

18:15:14 Hello. And welcome back to the six degree with Emily Merrill,
18:15:16 the podcasts where we grill our guests,
18:15:18 but the things that make them tick.
18:15:19 I find that my human connection plays a role in their life.
18:15:21 I am your host, Emily.
18:15:23 And today I am super thrilled to have my friend Laura Shea moisture.
18:15:30 CEO and founder of the Daro and marketing coach,
18:15:33 as well as the podcast,
18:15:34 or as well as like 4,000 other hats onto our show.
18:15:37 Laura. Thank you so much for joining us today.
18:15:38 Oh, thank you for having me.
18:15:51 I am so indebted to you and grateful for you.
18:15:53 And I feel like if I didn't have you,
18:15:56 it was only a matter of time that I had you on the podcast,
18:15:58 but it's thanks to you that I have a podcast and thanks to your
18:16:01 extraordinary team that I have a podcast.
18:16:02 Yeah, well, I have you in my podcasts,
18:16:04 even before we started working together.
18:16:06 I remember that. And I remember, um, gosh,
18:16:09 I remember where I recorded it.
18:16:10 I remember that conversation and just feeling so.
18:16:13 Like giddy after our call and wanting more Laura in my life.
18:16:17 So hopefully the listeners will have the same.
18:16:23 That was great. That was literally like 2018.
18:16:26 I think we recorded that. And then I think it went live like 2020.
18:16:30 Uh, no, and it wasn't that long.
18:16:33 Felt like ages because our journey took years.
18:16:36 Becoming a reality.
18:16:37 But anyhow.
18:16:42 You my dear Laura of Russian Jewish.
18:16:48 Argentinian and up in Los Angeles.
18:16:50 And I feel like this is a beginning of a joke.
18:16:52 I quit.
18:16:53 Tiffany. I don't know. The joke was on me actually.
18:16:55 Aye.
18:17:02 Lost my job in Argentina and it was tough times. So I said,
18:17:06 you know what?
18:17:14 I want to learn English.
18:17:16 I didn't speak a word of English and I decided I want to go to London.
18:17:19 So I started looking for programs in London and there was nothing
18:17:22 starting then, but there was one in Los Angeles.
18:17:24 Whatever.
18:17:25 I'll go to Los Angeles.

18:17:26 Oh my God, what a different accent. And you get like a British accent.
18:17:29 English.
18:17:30 I would have been a completely different person with a different
18:17:33 journey.
18:17:34 Um, or maybe not, maybe it would have ended up here anyway, who knows?
18:17:38 Aye.
18:17:43 I came here to learn English.
18:17:44 And then I got an email from someone from Argentina and say, Hey,
18:17:48 I heard you were in LA. I was eh,
18:17:50 So proper to serve back then.
18:17:52 Oh, my gosh. That's amazing.
18:17:53 I love that.
18:18:07 I got an email from someone saying, Hey,
18:18:09 I heard you're in Los Angeles.
18:18:11 You think you can try to produce some coverage of events like red
18:18:15 carpet, I think was a war CSUN,
18:18:17 or some days I can try and eat it.
18:18:20 So I kept staying and staying and staying.
18:18:22 And then at some point I found myself with an amazing Busia.
18:18:25 A few years after I.
18:18:26 Got married had kids and 22 years after here, I am.
18:18:30 Whoa.
18:18:31 That's crazy. So first, what, what tele novella did you produce?
18:18:35 Cause I love pride.
18:18:36 Even remember the names.
18:18:37 I mean, they're so different than soap operas first and foremost.
18:18:39 And I just think they,
18:18:40 I felt like I learned Spanish by watching tele novellas.
18:18:42 You're not the only one.
18:18:43 Yeah.
18:18:45 They're easy. They're nuts.
18:18:48 They're bonkers.
18:18:49 And I love that they've been taking a lot of the tele novellas and
18:18:52 turning them into, um, English.
18:18:54 Shows like Jane the Virgin and.
18:18:55 Uh, Betty.
18:18:57 It's part of the culture.
18:18:58 Yeah.
18:18:59 That's part of the culture is like prime time.
18:19:01 Television.
18:19:10 It really is. It's phenomenal. So then, you know,
18:19:12 once you got settled in Los Angeles,
18:19:14 you've been here instead of over 22 years.

18:19:16 How did you build a name for yourself?
18:19:18 Besides doing awards season.
18:19:20 Okay. Well, I wasn't doing an award season only.
18:19:23 I was having nine different jobs at the time.
18:19:25 I will go on.
18:19:27 Well first I had to learn some English.
18:19:28 Remember the speak English.
18:19:30 Then I had to, I was so in interpretations sound.
18:19:38 Some production for different companies here. And there was a runner.
18:19:41 I was rejected so many times from coal jobs because I didn't have it.
18:19:46 I have a strong accent and not such a good English.
18:19:48 And then I had, um, what else?
18:19:55 They were sleeping in a mattress on the floor mattress that someone
18:19:58 gave me that they had all this spring's coming out.
18:20:00 So I have to move my body in a way.
18:20:02 Don't get pinched by that.
18:20:03 The coils.
18:20:04 And that's one of them.
18:20:07 So many things I.
18:20:18 Oh, I love that. I love the,
18:20:19 like you had a very quintessential kind of America coming to America
18:20:23 type story. And I love the podcast, how I built this.
18:20:26 And one of my favorite things about it is when individuals tell their
18:20:29 story and they tell about the hardships.
18:20:31 Not the, I got \$1 million, then I'm funded.
18:20:34 Everyone lived happily ever after it's actually like the journey and
18:20:37 the struggles along the way.
18:20:41 So I noticed in one of your newsletters that you wrote recently,
18:20:44 you told us a story about a dream that you had about writing.
18:20:47 A convertible.
18:20:48 These wasn't the dream.
18:20:49 Well, it was like, you know, when you think about the Lei.
18:20:52 You was, is I always imagine me running.
18:20:56 Driving in the convertible, a red convertible.
18:20:59 Um, with my hair blowing.
18:21:02 And then listening to the best choice. Of course.
18:21:13 One day I was working for a production company and they told me you
18:21:16 need to go pick up a car.
18:21:17 I had to go pick up back to lax because it was cheaper. They are.
18:21:20 Um, they can be convertible upgrade.
18:21:23 I was driving on PCH.
18:21:24 On my blue convertible.
18:21:26 Guess what my hair was short.

18:21:28 Oh, no.

18:21:29 It wasn't flowing.

18:21:30 There wasn't no way.

18:21:32 Because we have small, I mean, LA and then the beach.

18:21:35 Was started playing I, which was amazing.

18:21:40 But it wasn't so much like the music.

18:21:43 Can do in your life.

18:21:44 That it just transformed.

18:21:55 Like a whole moment and brought it to life. I love that.

18:21:57 I love that visualization of you just like not having your hair

18:22:00 blowing, but listening to the beach boys on the PCH,

18:22:02 in your flue rental car convertible.

18:22:04 You do the best, you know?

18:22:05 Life gives you lemons. You make lemonade or lemon pie.

18:22:09 Or lemon drops are also little vodka in there.

18:22:12 Those are so good.

18:22:13 We need to revisit those next summer.

18:22:26 Um, so switching gears a little bit,

18:22:27 you are now the owner of this extraordinary marketing agency called

18:22:32 the Durrell. How did you start in the agency world?

18:22:35 And how did you know that when it was time for you to be your own

18:22:37 boss?

18:22:38 Well, I think a lot of.

18:22:40 Little projects and I work as a freelancer.

18:22:42 As a freelancer.

18:22:43 It's not pretty.

18:22:44 The freelance journey.

18:22:46 You never know when the next gig is going to come.

18:22:50 And when you work is real intense.

18:22:52 When I got pregnant with my son,

18:22:55 I decided that I didn't want to work in the entertainment industry

18:22:57 anymore.

18:22:58 And I will say well to switch gears and go to, uh,

18:23:02 work in.

18:23:08 Distribution of movies and on online business at the same time.

18:23:12 And I fell in love with the online dating business.

18:23:14 My first website was 1998.

18:23:17 It was that, what was that built on? Like dream Weaver.

18:23:20 No, not even it was pure curve.

18:23:21 All cognitive.

18:23:23 I was supervising for the dialogue.

18:23:25 So.

18:23:35 Moving on. I fell in love with everything that was digital.

18:23:38 And I saw my rock from coming from radio television,
18:23:41 everything that I learned that everything can live in the online
18:23:44 world.
18:23:45 I did PR I need so many things in my life and I felt like I can put it
18:23:49 all together.
18:23:50 When my kids got older,
18:23:51 I went back to work in agencies and I will go again by contracts.
18:23:56 I will get paid really well.
18:23:57 But it was intense and I will never come back home until really,
18:24:02 really late at night.
18:24:03 One day.
18:24:04 I never forget this because it was a breaking point.
18:24:09 It was Christmas time and my son had a secret Santa.
18:24:13 I was a good mom and you know, the secret Santa.
18:24:15 People need to choose.
18:24:16 Two or three things.
18:24:21 So the girl that he thought he chose a sewing kit.
18:24:25 And I had to go on.
18:24:36 I bought it.
18:24:37 I swear that I bought it and I'm a song and it was delayed,
18:24:39 so he didn't have it.
18:24:41 So I found myself at midnight in a gas station crying to see if I can
18:24:45 replace a sewing kit.
18:24:46 Oh, my God.
18:24:47 That is, that is like a low, low of, yeah.
18:24:50 And I say, okay, I can not do this anymore.
18:24:52 And then with this industry,
18:24:54 At the same time I was teaching and digital media for the fashion
18:24:57 industry at the County.
18:24:59 Polycom Ana,
18:25:00 that also was a huge sacrifice because I have to drive a lot.
18:25:03 Um,
18:25:06 Honestly, I then feel like,
18:25:08 I will say well to teach them as much as I wanted.
18:25:11 So I was frustrated and I discover something I do not like to correct.
18:25:18 I could not even imagine the amount of papers that you had and
18:25:21 assignments and family.
18:25:23 It was just too much. So I told my house.
18:25:25 I quit. I quit everything and I gonna.
18:25:28 Drive on over.
18:25:29 No way, seriously.
18:25:31 That was my decision. I was done.
18:25:34 Um, I.

18:25:47 What was, that was the beginning of the summer. I say, I wanna, uh,
18:25:50 take the summer off to be with the kids and then I'll start with the
18:25:53 over. I'll do whatever I need to do, but I'm not working for anyone.
18:25:56 I'm not going to have anyone breathing on my neck.
18:25:58 I learned from working in different industries.
18:26:04 I learned what I really didn't like in a leader or a boss,
18:26:08 so on. I learned what things too.
18:26:10 So when I [unknown].
18:26:13 Seen something like that. We've had some friends for dinner.
18:26:15 And I.
18:26:16 The wife tells a Casper.
18:26:18 If you talk to her.
18:26:19 And I was like, no, what happened?
18:26:22 I say you have to show her.
18:26:24 And he showed me that he did online Aloha for his new business.
18:26:34 And I cannot, I have no filter.
18:26:37 So my face just show that I wasn't happy with it.
18:26:41 And the wife's was, see, I told you that you have to tap.
18:26:44 You had to show her. I thought he was.
18:26:45 So I ended up redoing the logo for him on.
18:26:48 Then I did a website and then I did everything.
18:26:50 So at some point they start paying me and that got into another
18:26:54 referral.
18:26:55 Um, another referral. So I was like seven months in.
18:26:58 Aye.
18:26:59 Hire my first assistant assistant part-time remotely.
18:27:04 And from there on, we were growing and growing and we are like,
18:27:08 since I.
18:27:09 Since my first client is like two and a half years.
18:27:12 And now we're 40 all remote.
18:27:13 All over the world.
18:27:14 Wow.
18:27:16 Wow. So you've never drove Uber. So that's the clarification.
18:27:27 So you weren't like a logo critiquer in the Uber or you weren't
18:27:31 someone who was giving marketing advice to people.
18:27:33 Cause I feel like you would definitely give lots of.
18:27:35 They break up with him. I don't get it. Why are you still together?
18:27:40 Don't do this.
18:27:47 That's extraordinary for two and a half years.
18:28:01 Going from one assistant remotely.
18:28:03 Now you have a team of 40 people all over the country,
18:28:06 all over the world. How did you, how did you do that?
18:28:09 And how did you know to hire 40 people? That's a lot of people.

18:28:12 Over the 40 year old together.
18:28:13 At the time.
18:28:14 For us, it's all about the culture is about who is a good fit.
18:28:17 We have a very, very strong work culture.
18:28:20 Um, we believe really in teamwork. I mean,
18:28:23 we have fun together and I can,
18:28:25 I adore every one and every single person of my team.
18:28:28 I fail if I haven't met them.
18:28:30 My doors are open for any of them.
18:28:36 That's what I love.
18:28:37 I love the fact that you have not met majority of your team in first
18:28:40 and although it,
18:28:41 I'm sure it feels like you know them intimately at this point.
18:28:43 Absolutely. And I think when I,
18:28:45 the company starts growing mostly cost.
18:28:48 It was remote for me was really important to put strong logistics.
18:28:51 Tools that would all use the same way.
18:28:53 Simple things like we have a Slack channel that is.
18:28:56 We call it the tribe and everyone needs to say good morning.
18:28:59 And everyone had to say with that,
18:29:00 I love that. I feel like that's very origin sign too. And style.
18:29:06 And in a manner, like when I lived in Argentina,
18:29:08 I worked in a call center for a week. I made it a week.
18:29:11 It's not going to work.
18:29:12 I was, I was selling leads.
18:29:15 Two real estate agents in the state. So it was a very,
18:29:17 it felt sketchy. But what I loved about it though,
18:29:20 is I gotta be with urgent times and every single day.
18:29:23 I didn't know any of these people. I just started. I'd get a kiss.
18:29:25 And every single morning from these people on my cheeks.
18:29:28 Like good morning. Good morning. Good morning. Good morning.
18:29:29 If you did this.
18:29:30 In New York city office.
18:29:35 Oh, I got it. I got in trouble from my boss for 'em.
18:29:48 I stay in high. Every time she walked in, she was like,
18:29:50 you're always announced my comings and goings what's that me down and
18:29:52 got mad at me for that. But I felt like it was such a warm,
18:29:55 beautiful thing in Argentina. So I love that you carry that.
18:29:57 Yeah, my, my husband always says that when we go to Argentina,
18:30:00 Someone comes and give you a case,
18:30:02 and then they leave the call half an hour.
18:30:04 And give you a case and then we'll come back and I'll give you the
18:30:06 keys half an hour later.

18:30:11 Yeah, there's something so warm.

18:30:13 And so it helps drop the barriers of like this person's a stranger.

18:30:17 It feels like, Oh, we're all family here were all kissing and loving.

18:30:22 I think that she has coming saying hello is like, for example,

18:30:25 when I call someone to a call center,

18:30:27 they have to give you the speech. How are you doing this? And that.

18:30:30 And people go straight for it. I always take the time.

18:30:33 It takes me one second, sir. I'm.

18:30:34 I'm good. How are you?

18:30:35 Yeah, exactly.

18:30:36 That change of the whole day for them,

18:30:38 maybe you'd never know that fact that he can have another people.

18:30:41 I completely agree. And I think good manners are go along way. 100%.

18:30:45 But that's.

18:30:46 Back to the 40 people team. So you say you operate with them on,

18:30:49 on Slack.

18:30:53 Um,

18:30:54 and you chose to hire all of these individuals full time versus from a

18:30:58 contractor. Is that correct?

18:30:59 Well,

18:31:01 they're all contractor workers because they're all over the world and

18:31:04 I don't have offices all over the world.

18:31:11 But, uh, we work as a full-time thing. Yeah.

18:31:13 We all work in the same hours as a team because everything we do is,

18:31:17 um, like a puzzle and we.

18:31:19 We need the thing work.

18:31:21 Everyone that is in my team is there for a reason because they can

18:31:23 bring something to the table.

18:31:25 So it's really important that we hear that person.

18:31:27 Yeah.

18:31:28 Oh, I think that's so extraordinary.

18:31:30 And so can you tell us a bit more, what the DRL does is for the,

18:31:33 for the listeners who are all right.

18:31:34 100%. Okay.

18:31:35 It's a three 60 marketing and production agency.

18:31:38 We can do anything.

18:31:39 That is marketing related, but we specialize in digital.

18:31:44 In doing that. And so then with your, um, with your, your mind.

18:31:49 I know a lot of people try to Jerry rig teams together.

18:31:51 And one of my favorite words, Jerry rig.

18:31:58 Or band-aid teams together and, you know,

18:32:00 pick someone from one place and maybe that person's not talking to

18:32:03 another person.

18:32:04 What piece of advice do you have for someone who is hiring their very
18:32:07 first hire?
18:32:08 He's just need to feel it.
18:32:09 You should, you will know.
18:32:10 You will know who is the right person?
18:32:12 Every single time.
18:32:17 Do you find that there's a specific role that needs to be hired before
18:32:20 all other roles typically?
18:32:22 No depends on what you do.
18:32:23 But what I can tell you is that.
18:32:25 Even who you think is good today.
18:32:37 It might change later.
18:32:38 Like my company evolves so much that the person who has a very
18:32:42 important role when we were first people couldn't keep up with the
18:32:46 company when we were 40.
18:32:47 That makes sense.
18:32:48 As a company have also the company.
18:32:50 My goal is.
18:32:55 I believe as a leader,
18:32:57 my job is to mentor them and to help them to grow with the company,
18:33:00 but each person had limitations and each person has different needs.
18:33:04 So sometimes I need to,
18:33:05 for that person is not as an aligned with mines.
18:33:08 Yeah, that makes complete sense.
18:33:09 And for a marketing agency, I think a lot of people.
18:33:12 Feel like they need PR before they need marketing. There's this like,
18:33:18 Desire to be in PR for some reason yet.
18:33:20 I do think a lot of PR and marketing goes hand in hand.
18:33:23 What are your,
18:33:24 what are the most common marketing mistakes you see people making out
18:33:28 there?
18:33:29 Let's clarify something.
18:33:30 PR is part of marketing.
18:33:42 Is PR is under umbrella of marketing.
18:33:45 There are people that just specialize in creating media,
18:33:49 which we sh we call those persons PR,
18:33:51 but PR is something that we do in marketing in many.
18:33:53 In many different ways. Like Shas pudding.
18:33:56 The word out there for the podcast.
18:33:58 PR.
18:33:59 Shas creating backlinks. There are so many other things up there.
18:34:03 PR.
18:34:04 But mistakes in marketing.

18:34:05 One of the biggest mistakes I see is people trying to copy other
18:34:09 people's strategy.
18:34:10 Like, because it worked for your neighbor.
18:34:15 They think that they will work for them. And each business is unique,
18:34:17 so they need to create their own strategy.
18:34:22 Hmm, that's an interesting one.
18:34:23 So if you have to create your own strategy without a budget,
18:34:26 And you're trying to be scrappy and do it on your own.
18:34:29 Do you have a place?
18:34:30 That you recommend?
18:34:38 Well,
18:34:39 that's the other thing that I see that a lot of people are trying to
18:34:43 see those things in their own time.
18:34:45 On, like, for example, I will say I don't go onto my own gardening.
18:34:48 Because it will take me a lot of time.
18:34:50 My garden is pretty big. So I.
18:34:52 My time is more valuable.
18:34:53 Doing all those things.
18:34:57 So to outsource it or to delegate that to someone else.
18:35:00 I will say that.
18:35:07 And if you cannot afford it,
18:35:08 you need to create a strategy that you can afford either in money or
18:35:12 in time, but it will do something professional.
18:35:14 Yes.
18:35:15 Sketchy.
18:35:18 And something that you've,
18:35:19 you've taught me that I'm really grateful for is like the three 60
18:35:22 approach of marketing.
18:35:27 As you know, your,
18:35:29 your Instagram needs to talk to your email that needs to talk to your
18:35:32 website that needs to talk to your Facebook.
18:35:34 Yeah.
18:35:35 We believe in an ecosystem.
18:35:37 Ecosystem.
18:35:38 Ecosystem basically is that everything is interconnected and one piece
18:35:41 perfect.
18:35:43 And others.
18:35:44 And another thing that a lot of people do is that they should.
18:35:46 Just put content and I truly believe in content.
18:35:49 But every content, they need to have a conversion.
18:35:51 Every base.
18:35:53 That we creating need to have.
18:35:54 The decider option.

18:35:58 He doesn't have it. I mean, that's, I have out of the throttle.
18:36:00 So I'll do it.
18:36:02 Save, save your energy and put it somewhere else.
18:36:05 It's like you don't have to have posts every day.
18:36:07 For having to post.
18:36:10 Amen to that because I feel like there's so much stress.
18:36:24 Specifically with Instagram where individuals feel like they don't
18:36:27 post every single day,
18:36:28 they're a failure and they're letting their audience down.
18:36:30 When in fact,
18:36:31 I find the days that I don't post and then I post like two or three
18:36:34 days later.
18:36:35 That's when everyone's like you're bad.
18:36:36 Thanks.
18:36:37 You went on vacation.
18:36:39 It's important. I say algorithm and the algorithm is everything.
18:36:42 Talking to everything.
18:36:43 So, if you decide that you're going to have Facebook, Instagram,
18:36:47 Pinterest, on your website.
18:36:50 You need to be consistent in those, because if you're not,
18:36:53 you let one part stop, basically go up. And I think you're a bad.
18:36:56 Hmm.
18:36:57 You all will be affected.
18:36:59 Penalize us for so many things that you don't know depends of how your
18:37:03 website is field.
18:37:04 That how fast it is, how things are talking to each other.
18:37:07 Um,
18:37:08 It doesn't matter if you both.
18:37:09 Five times or 10 times what matters.
18:37:12 Is how many likes and the ratio with comments?
18:37:16 And what's more powerful likes or comments.
18:37:19 It has to be a ratio.
18:37:20 It has to be a ratio.
18:37:21 Yeah.
18:37:22 Yeah, it definitely.
18:37:28 And the same way followers and following there's so many people that
18:37:31 say I have.
18:37:32 8,000 followers, but not following 5,000.
18:37:35 That's not a good ratio.
18:37:40 Yeah, you want to be following. You want to be like Taylor Swift,
18:37:42 who has like 150 million followers and follows.
18:37:45 No one.
18:37:46 You don't need to be like.

18:37:47 Taylor Swift, but you can be.
18:37:49 Somewhere in between.
18:37:50 Yeah.
18:37:52 So somewhere in between the 8,000 and the 150 million like that,
18:37:55 I like that a lot.
18:37:59 Um, so I know you have, you know,
18:38:02 you bring up a lot of great points about just.
18:38:05 Clarifying things that a lot of people have questions about. Um,
18:38:07 and I'm really fortunate.
18:38:09 Say.
18:38:12 I love working with you as having you as an agency.
18:38:15 And I'm so grateful to have you as an agency.
18:38:24 But for those individuals that can't afford an agency,
18:38:27 are there any offerings that you all have that they can still kind of
18:38:30 get a taste of this? Yeah. Well, I'm so glad that you mentioned.
18:38:33 It's something that I share.
18:38:34 Starting cause all with all this pandemic.
18:38:36 Was a lot of people that they were affected. So.
18:38:38 Um, I been working.
18:38:40 Our three new programs.
18:38:44 That they are one for entrepreneurs. One,
18:38:47 four personalities on one 14.
18:38:50 How's marketing. So whoever,
18:38:52 sometimes our entrepreneurial either doesn't have the money or doesn't
18:38:55 want to chew.
18:38:56 Give their babies away.
18:38:57 So there's a program for that.
18:39:00 So we can have them put a strategy together for a whole.
18:39:03 I make it a direction.
18:39:07 Strategy is most important single thing that can happen.
18:39:10 The same four personalities and the same.
18:39:13 Um, with companies, but the Mo.
18:39:16 Another thing that is really important.
18:39:17 It's called to talk to you.
18:39:18 Either an agency.
18:39:26 Or that's another of the mistakes I see that people don't know how to
18:39:30 talk to that team. So there's a lot of miscommunication.
18:39:41 Yeah, you're really, I love, I love your manager style eye level,
18:39:43 so that you took the learnings of being managed and you,
18:39:46 you did a great job of doing a list of all the things you don't want
18:39:49 to do as a manager yourself.
18:39:51 Uh,
18:39:52 and I know we are a team and your team adores you and you guys have a

18:39:55 great report. So.

18:39:56 To consult or to, um, be succinct.

18:39:59 Essentially this new program will teach you.

18:40:01 How to do essentially what you've done for your own agency,

18:40:04 is that correct?

18:40:05 We'll give you tools for my own agency. I will give you a line.

18:40:08 Cheat sheets templates. I will.

18:40:10 We'll give you everything for a year strategy.

18:40:16 You're Trello's I know I everything. Yes. Oh my gosh. I love that. No,

18:40:19 your Trello boards are extraordinary and like your Slack set up.

18:40:22 I've learned so much from you.

18:40:23 So trembling.

18:40:25 We are run by.

18:40:26 The other day Trevor was down. Oh my God.

18:40:33 That thing was having a meltdown. Oh my God.

18:40:35 I feel like you are powered by cello. Like you guys,

18:40:38 that is definitely your backbone.

18:40:39 I don't know what I was saying.

18:40:40 Maybe I should be doing a trailer.

18:40:41 For this. And then.

18:40:44 10 minutes later, someone rang the tree.

18:40:46 That's a joke.

18:40:47 But.

18:41:00 I love that you bet like magic, magic, cello friends. Um,

18:41:03 so Laura for 2021, what's next for you.

18:41:05 So you're launching these three programs.

18:41:06 Anything else that we can expect from Laura?

18:41:09 Schwarzman and the dark.

18:41:10 Well, I have an online training.

18:41:12 So on.

18:41:16 But also I expect to work with a lot of collaborations next year.

18:41:20 I want to feel that with these amazing people that I got to meet,

18:41:24 um,

18:41:25 To teach people because I feel like.

18:41:27 But many people think that we're in the era of technology and we have

18:41:30 not wearing that.

18:41:31 Information.

18:41:32 Online wall for information.

18:41:36 And I feel like mostly in what way do like networking.

18:41:40 VR.

18:41:41 Business coaching.

18:41:42 There is no very robust information.

18:41:44 So I think it's time to give.

18:41:51 Hmm. I love that. That's a great message.
18:41:53 And then my last question for you, Laura,
18:41:54 what does community mean to you?
18:41:59 You know, at six degrees over here,
18:42:00 we love everything community and we love the power of connection,
18:42:03 but what does it mean?
18:42:04 I was about to say 60 grace.
18:42:06 I'd be very grateful.
18:42:07 To have such a robust.
18:42:09 Amount of amazing humans in our community.
18:42:13 Yeah. Well, when I think about community, I think about the trial.
18:42:18 A place that you'd be long.
18:42:20 Like my team is my tribe at 60 degrees is my tribe too.
18:42:23 I love that. Well,
18:42:27 Laura, how can people find out more information about you,
18:42:30 the Darell and all of the exciting.
18:42:33 Programs and offerings that you have.
18:42:34 Right.
18:42:35 Programs and coaching and lash.
18:42:38 nidal.com and Instagram lash.
18:42:41 Be consistent.
18:42:44 All around, you can find me. And I'm the only one.
18:42:46 You're not going to.
18:42:47 That's a very unique name. Yeah.
18:42:50 I haven't you're the only large Waisman that I have met. Well,
18:42:58 Laura. Thank you so much for joining us today. Um,
18:43:00 I loved hearing your story. I love hearing the journey from Argentina.
18:43:04 To Los Angeles. And thank you so much for sharing so many.
18:43:07 Actionable and interesting tidbits as well.
18:43:11 And for our listeners, if you liked today's episode,
18:43:13 please make sure to like subscribe and follow us.