

## TRANSCRIPT

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**Ken:** All right man. We're rolling.

**Robert:** Are you ready to rock and roll?

**Ken:** I am. I was born ready.

**Robert:** Cool. So, Ken. Welcome to "Success Left A Clue". I'm really excited to have you as the first person I actually interview, because most of what I have been doing and why I'm podcasting now is from listening to your podcast. And so, welcome and I appreciate you coming on to the show. Where are you right now doing this recording?

**Ken:** I'm sitting in Minooka Illinois, staring out my back window, my offices and my home. We live on a nice, little ski lake and so I'm looking at an empty lake, which is kind of sad, because it's a weekday and usually my family is the only one out there on the beach playing around because everybody else is working. So, but nobody is on the lake today. So, it's about sixty two. It's a beautiful, beautiful fall day. This morning there were bear foot out there, which was kind of cool. But right now, it's just little old me.

**Robert:** Well, that's why I totally appreciate the time because you understand the concept that when you create success in your life, it allows you to have the time and the freedom to do things most people can only dream of. So, the fact that you are taking your time to be with us, it means a lot and on my other podcast, the first ones that led up to this, this is podcast number eight, I end up talking about you and your podcast a lot because you have been an absolute inspiration. And what I was thinking about with this interview is just let's get into it. When we talk about success leaving clues all over the place, I wanted to kind of jump into some of your podcast and get your quick little interpretations of them. Of why it's important to not try and reinvent that wheel. So, are you good with that?

**Ken:** Oh perfect!

**Robert:** Excellent! Well, let's start with, and I'm going to go by episode number and by the title, and just give me your thought right off the top of your head. So, episode number fifteen, it's titled "Copy cats win big". What do you mean by that?

**Ken:** Well, that's a good starting point because as an entrepreneur, usually you kind of wake up with an idea. You have got a vision. You kind of have an internal direction but the reality is the rubber does meet the road at some point and you have to begin. You have to sell something, you have to create something, you have to market something, you have to have customer service and accounting department.

Most small business owners, they start off it's just them, right? There is a very famous book called "E-myth" by Michael Gerber that talks about how do you take a flagon company that's a one person shop, that wants to be a hundred person and ten thousand person company. How exactly do they get there? And so, it does a great job of mapping things out but "Copycats win big" as a title of one of the episodes on "Today's growth - growing business today" podcast is all about what are called digital footprints. Meaning is, there is something already in front of you that you can copy and copying is the number one way to flatter somebody.

So, let's look at Burger King for example. Burger King's complete demographic division from the late 70s to early 90s was find out where McDonalds is and move right next to her. McDonalds did all the homework. They did all the surveys. They paid the under the table fee to get bigger signs on that road. They did all the homework. The traffic counts are obviously supporting McDonald's. They usually pick what is called an intersection because they want two streets visibility and then Burger King just says "You know what? It's obviously working. Let's move right next to her." So, they literally just copy McDonald's. Well, if you look in history, whether it's FedEx copying UPS and US post office, whether it's Ford copying Chevy, then Chevy coping Buick, then Buick copying Ford. Every major car manufacturer, everyone of them, buys a car from every other manufacture and completely tears it apart so they can copy what's working. And so, we have been teaching, since 1992, that one of the greatest and faster ways to win big is to find something already working and copy it. On the internet we call that a digital footprint. So, if we are going to build a big website we want to find something even bigger than that and then we reverse engineer it, tear it apart. How many links are pointing to it? How many pieces of content and how often do they write each week? And we just copy it. If we increase the pace by fifty percent, we will eventually pass that website. Same with marketing a regular business. So, bottom line is copy cats do win big. It's a great model.

**Robert:** Yeah and that's exactly why I wanted to start with that one. I just finished teaching an amazing five-day training where I teach trainers how to follow a system. And from my experience I've, the biggest issue I see is the ones that go out there and try to figure it out on their own. I like the system but I'll reinvent it. I'll make it better and by making it better they struggle. So, has that been your kind of experience as well? When people try to reinvent the wheel?

**Ken:** Hundred percent. Yeah. Not that it's taboo because we do want to spur new ideas. But we usually reserve ten to twenty percent of the week or twenty percent of the month for what we call R&D - research and development. Most of our time is spent doing what we know works. Continually copying ourselves and others. It's just, it's the fastest, least expensive way to grow.

**Robert:** Perfect and that's exactly why I wanted to start with that. Let's go to one of ones that is one my favourite episodes. Episode number one, when you talk about escorts. I just want

people to go to your podcast and listen that one because that one takes a whole episode to really understand it. So, I'm going to stay away from that one on purpose. I'm going to go to another one of my favourite episodes: episode number four "Trust trumps all". So, what do you mean by that?

**Ken:**

So the concept there is that, I'll say in the old days leading up to the internet, you could make a case that you got paid of course in direct proportion to the true value of your service, right? But you could also make the case that the higher your degree the more money you make and that is still technically true today. However, with the internet, since AI invented it in 1995, there has been a complete shift. And yes that was supposed to be funny. There is a complete shift from going from people doing business with people that they know, then they like and then they trust them to do business. and there is a complete shift because the internet forces people to have to trust first, to take the time to know, to then like to then trust.

What I mean is this let's just say you are about to go buy a new car or a big piece of furniture, a six thousand dollar dining room table, or an MOR, or something like that. The odds of someone buying that vehicle or that six thousand dollar piece of furniture without going to get social proof and checking reviews of the store of the product line is there any defects, are there any recalls, car facts, it's close to zero. Most people today that make major decisions are basing their decisions in part on trust and the reason is this: the desire for gain is far, far outstripped by the desire for preservation. Meaning people have a pile of money. They have earned it. They have built it up. Their desire to lose a piece of that pile to gain a piece of furniture or car is dwarfed by their desire to preserve what they have.

So, to do business today, we have to understand if we are going to go sell something like we are going to be a coach or if we are going to have products and services and we are going to be in the market place, you have to understand the minute you open your mouth, people are going to google you as a person and they are going to google your company name. You better come up with the trust signals that are necessary which is you better be on twitter, you better be on Facebook, you better have a LinkedIn profile. Your company better dominate it's name in eight to ten of the first positions of google or quite frankly you are just not going to look that trustworthy. And the cost to dominate those places is free. They are free platforms. You just fill out a profile page. So, it doesn't take much effort and certainly doesn't cost any money but we just live in an untrustworthy society and right now trust trumps everything. That's the key. It's not an option

**Robert:**

Excellent! I totally agree with that. Technology changes so much for people and that's true. And that's what I love about your digital footprint two-day program is that it allows people to learn about how to make sure they are in those places, without having to spend a ton of money to do it. So, thanks for that. Now let's go on to the next one. Let's go to episode number five "Lightening fast growth". So, everybody who listens to this podcast,

they want to know how to get bigger. They want to know how to get better. They want to be able to get that cashflow going so how can they do that?

**Ken:** Yeah. Lightning fast growth is, the concept is I used to have a meeting where I said “Ok guys! Somebody is holding a gun to our child's head. We have one choice of how to grow. How are we going to market this company? How are we going to grow the fastest?” And the fastest growth modules that I have ever put in place or seen produce have something to do with a large endorsement. So, I give you an example. There is a doctor out there Dr. Mercola or Dr. Oz or you take Oprah Winfrey when she was interviewing people. if you could get your book in the Oprah Winfrey book club and she endorsed it, it's an international best seller. If you could get your product recommended on Dr. Oz or Dr. Mercola's 2.8million email list, it's an international best seller. So, the bottom line is: if you take even a TV commercial, you are on the Super Bowl the Super Bowl, ABC right? That station took your 3.4million dollars and in essence they endorsed your product in front of hundred and thirty million eyeballs.

So, endorsements simply mean this somebody has reviewed you as a person somebody has reviewed your product, whether you paid for it or not .And they put your product with their stamp in front of their audience. They own the audience an email list, a TV show, a radio commercial, somebody owns that audience and you then put your item in front of that mass audience. You can do this. Let's say you don't have a big budget. How you get endorsements? Well, can start on small podcasts. There is a lot of small podcasts you can give the podcast person fifty bucks, they will read a little commercial of your product. You are going to sell products on that podcast. No questions. So, you can definitely start small but we coach everybody we know start getting into the world of endorsements, because that's of the biggest leverage you will ever find and you just work your way up slowly. Again, if you want the details, I got a twenty to twenty five minute podcast in iTunes and it's called “Lightning fast growth” for more details.

**Robert:** Nice. Perfect. So, let's jump a few of the episodes and let's go to number ten “Throw one ball to explode sales.”

**Ken:** Yeah, this is another interesting one. This is called psychology of selling. This is a Brian Tracy- ism. Most people, especially what I call younger business owners, younger sales people, not as much the season veterans, they read a lot of the old sales books that talk about “enthusiasm sells” and to a degree it does. I believe in Brian Tracy's definition of sales is a transference of feelings and emotion is what transfers and conviction. But at the same time we live in a digital society and the fast talking and the just pure enthusiasm, the pure excitement.

The people that are talking really fast, they have a tendency to throw two, three, four tennis balls at a time. As an example when you snap and a snap is defined by who you are? What you do? And what you are looking for. So, someone's snap might be “My name is Mary, I own a flower shop and I'm looking for more customers”. Or yours could

be “My name is John, I’m a life coach I’m looking to pick up five clients a month.” That’s your snap, that’s your elevator pitch.

I have been in conferences I’ve been at wedding receptions with tables of eight and ten people and I have heard people do their elevator pitch and they have said their name, their business, how long they have been in business and what they are looking for, in like eight seconds. And people by the time they have been talking “I mean I’ve been doing insurance for four years, I sell..”, they the person listening, they cannot even remember the person’s name and they are trying to process and think at the same time of what this person is saying? What they are trying to say? And the bottom line is, I want you to picture moving forward that when someone speaks their name, that is the first tennis ball. Then when they say what they do, that’s the second tennis ball. And then when they say what they are looking for, what their goal in life is that’s the third or fourth tennis ball.

Well, as important as this is in verbiage meaning speaking it to a stranger at a wedding reception, it’s even more critical on a website. So, I want you to picture your website, your marketing materials. The proof has been out for about three years if you go to any major magazine any newspaper, it doesn’t matter, open any website you are going to notice paragraph of content, paragraph of content, picture, paragraph of content, paragraph of content, quote, paragraph, paragraph, another nice cute picture or an advertisement. So, the bottom-line is in the old days if you could open a website say fifteen years ago you might go to Forbes and it would be twenty five paragraphs in a row of content. You will never see that again. The studies are out. People need to hear things and they need to think on that but then they need to process those couple of paragraphs and you allow them the ability to process by putting up a cute picture or and an advertisement or a quote. And so, there is so much data out there that we now teach the people you just have got to slow down. You have got to slow down your voice. Tone the enthusiasm down. Tone it down on your websites. Tone it down. I mean your marketing material don’t ask for the order on every newsletter only one in seven times should you statistically drop a sale or a discount. You need to just add value and ask for the order once a while that’s considered a tennis ball. So yeah. Throw one tennis ball to excel is a great podcast.

**Robert:** That is a great nugget of gold right there. I teach people that when you go into training, don’t try to get everything because you are going to get overwhelmed if you think you have to get it all, understand it all, use it all. So, that goes in line with saying look for one or two gems that, you know if you have utilize those, you can take your life to another level and I see that time right into throwing that one ball. so I appreciate that.

Let’s do another jump to another one of my favourite ones because this is something that you and I have in common. That unfortunately what I have noticed is a lot of people don’t see the importance of this or they don’t believe in the importance of this. But your episode number twenty eight: “success wheel”. Could you touch on that and why it’s important?

**Ken:**

Sure. Yeah. The success wheel is something I put out by pure accident. As a matter of fact, it was Adam Markell, from New Peaks, that found out I was at an event and then our plane got cancelled. So we get to spend the night back at the same hotel and he said “Do you mind jumping back on the stage tomorrow?” I said “No. I don't have anything prepared. No, thanks.” And he says “No, we just want to ask you a few questions.”

And so, what it turned out to be is they were listening to my first presentation and they overheard me say that we had been in business for twenty three years. We have had a couple ups and a couple downs but a fairly aggressive growth over 2.5 decades including hitting the Inc. 5000 a few times and Adams said “Is it possible in twenty to thirty minutes that you could use that sketch board over there and a big fat marker, and could you sketch out for us what were some of the critical decisions or things you did, that you can directly correlate to your success?”

And so, it took a minute but I started kind of doodling on the flipchart and I noticed I drew a little stick figure in the middle and I said “That's me.” I said “The first thing I did when I started business at twenty two is that I was smart enough to realize there was so much I didn't know and I was nervous. I had what's called FoMO, fear of missing out. I hated being in a conversation where I didn't understand what another business owner was talking about. So anytime a salesperson or a marketing person or a growth consultant came into town, I went to their conference. Could be Brian Tracy. It could be Tony Raps. Could be anybody. I didn't care. I was a conference junkie.” And so I drew a bucket and in the bucket I wrote “conferences” and in the bottom left of the piece of paper I drew an arrow to that bucket. I said “Man! I drank from that bucket so aggressively for the first few years but every time I went to a conference, somebody recommended an incredible book they were currently reading, that was helping them grow.” So, I drew an arrow up into the left. I drew another bucket. I wrote the words “Books” in there and I began and still to this day, I read a book a week and I will till I pass on. so, I'm a book fanatic and the books do something that the conferences can't do.

The books teach you at the pace in which you are ready. So I'll give you an example. I was mentored by a gentleman named Brad years ago and Brad said “Ken, I want you to read “How to win friends and influence people”. I cut him off and I was so excited “Brad! I'm so excited. I've already read that book.” And he goes “Ken.” He pointed to his chest and said “Mentor” and then he pointed to me and he goes “mentee. I wasn't even finished. That was a comma not a period.” He goes “Listen very carefully. I want you to read “how to win friends and influence people” this coming January and I want you to use a yellow highlighter. Then I want you to pick it up again next January, a year later, and I want you to use an orange highlighter. And when you think the time is right during the second read, I want you to call me.”

So, I read it the first time with the yellow highlighter. I highlighted half the book. Year later, I picked it up again. I'm a good student. I got about a third of the way through the

book. I called Brad. I said “Brad! This is amazing, this is. You are a genius.” He goes “Ok. What did you learn?” and I said “Well, nothing. nothing that I highlighted the first time in yellow is sticking out to me again and I'm highlighting so many new things in orange that are just crushing me right now.” He goes “So, what’s the point?” I said “It's simple. When the student is ready, the teacher appears.”

When you go to a conference that's great but that person is only speaking to you one time in your lifetime, and you as a student, as a business owner, you are only ready to hear certain things they have to share. You are never going to hear that presentation again. Or are a good book, especially the classics, you read it with a yellow highlighter and it kicks your butt. Then you pick it up a year later and you read it again, with a different colored highlighter, and it kicks your butt.

So I realized that at a very early age, by the time I was 26, that I knew I was going to kick some fanny in business because I was going to be a great student of the best business minds out there. So the books built inside me what I call IP or intellectual property. Just a fancy word for knowledge or wisdom. As I started reading aggressively, people and drew a stick figure to the right of my stick figure representing me, I wrote the word “people” above it. So, IP and a bucket up top I have people in a bucket to the right of me and I started attracting a different type of person about two years into my fanatical reading and I started doing a lot of business. So, on the bottom right I drew a bucket and I wrote “biz” for business.

I realize I had gone around the success wheel a couple of times clockwise. The conferences lead me to books and the books lead me to IP and the IP allowed me to have much more intelligent conversations. I attracted a much bigger business owner than myself and I started aggregating and attracting huge deals in business from big, big business owners that were fifty years and thirty years my superior in age and wisdom, but they trusted that I really know my niche.

So, then a couple of years went by and we had two years in a row the same sales. I was like “Wow! I'm really flat.” And I realized I hadn't gone to a conference in a couple of years. So, I got back on the success wheel. I jumped around, went through the circle again for a couple of years and our business absolutely exploded. But then I got complacent again and in the mid 2000s I did not go to a conference for almost five years and our sales again were flat. And I got back into the conferences. Now this time instead of being in the audience, I'm typically the speaker but even though I'm a faculty in speaking, at most of these events whenever there is someone speaking I'm in the audience a swell and I'm taking notes as aggressively as I did when I was twenty two years old.

So, the concept of the success wheel is this: everybody has one, everybody is learning from somewhere, either you are learning from mentorship instead of books or you are learning from conferences or you are learning from google alerts. you are learning from somewhere, right? And if you don't think you are learning from somewhere, oh yes, you

are learning from the five people you are closest with, which is incredibly dangerous. So, the point is this, everybody has a success wheel and you are going to hear a lot that you want to surround yourself with five people you want to become and that's great and you can ask. But the reality is the fastest way to surround yourself with five incredible people is to jump on a success wheel, raise your IP in four to six month period of time, at a really fast rate, in your niche topic. And just start puking at people. Just start having conversations and people will turn and go "Woah! Where did you come from? What have you been..? How do you know all this?" and you just live on google alerts in your space. You live on the book summaries in your space. You live on the best business books of all time and have two to three key mentors in your life. And you will be on a success wheel and you will attract some of the biggest players in the world and your business will explode. It works hundred percent. As a matter of fact, that is the title of next book.

**Robert:** Ohhh! And to all the listeners: I hope you are getting this. And from my experience I see trainers as an example. The moment they start hitting the stage they think they are done. They don't need to learn anymore and that's when they think very, very quickly. So, thank you for that because that is a lesson, when you talk about "Success Left A Clue", learn, learn, learn and so that's why I love the success wheel. And I hope all of you visualized the wheel he just drove there or drew there. Mmmm, man! I'm vibrating Ken. Thank you for that wisdom.

**Ken:** No problem, man. Awesome.

**Robert:** Let's get into a couple more. I'm going to jump now to episode number forty one because this, I think, relates so much to a lot of people that especially want to be successful and what happens in their lives and is one of the things that may be stops people. Episode forty one is called SNIOP. Can you tell us what that actually stands for?

**Ken:** Sure. "SNIOP" stands for "susceptible to the negative influences of other people" and so the concept is as business owners, as entrepreneurs we know when there is an opportunity in front of us. We know when we listening to a presenter and they are presenting the exact product we need, and we know we should buy that app or that tool or that service for our company. But, yet we call home. We need to talk to our spouse or one of our management or our mentor. And they weren't at the presentation. They didn't listen to that information and they are like "Well. No. You have to got weigh the cost vs the supposed benefit." and logically they can't even possibly help you make that decision. They weren't there right?

So, the challenge is this: sometimes as business owners and entrepreneurs you have got to take a leap of faith and trust yourself. And I would say that, let's say you go to events or you go to conferences or you watch infomercials. Let's just say that three in six things that you buy into absolutely bomb. The stuff was absolutely crap. I can't tell you how many infomercials, DVDs and CDs cassette I bought in the late 90s to early 2000s. They are still in the wrapper or you hear five minutes and you go like "Oh my God! This guy is



terrible.” I don't know how many books I bought that are absolutely awful but here is the deal: if ten to fifty percent of what you buy into has a couple golden nuggets or golden gems in there that are literally the fulcrum that tips your business forward, what in the world is that worth?

Here is the reality of SNIOP. You have a hundred percent chance of not succeeding if you don't buy into the programs, right? So, if you go to an event and they are selling something, well, of course they are going to sell something, that's what they do, right? So, the reality is if you don't buy into this stuff there is a hundred percent chance that you are not going to get the morsels.

I can't even fathom where I'd be today if I didn't go to the Tony Raymonds and the Brian Tracy stuffs in my early days. If I didn't fly into Vegas and mentor for two days under the president of US signed counsel, when I was in the sign business for a little bit. I can't even fathom if I didn't buy into those two three thousand dollar programs in which I walked away with literally bags, physical backpacks of books and tapes and CDs for me to study when I got home. And that is absolutely the seed materials that allowed company to become an Inc. 5000 company now, with ninety five employees. There is no physical way I could have got here without the guidance and the mentorship from those books and those cassettes and the people from stage. So I'm resilient. I don't know if I have ever been SNIOP in my life. I'm little bit of a freak. I only need to see one person do something in which I can invoke a little bit of NLP and say “You know what? If that dude did it, I will find out what he studied? How hard he worked? What exactly did he do to get there? If he did it, I promise you not only can I do it, I can probably do it better because I can learn from him.” So, I've built a thick skin over the years and again I've got bamboozled thousand times with books and CDs and stuff at seminars but at the same time I've got hundreds of massive victories. Because I have not allowed myself to be SNIOP.

**Robert:**

Ahh. While you were explaining that again I've got goose bumps. I'm visualizing when my wife and I first learned about personal development and started diving into it and became absolute, as you would say, freaks of just being there. Seminar junkies. We are living in our RV and our bed, picture this because it's dating you and I, when you talked about tape sets CD sets, our bed was lift up and underneath was a total storage place and the whole thing under there was row after row of cassette tape audio programs that we would come away with those backpacks, bags full. And it's so true, people say “Well, did you get into all?” No, I didn't need to. The ones that really attracted, they were the ones that I dove into and what was cool is because I had them, down the road I go “Oh I want to learn this. Hey! I remember I actually have this program on this.” I could go grab it.

And if we had listened to the people that were giving that negative input.. Today we have more success than most people we know because we are willing to dive in. And that's why I love that. When if you are susceptible to the being SNIOP, man, it is a thick skin and it comes with practice and I think you would agree with that. Would you?

**Ken:** Oh for sure, yeah. Yeah.

**Robert:** Oh. So let's wrap this up with episode number forty eight. This is the reason I just launched the podcast and got it going. It's because of this episode, where it says "Don't get good". What does that mean?

**Ken:** Yeah. So don't get good. Again this could be a whole book. I may possible someday write a fifty two episode, if anybody wants to steal this and beat me to it feel free, but I made you a fifty two chapter book and the title of the book would be "Don't get good, get done" and what it would be is fifty two business stories of fifty two business owners that started out their business. They had no plan, they had no money, they had no real specific direction. They just knew that they knew they were on to something and they began.

One of the biggest challenges in business is we want to get all our ducks in a row, we want to get our poop in a group, want to get you know we want to wait for all the lights to turn green, all the clichés. And the reality is this: you are never going to get good. Period. End of story. You are never going to get good. We are still butchering large websites that we are trying to build. We are still butchering hiring the wrong people sometimes. I mean we are never going to get good but what we are really good at is setting dates, starting something without a plan, knowing we are going to build the plan on the way and just getting done. I remember doing my first podcast. I had no idea, I had no script, I had no nothing. But here is what I said "I got a Yeti mic. I've got the ability to record". I put a few bullet's together and I went and I knew it if I could just do the first one, I could do a second, I could do a third and now I've done, I don't know how many, way past a hundred. But the concept is this: I can't even fathom had I not started the podcast because now I found out the transcriptions of my podcast are at 240000 words a year. So a good book is 80000 words. So the transcriptions of my podcasts are now going to allow me to kick out two to three legitimately really good books, every single year, because every podcast I put out is new material.

So, don't get good get done. I don't know what industry you are in, I guarantee you if you open up your to do list, there are things you know in your heart and you should start and here is what I say "Pull up your pants, pull up your skirt. Get done. Don't get good, get done. Be a big boy. Be a big girl and begin. Have faith on yourself. Have faith on other people." And understand this, in 1926, a very famous person wrote a paragraph that started a very famous chapter in one of the top 10 business books of all times and it goes like this "Isn't it amazing that a man with definiteness of purpose goes through life and watches how the world steps aside and then even comes beside him, and helps him with his aim." So, let me say it again. Napoleon Hill wrote "Isn't it amazing that a man with definiteness of purpose" not business plan "a man with definiteness of purpose goes through life and watches how the world literally steps aside and says "Huh, what are you doing? oh you have got that idea you are going in that direction and then they come beside him, and help him with his aims. So, don't get good. Just get done.

**Robert:** And that says it right there. As of today, as of you and I recording this, you are actually at a 113 episodes and I'll tell everybody I have got to let them know. They need to listen to your podcast Ken Courtright "Today's growth - growing business today" it has helped me so much. It's allowed me to start the podcast and I see you as an amazing mentor in my life. I feel blessed that I did get to meet you and really get started. So, thanks for being on this episode with me. You have no idea how you are impacting my life and there from that, instead of just being the ripple effect, I teach students. Instead of dropping a pebble and seeing the ripple effect happen, it's about throwing that boulder and creating that tsunami of change. And from just meeting you, it has helped me create that tsunami of change and I want to thank for taking that time to be that guest today, and helping impact lives and being phenomenal as you are.

**Ken:** No problem. Rob, thanks for having me here. It's awesome and just honored and blessed to be here. It's great stuff.

**Robert:** Cool! So, remember. Go find Ken's podcast. Ken if they want to, really want to find you where do they find you?

**Ken:** The podcast in iTunes is, you can either find it with Ken Courtright, like you went to a court you take a right or you can go to [kencourtright.com](http://kencourtright.com) or you can go to [digitalfootprint.net](http://digitalfootprint.net), that's our annual event or of course you can find us at [incomestore.com](http://incomestore.com). That is where we are running Inc. 5000 company, helping people out. So, yeah you can find us anywhere.

**Robert:** Excellent. So, to wrap up this episode everybody remember, always live with passion. Keep moving forward. Keep growing. And we look forward to seeing you on the next podcast.

**Ken:** Hey, that was great buddy.

**Robert:** Ahh thanks so much for being on that. I had a blast.