebook gives really high priority in distribution on the hosts in the group. If you are part of a group so know that as soon as you open your timeline, you'll get a bunch of polls group from your friends and close to zero pros from businesses, your business page, and then

Natalie 15:04

ask your family and friends and people that are on your Facebook in your Facebook friends. Ask them to like comment share this post, and that's going to give the post a boost in Facebook's eyes and the algorithm is going to help you get more of the eyeballs organically. And, and not just the group but also if it's if you post, if you make a post as a personal on your personal page, that's also going to help. And then when you're ready, you can actually boost it but you would need to boost it using your business page so that's okay, just post it can be three to \$5 really, but the cost of waiting is to have a high engagement because boasted when the engagement is really low it's going to cost you, twice, three times five times more maybe when the post is not really engaging versus when you're ready to have some activity happening there.

Michele 16:08

Right, or not. Yes, I've seen that myself. And what I get is a lot of questions because I have a couple of people that are trying to start their own Facebook group but the problem that they, they have, and even I noticed it myself, that you know you would have like you're trying to grow your Facebook group, because, you know, Facebook is so noisy and then it's so distracting at times. It's like, it's hard to either get people in there and once you do get people in there.

They don't engage and I don't know if it's because maybe Facebook doesn't show them when you are posting or going live, but I hear a lot of people saying I'm doing so much work in my facebook group, but I'm only getting, maybe a couple of engagements from a couple of people and they may have like you know good amount of number of people in that group. So how do they build up that engagement, or like what is the solution for them. With that, because they're like trying to just say let me just at six does the Facebook group and start over. so like I'm trying to find like you know how would you answer that I think the groups that were

Natalie 17:15

the groups that I'm part of that are successful, well first of all I think it depends on the audience. For example, if you are targeting doctors and they have lots of experience working with backers Francis. This is a hard group to please. They obviously they you know he would not expect them to, you know, Share and Like you're right.

So I think first of all think about your target group if Facebook something that they are even apart of on a daily basis. If they are, then the groups that I've seen were successful, we're doing a bunch of videos so the person who would create the group, the person would create do a bunch of videos, and also

Natalie 18:02

keep in mind that if you post. There's three ways to post a video on a Facebook page or like you don't have to have a page or a group. First is, you just add the link from YouTube or any other websites to Facebook, which is the least preferable way to do that. The second way is you upload the actual video file to Facebook, which is okay. And the third the most preferable way for Facebook is when you do a Facebook Live Facebook Live, Facebook, really likes it because Facebook knows that so you know real time, people are more likely to engage them with the video and Facebook is all about engagement. So, when you do those videos post them as Facebook Live, and then see what's happening, you have access to statistics to see how many people viewed the video or view the post and then you say, okay, you have hundred people that are member of your group, and for example only 10 people saw the post. That means that your group is not really engaging, so there needs to something needs to happen so maybe you need to start tagging those people in the group to reactivate them and have them all, you know, add a little bit more. Also, send direct message to those people if it's not a lot of people engage directly and then Facebook is also algorithm works this way that though when you engage with people in direct messages, they're more likely to see the content from you as well.

Michele 19:32

Wow, that's awesome information, because I know sometimes, I would tell people maybe your audience is not either on Facebook or either, because I know before Facebook changed some of their practices. A lot of people were adding people to their Facebook groups who were just on their friend list. And I told them, don't do that because that doesn't mean that they're your target audience.

So of course you're not going to get engagement if you're adding people that are not interested in what it is that you do. So what do you see as far as within something that I've been more engaged with on this new year is email marketing but I know a lot of people are you know they're going toward the bots and things of that nature which I believe is a place for that within the marketing strategy, but like, how would you explain to someone that's starting out in their business as how, how important is, email marketing because I know I didn't do that when I first started out, I was all trying to get all of these different things in place. And then when I realized I was not building a list, it kind of, you know, I would say hurt me because I wasn't building a list of subscribers to,

you know, be able to let them know when I was watching something So how important is that for solopreneur starting out.

Natalie 20:49

I think it is, it is important. Just because you own that. That area, because if you're on Facebook and if you're the Facebook group is all range right now but what's going to happen in a year when Facebook began to change their algorithm, like happens you know you'll get an all of those likes to the page, and then all of a sudden one day

Facebook decides that okay page is gonna be downgraded and no one's going to see what posts on the page and groups is now orange so I think that when you do when you collect those emails and you build an audience you own this goal you own this marketing channel, versus you don't know what's going to happen to Facebook so that's why it's always worth to first of all diversify and second of all, pay more attention to those channels that you own, another statistic that I've recently I had I was, I had a speaking engagement recently and I was talking to the doctors, and it was what was interesting is that medical practices that communicate to their patients at least 10 times a year.

Natalie 21:55

So that means this once a month they send out an email. The patients are three times, 300% more likely to stick to that practice because they like hearing from the practice. So that was an interesting statistic so probably this some similar numbers exist with our businesses I'm just not aware of that but I'm sure that the more you learn, the more but at least communicate to them maybe at least once a month maybe twice a month. And that's going to be much more likely for them to stick with you or your services,

Michele 22:28

right, so what what do you see the changes as far in marketing as far as in the new year that we're in, and what suggestions do you give to entrepreneurs, of how they can make either their organic efforts, you know, increase more are either, even if they're putting ad spend behind it like what tactics or what strategies should they be looking at even if it's one or two things that they need to be paying attention to. Now that we're in the new year because I know there's a lot of things that have changed on different platforms like YouTube and just certain things have changed. So, what is it that solopreneurs who may be all over the place but marketing is so important because they want to grow their business so what couple of things that they should be focused on.

Natalie 23:15

So we think this year and the year is going to be an already. Lots of things that do not scale, especially when you just start out you've, you've mentioned like chatbots. This is all good when

you have hundreds and hundreds of fleets, and you need to prequalify those things. But if you're just starting out that chat box is not something that you should worry about because you don't have the volume to filter all of those leads. So you probably need to focus on things that do not scale. So, for and the things that do not scale are in reaching out to those your target audience on LinkedIn, but not in terms of, hey, and I am sure you get all of those requirements. You get someone to add you and then they pitch their services. Right, exactly.

Natalie 24:09

The first build some relationship, Like, talk to the person, and also it has to be in a very liquid talk to her friend and I noticed and I was trying both ways for another company, actually, and I noticed that the first way you know when Sending out a message and right away and pitch something that's not worth it, as well or doesn't work at all. But as soon as you started being brands I like talking to them referring to them as if they're a real friend. Someone who you're trying to sell my something. I think your way of communicating just changes so much that they are willing to interact with you and respond to your questions so they become more friendly instead of, you know, having old their guards up and say, How do you say go away.

Natalie 25:03

So I think especially when you start out just do a lot of things that do not scale, especially since. In a lot of cases you don't know who your ideal target is. So, things that do not scale, I think, at the beginning are really important.

Michele 25:18

And I think that's important so I and I do get those inboxes, you know, add me but here's what I offer you. And I think that has become the reason why a lot of entrepreneurs who are starting out in this, in this space that they want to sell sell sell. But like you said they don't know who their audiences they have not built up you know that niche, so they're just following are copying what they're seeing other people in the industry are doing, but they're not laying the groundwork of a foundation. So, one more question I want to ask you. So what do you think about like collaboration because sometimes when you're new when you're starting out, sometimes coming together with someone in in working on a project to see it to its fruition now you have help and maybe even some resources that can, you know, help you out, where both parties can, you know, receive income from that. So what do you say about collaborations for solopreneur starting out and what kind of does that look like.

Natalie 26:13

I love this idea. This is successful what I've been working on recently I'm developing a course for startup founders, and I reached out to you, fellow coaches for example, and I basically started talking about what I'm doing and how I'm trying to help my audience and that I think that they

would, they're basically serving the same audience so let's collaborate and see if this is something that you would be interested in. And interestingly enough, almost every single one that responded to them they had some sort of, they were interested.

So I think this is so important that if you're just starting out and you do not have anyone to talk to or like you don't have your audience, maybe other people just like you are in the same boat so joining the efforts and seeing how you can both maybe create a course or like a video or something like a webinar maybe think about a webinar, or a Facebook Live For example, where you create an event and say that's hey I'm this day this is what we're going to talk about and post the link to the Facebook Live announcement to this Facebook group for example. Absolutely. And I think this is going to be so beneficial for both of you. So yes absolutely try to do it as much as possible just go on LinkedIn or search for in Google and on Facebook, or in those Facebook groups, see who else is also engaging in some helpful content and just reach out to them on Facebook and say hey this is what I'm doing. Would you care to spend 20 to 30 minutes on a call just exploring what are opportunities for both of us.

Michele 27:58

And I think that is so important, but what I see as far as even things that I had when I first started out, there's a lot of mindset issues with us sometimes as entrepreneurs because we feel as though well if I say that they're going to reject me or they're going to shoot me down cut so can you speak to, that I know I said that the other one was my last question but this question is my last question.

Natalie 28:22

I think you're so sure about this. But once we decided to be entrepreneurs. I think you need to learn to have thick skin. Not every single person is going to come back and say yes, although in my experience, lots of people did, because we're just in the industry but everyone's trying to be helpful.

So, I think, learning to have thick skin and not responding. Like, you know you've got one or two or five rejections on okay oh my goodness I'm done. I'm so bad at this. No, no. Just be in the mindset that the more rejections, you're going to get the further you're going to go basically Yes, that means that because if you don't get any rejections, or you don't you make those mistakes and you don't fall. That means that you're not trying enough

Yes, yes. And I agree, I really like Seth Godin. One of my favorite marketers. He said that anything beyond good enough, is called stalling and a waste of time. So if you think that you need to wait in order, you know, to reach out to the person. No, that's called stolen and a waste of time so do it now even if you're not ready to acknowledge and see where it leads to.

Michele 29:44

Oh, I think that's great advice. So I thank you so much Natalie you've given us so many good tips. So where can my audience follow you and give us information where we could follow your website or anything.

Natalie 29:57

Yeah. My website is <https://natalieluneva.com> and yes I have also been active on Facebook and on LinkedIn and on Twitter.

Natalie 30:14

marketing growth and leadership, one note that I wanted to bring up but even the people that are just starting out, I think you need to start thinking about getting your an admin assistant sooner rather than later or even someone to help you with all of those things. Because when you are doing all this by yourself when you're creating columns you know maybe you're not the best person to do that.

Maybe someone like 5 or 10 dollars go to Upwork just hire someone to do that for you so that you can focus all your attention on your time with things that are really paying you know what you're worth yeah so part of my, the information that I'm trying to spread and teach people about entrepreneurs and founders is leadership so do not try to do all of this by yourself. Hire help hire Mina systems, early, and then learn how to manage and lead the team because leadership is much more than, it's interesting that you may not be able to qualify, like quantify leadership, but it's so important because I find that founders. When they have a team. They just are bottlenecks to their success and their team's success, yes they think that what they lack is number leads number clients. But in the end, it's just learning how to set up the team to succeed. And oftentimes farmers are the bottleneck so those are the big three things are talking about marketing growth and leadership.

Natalie 31:53

So I think that is so important about that being a bottleneck to your company, because I've seen that and it doesn't feel good, especially to those entrepreneurs who don't want to be micromanaged, they want to be able to do something and have the freedom and creativity to use their gifts to bring it to you know their job so I believe that is so important,

Natalie 32:14

important thing for you Yes things people do need autonomy, but important thing is you need to set up the goal. As soon as they know the goal that you're trying to achieve. I think it will be so much easier for everyone to know that on the journey. Otherwise, you're going to micromanage and tell them to do this this this and listen to it this way. And in the end you're micromanaging and not do not have your eyes on the goal. So have your eyes on the goals, think about what needs to happen to communicate that to your team so that they know where they should be taking you and your company, but they have freedom to choose how they want to get you from here to there. Once you trust them

Michele 32:59

right and that's so important because we as being solopreneurs we don't always want to be solopreneurs we do want to scale the business where we can bring on other people. So I think that's important that we, learn to delegate and learn how to allow people to come in and do their job like you say you have to put those goals and objectives in place and give them room to you know execute on that. So I think,

Natalie 33:24

Michelle Do we have two more minutes. Go ahead. Sure, awesome because I wanted to share something else. I found a way to set up the goals and make it really strategic and I wanted to share with your audience as well. I've written the book, even though it has nothing to do with the book. I started doing all of this much sooner than to read the book and then it just turns out that there's this book available called. 12 week year, I think and I highly recommend it for anyone to read the book.

When you are struggling to achieve the goals or you think you know there's work work work and not actually getting things done. So, what I highly recommend is what I call a four week, power, like a four week power month for example. So what you do is you sit down and you put a list of goals that you'd like to achieve, just for this month, do not make it a year or quarter. Let's say for a month. And then you put all the lists of KPIs. how are you going to measure those goals, and then you dump,

I call it a brain dump list of all of the items that need to, or tasks that need to happen in order for you to achieve those KPIs that are going to mash into, you know, the goal achievement of the goal, and then prioritize those tasks and every single week. So in four weeks hopefully you're going to have one or two goals or goals and then you're going to have a list of tasks that need to happen. So what you do at the beginning of the week, you plan out the week. And at the end of the week you plan the week and had to make sure about you know things that needed to happen happen, or if they did not, then make sure that they are happening this coming week. And every

single day when you started they just see those things that need to happen that day. If you have not completed things that you were planning to complete today.

Make sure that you do not leave work it and not stop or you do whatever you have to in order for you to complete that for today. And you'll see that if you do that every single day, you'll see how much progress you are making towards achieving your strategic goal by the way it needs to be strategic not something that urgently needs to happen you know urgent but not important right do need to have important strategic things, and goals associated with them. And once you are done for weeks, measure what happened and hopefully I'm going to hear back from you and you're excited to talk about the thing Yes,

Michele 36:04

I think that is so awesome because it comes a time where you are doing work and I want, I do do a brain dump I have a mind map, and I basically put down what I want to do and all the things that I need to do to like execute on that, and to just see it through and so I'm not going to say that, you know, sometimes it does get discouraging. Because you, you are putting in all this work but sometimes you don't see the numbers come back or you don't see the engagement, but I continue to, you know, tell myself listen you got to continue to put skin in the game, you can't, you know, stop now because this is something that you want to do so. You can't help somebody else to do and you meet their goals. If you're not doing your own part, I would say

Natalie 36:48

that if you see results do not focus on results, focus on doing the things, focus on the progress. So, if you set out to work on those strategic tasks every single day for example four hours a day. Then, make sure that you work on them for hours a day. Make sure that the progress is what your target is and like really your eye on the results.

Natalie 37:10

When you do not see progress. And I think that's really going to help you move on, where your goal is okay, I finished my tasks yesterday or I finished them the day before yesterday great this is what I have for today so my goal is to complete for the day. And then, obviously, you know, doing a few things may not move the needle, but then once you push that huge, you know, stone like, yes, pushing a big big stone for example, and there's going to be a very slow at the beginning, but then when you pick up the speed. It's going to be a little bit faster something's gonna go a little bit easier so that's gonna be really challenging and that's why at the beginning, focus on just making sure that you do not do you do, do this work has to happen, will keep your eyes on that result.

Natalie 37:57

Well, I thank you for sharing that with us Natalie you took more time, because everything that you have given us today is really, I think I believe helpful for us in this you know this 2020 year that we're in, especially with marketing and just so many changes that's going on, what we as entrepreneurs need to be focusing on and I'm going to take that advice, don't focus on the results just focus on what your task are. And then at the end of the month, you can check to see the results. So thank you so much for that I want to just let everybody know that you, I will put in the show notes, all of Natalie's information so if you want to reach out to her. As you can see, she has given us some great nuggets so if you choose to work with her I'm sure that she will be a great fit for you in your business. So again, Natalie, I want to thank you again for joining us on savvypreneur podcast.

Michele 38:50

Have a great day.