**CTP 2**

Okay. Check infrasounds. Amanda, you turn your camera on if you want.

Was that Beyond? It's not. Not that I like to go out earlier.

We have to go back. Okay. Well we're still waiting for Meg. Look there you are. I made a button. Well, I can turn my camera on too.

There we go. So, it's been a long day. We did the first day of the **Employee Summit**. Checking on that, but I got busy doing some really good stuff.

I'll bring the game remembered where we're at today. You always just sent her a message because I want to set the next four dates to a second.

There we go. Yeah, I sent her a message to her like, hop to it. Have any questions for me before we get started?

No, I just felt like I had a little tiny part in my rig, to go out on Tuesday. And it controlled the water pump on and off. I couldn't switch the water pump on and I tried for two days to get it to work. If I don't miss that.

I was like, I'm not going to miss this and I had breakfast with Rachel on Thursday. I have been sending her screenshots of this lady who had emailed me for the second time that morning, requesting an appointment.

I told her again like, I'm sorry.

And here are my keys. Here's another groomer who might be able to fit you in. No reply the next day, she did the same thing again, danced around social media and just started going.

That was just people like that. I'm like, I'm glad I'm getting out. I mean, every once in awhile, I get calls from Connecticut for grooming.

I would imagine it's my work number and you know what it was. It's how everybody knows how to get a hold of me.

Sure. So, it's like, it doesn't happen that often anymore. I expect a rush of phone calls around Christmas time.

Of course everybody's like, oh my, I need to be pretty. All of us and you're probably still listed. Here's the thing, what Yelp and Google this do and let you take down your pages.

You can list yourself as closed. I know I've tried on Yelp. I even called Yelp, and I'm like, I'm not bothering with the shadow care.

Hi, Meg. It is a long hot day. I was outside way too much, and yeah, it's hot. I went for a half hour, walking without the dogs. It's too hot for the dogs.

Great for a half hour walk after the summit. Just so you get some and I'm like, oh my, I'm exhausted. How are you outside right now? I guess in the shade. Definitely makes a difference.

I've got you. I hear you. Yeah. Actually the AC is on in the house. It will cool off the house when I finish with you guys.

I'm done. I'm like who's freaking smart idea was to set a summit and then do a coaching call with you guys. I don't know who that was.

All right. So, definitely falls into category and do as I tell you not as I do. I love it. I'm going to start, you can be honest. Shall we start the record button?

Recording in progress. Okay. So, you have your workbooks. Correct?

Yeah. Alright. And Meg, before we get started, I already spoke with Amanda. Do you have any questions from the previous two weeks that need addressing?

I'm not as time, but it will happen if I plan on basically reviewing. Every time we do a new week before going through and I'll find you questions if I have them.

Okay, so the next workbook. Basically we start where the goal for today is. The goal is to make you aware of all the different styles of learning and to incorporate that into any program that you're doing.

Talk about making you go start at the very beginning of getting used to thinking about your actual program.

I've broken it down today into five categories. We're going to go into teaching styles, how to set expectations for your students’ Learning Materials, how to become that expert.

We're going to vary just touch on my checklist, then create your program. Check with my thing that I am live. Let's move it along.

So, teaching styles. There are 5 primary ways and 2 secondary ways that people learn. And that's not even going into neurodiversity yet.

People who are visual learners, they absorb what they see, they tend to be meticulous. I also value planning and organization. They tend to be aware of colors, brightness, and contrast.

They do anything visually appealing such as slide decks. We will talk about slide decks. I'm going to tell you all in that workshop where the entire script was up on the PowerPoint.

That was AP US History. I forget what year that was. But in years probably and the instructors basically just read the PowerPoint. So, that's not visually appealing.

I slept a good part of American History because it's not engaging or active at all. That's color-coded.

Checklists. Okay, closed captioning. Which we have here which primarily can be for the deaf, but not necessarily because we start to talk about the neurodiverse.

There is a segment of the population that's going to mute this and to read because it makes better sense to them, or even better reading the transcript.

I know this doesn't have a transcript for everything else. You know what these services that do closed captioning are.

It's not like Netflix which has like a million dollar budget, reviewers and editors. I'm sure we're not in that category, that league and then it has visual that you have auditory. They learn best by listening.

Music video clips demonstrations. You want to be careful about not being a talking head because we've all sat in those workshops to where somebody just sat behind a Podium and just talked the whole time.

That could be pre-recorded workshops. These types of students do well with lectures. They also tend to contribute more to live workshops.

The other people asking questions, they're the ones who make more of an effort to get to a live workshop.

For that, you want to make sure you use a lot of repetition Q&A sessions, accountability partners and one-on-one sessions. Those are all for auditory learners and you don't have that every single element, it wants to be aware of how people learn.

Terrible. They need both the visual and the audio. So, visual learners, they could just show them something in their good audio.

They just need to listen to it but verbal where more people need the audio and the visual that group of people you want to encourage to write into workbooks.

There's a connection between the brain and the motor skill of writing, and it's something I harp on a lot because I don't think people really get how important that it is.

When you write something, it lights up. Parts of the brain that are responsible for creativity, and you can figure out ways to write digitally, there's things like rockets.

I find if I type my notes, there's nothing. I don't remember it nearly as well as I do. If I write, you know, how come I did? In history, even though I fell asleep during the entire class is because I actually wrote out the textbook.

Oh my God, Holt expo textbook. I hate that class, even though I couldn't stay awake to listen to a small single thing. This woman was talking, you stand there, like, put toothpicks on your eyelids.

It makes learning more absorbable when you're using visual and audio. So, provide transcripts. That's another way for that group.

There are services like *otter.ai*, which is about a hundred bucks a year. And honestly, that's my fallback.

If something doesn't transcribe on an *ava.me*, which I have right now, sometimes that happens. Then I upload the video to honor and it provides a less than perfect transcript.

But then, I'm sending it out to somebody anyway. So anyway, the *ava.me* runs me 1,400 bucks for the year and it's unlimited and that is a far cry.

It's not perfect. It's pretty good. But the other services start at about 10 grand for the year, that's not unlimited.

It's not even within the realm of reality. You know, if I ever had like a thousand subscribers a month and I'm leaving that up to you to make that happen.

I can't afford to do one of those other services. But until then, we will settle, then there's logical Learners. They're very methodical, they're very linear and in their thought processes.

Write this, then and that. They need a plan to follow. If you follow those step-by-steps, that's a plan, they can follow it. They're also very goal-oriented.

If you give them a plan, they have their steps. They're going to follow through. You have to set time, expectations and require homework so I can be very logical here too.

So, a lot of classes I take rarely, I mean there's some that I will watch live but a lot of my education. I just go straight to the recordings because I could just go through the recordings.

I will do whatever it is that they asked, but if you don't give me time on it, put it on my to-do list and I'll get down on my to-do list, but may be very good at bumping things.

Pushing things off are on my to do list like, tomorrow, you have to be careful with that. And then hands on or it's called kinesthetic learning.

These are the hands on skills, they can do writing in notebooks. It can be creating something, making something. The first aid classes, that's kinesthetic, this hands on there.

It could create muscle memory. So, if you show somebody had to do something and they make something, they're more likely to remember how to do it because of that muscle memory.

Their body remembers before the brain does, it's why you can't learn CPR online. That's right. It's the reason why emergency response is practiced so much.

So that their body just does it, they don't necessarily think about what they're doing. We had to learn pet CPR. Tune in front of you doing that.

I left Petco just as they were. You do see those stupid videos. So, they had it set up where it was different elements of Petco.

You had things for the fish people, things for the reptile people, you and we all have to sit through all those stupid classes.

And the store manager goes to me. Well, Mary, if somebody has a question about fish, what do you tell them?

I send them over the first people in fact, as I turn to the fish people and somebody has a grooming question, you send them over to me.

Is that a deal? And we're like, do you like, yeah, I think this is a stupid. No, I didn't. I really had three teenage daughters.

And at the time, a very impossible husband. I didn't give a thing. I was the best groomer that they had. Sometimes I was the only groomer that they had, they were not going to piss me off.

So for this type of student, having them create their own checklists. Now, you look at everything that I incorporate into any program. There's always a workbook, and there is always a live element to it.

They got the transcripts, we got the closed captioning. I do try to make it entertaining, so I incorporate as many things as I can into any program that I do.

Accidentally, even at the start of this and telling us what we're going to talk about, it primes your brain to think. That’s when I listen, that's the teaching techniques I'm expecting.

We are requiring homework, all that stuff. You're hitting every frame. I'm trying to do my best to make sure I'm cooperating at least one element in anything that I do.

There are secondary traits. There's *Social* and there's *Intrapersonal*.

*Social* is they like to work with other people. They want that group environment. They love accountability Partners. They love going to trade shows, so it's that live element.

*Intrapersonal*, it's what they like to and I'm interpersonal by the way. I mean I love going to trade shows but I like working at my own pace.

Again, we give me a specific amount of time to complete something. I need you to do this or that. You tell them what needs to be done but they like working on their own.

Doing something in a group live environment and live can be online. This is still live. All right, I think a lot of that stems from being in high school and being the person who did everything.

People wanted to be paired with the only thing I would cover all of it. Yes, partner with Mary. We get things done and it got to the point of just sitting over there.

And look pretty, let me get through this trying to contribute. Then you have neurodiversity. Neurodiversity have different challenges.

Neurodiversity is just simply a different way. Your brains are just wired a little bit differently. Me personally, I'm probably as neurotypical as they come which is so crazy.

I was talking about it how crazy, how you live so well with us who are not, it's because I respect the way that you learn. Well, it's the first time I cheated.

There’s the comment on the Spectrum and I could be a lot of things that could be ADHD in kids, be autism. I mean, there's like an entire list.

All right, you know you can consider anxiety and depression, be neurodiverse, which I never would have thought of, I wouldn't have thought that either.

Maybe anxiety. I think there's a lot, especially my generation of women who were never diagnosed as neuro-diverse and who are neuro-diverse, who probably it show themselves in anxiety.

So, all students should be focus on success, not just the ones you want to teach. People who are neurodiverse, tell me how it was. This sounds familiar, Meg.

Yeah. Have a little trouble with organization. They really need digestible topics. I haven't even tackled it. I totally redone the tempo.

And I'm going to acquit a little poem from the group. It's going to be 4 hous instead of 6, and no, I voted for 41 hours. And I think that was talked about as much of that topic.

The heavier the topic, the shorter the class you wanted to be great. So, try to keep things too, like an hour or less because after that becomes work, coaching can be different though.

But even with a lot of my coaching, I like it for an hour because once you get past an hour, it becomes long. So, we weren't on the flip side, they could be hyper-organized.

I wish like, maybe I do or I don't, but either direction. They can't move forward. I can't move forward easily. Whether they're disorganized or hyper-organized.

The girls have trouble with abstract concepts. You want to be clear and to the point which has always been my teaching style, clear and to the point.

Back when I was first writing for groomer to groomer and they were paying per word for me and I'm like, I can't do this because I'm concise and to the point, and I'll be penalized.

So, I'd be like, I could write your whole book, like that's why sometimes the writers go on and on because it makes sense. And I'm like, no, we do a flat fee.

They can get frustrated and give up easily because of that. So, no because you do not get what you're comparing things to all. Things that might make sense to you could also be generational.

Some of the things I might compare to, you have no idea what I'm talking about. Figure out the problem, find the solution.

Now, my personal thought is this, this is a teacher-student contract. It's the teacher's responsibility to teach in a matter students understand, but it's the it's responsibility to learn.

And if there's a problem, a student needs to tell you, there's a problem. I mean, I will always ask what you need help with. Did I not understand what it is?

I'm saying, I’m not going to take offense at that. I, as a teacher, did not explain it in a matter you understand. I need to rephrase that or figure out what it is you're not understanding.

After you've answered a question, saying, did I answer your question? Because what they were asking may not have been communicated properly and you may have answered something so valuable but not what they were asking.

Yes, exactly. I will also do that in a live class, repeat the question. So, everyone can hear it. Yeah. Okay. They can get already called the sensory overload.

If there's too much stuff going on, and this is a problem at trade shows because it's chaotic. There are people sitting next to you who might have overdone the perfume

or were spraying samples of shampoo that I have chemical allergies. Someone overspraying the perfume. I mean, I'll start the coffin gag. Husband is not shy about pointing this out to people.

And I'm like dying. And normally, I put a filter no filter on him. Sometimes you may not get eye contact from them, doesn't mean they're not paying attention.

It means they're not doing direct eye contact. Okay, sounds great, it was a great show but at the CPR thing, it made it incredibly hard to focus when we had no AC.

Yes. Is that a big yes? I mean, we're already here now. We're all uncomfortable but they could also go off on tangents. They think they're adding value, but everybody else is going with, what are they talking about?

You have to learn to put a stop to that, especially in life. This is part of the reason I love the webinar function. So much unzoom that they have to type the questions in.

Oh, there you go. So, it's not like this. This is the meeting version of it, but the webinar, only the panelists can talk.

Everyone else, you have a question. All right, what I would also do in classes, I would provide my cell number.

You can text me questions and again now, that puts a stop to because you're not going to type a story about Ukraine to get to the point.

And for the person who does this type of story, I can just read it and get to the point. Well, that's true y'all down and be like, okay the question is this, okay? Did I answer your question?

So, why is it important to incorporate all styles? Include everyone who comes across yourself. Yes! It will glow. I'll make you a strong instructor.

There are people who will leave your classes. They learn something because you provided a way for them to learn.

I feel like not everyone knows what kind of learner they are. So, if you accommodate the whole thing, then it gets across no matter what.

Now in the workbook, we’re not going to go over it. I'm just putting it in here. This is from the Oregon State University. This is their Curriculum Merit Checklist.

On a University level, all university classes have to meet this list. So, it's gone. You want to incorporate as many things as you possibly can.

It's really cool. A good resource. It is a very good resource. I mean, I'm not saying you have to check every single box. It's good to know what the greater body of the University organization is. They look for a particular program.

So, starting with expectations now. How I started today, the goal is to make you aware of all the different of learning and how to incorporate them into your program.

That's the overall goal. And then the workbook is set up in five sections and then I went over the sections. I've set the expectation from the class.

What you're going to learn and how I'm going to break it down doesn't matter what supporting material you use. It needs to follow that format.

I'm setting up that file cabinet in the brain and as I go through each section, now, your brain is like, okay, we're now done with the teaching techniques. Now, we're in expectations.

We're moving down the ladder a little bit. It's like in an essay. We were always taught in that opening paragraph after tests on all the points.

And then you go through those points in that same order and two more details, then you recap at the end. I always told you to write something.

When I write something, I write the opening and I write the closing. And then I outline to get from the opening to the closing and I fill it out that way. That's how I learned in school works really well.

So, what will be the steps to accomplish these expectations? You can call it expectations. You can call it a goal.

You'll notice when I do Powerpoints like, you will learn today, the goal sometimes I use the word expectations but whatever it is, that's paragraphs saying what they're going to learn in the program.

So again, we're going to set up the file folders and I usually call them topics or we will cover anything that sets up.

This is what you're going to learn in this class. You could add Q&As as the very last thing so that when I say, we're breaking we're now done.

Also, I like when Q&A is announced at the beginning because I know it's pretty much implied. Don't ask questions and phobia like hold your questions till the end.

You would think so I know not everyone's going to think that way but a sane person would assume that I feel you.

When you start like this, it has a lot of steps to it. So, there's six different modules here. Each of those modules has its own set of steps.

Since this is a rather larger program than the very first session we did, I went over the overall goal of the program and then the overall goal for that particular class.

So, what you have to decide is and your program is, what are they going to learn? What's going to be the steps to do that? Hold on. I have to meet you guys for one second.

Hello. Let me just text them. Oh it's going to water so I'm hydrated. Yeah he's out of town. So, you need to know what you're going to teach him. What is this?

I said to lurk and the steps you're going to take them to fill out. Okay. Let's go into Learning Materials.

I've got a nice little list here, I'm going to explain a little bit, what each of them is the first one is everyone's aware slide text. You see him all the time. PowerPoint slide deck.

I've never heard it that way so I was just like it's just some new thing. I didn't know about it so do I get it. Keynote, you can do my canva, they are very visually appealing but there's a certain.

You need to do any given PowerPoint. So, my PowerPoints always start off with a title slide copyright in my information. Since *Pawsitive Educational Training* is trademark, it's got the little r.

The next page is my contact information, and then I go into the goal and the topics of the day. Those are the first four slides. Then we go into the program itself.

They are meant to keep you on track. So what they are there for, okay, they are visual. And what happens is when you write, you're associating with that.

Our brain is visually looking at this, you're listening to what they're saying and you're writing down notes. It's engaging a lot when you're using a PowerPoint.

However, you just want to make sure you're not throwing text up there. And that everything is consistent. It's been taught that you don't use full sentences like ever.

I mean, maybe here and there, but it was mostly to try to avoid. It depends. Sometimes full sentences are appropriate. Sometimes breakpoints are appropriate. It's very image heavy.

So, text is to a minimum unless you're making a point with it. Do you want to go over to *Canva* really quickly? I'll show you how to put one together. Hold on, let me get *Canva* up here.

Because I need to figure out how I can record my voice over and go back. I don't know how you can do that and I know a lot of people do voice overs.

They never work well for me. I have to do it from start to finish. And if I mess up, I have to erase and start over. That's the only thing I found in it. It's so stressful.

Okay, here we have a camera. You use PowerPoint. You can use a key. No, it's really easy to do it in canva. You go over to create a design presentation. I already have something that I recently did for my projects.

I just redid the mobile grooming one, which I'm going to get ready to do that. So, I will give you a seat there and that one.

So, it's a PowerPoints series. You notice the title slide is exactly the same. It has an image. Even the program since this is a for partner and this particular one, it's got my logo and the fact that it's copyrighted.

How to contact me, this will have a QR code for the workbook. What are we looking to accomplish today? That's the goal. What we're going to cover and then these are all visual.

The first one is researching options. In researching, we got five things here. Then we'll go into government and we've got five things here.

Support five things and security, so stuff there. That's what we're going to cover for the A and then there's a Q&A. Visual, there's like no information on here at all.

All the information comes from me and it's just a focal point for student organization. Yeah, that's it.

Okay, transcripts. I use Alexander *otter.ai*, 200 bucks a year. I send things out to somebody in the Philippines. She charges me four bucks an hour. And an entire conference two days of Online Summits will run me and I give her a bonus of 150 bucks.

That's awesome. Yeah. Okay workbooks. You can create them in *Canva*. Create most of mine in *Canva*. I love templates. I will buy templates. Makes my life so much easier.

Etsy has a great selection of them. Just make sure that you're getting editable *Canva* ones and not Word doc ones. It would be complicated.

Okay, Manual is more than a workbook. So, for the standard operating procedure, that's a manual. That is almost 200 pages.

Workbooks are not 200 pages of books there for taking notes. eBooks, PDFs. All right. Ebooks are really glorified PDFs. That's really what they are. You do them in *Canva*.

Manuals can become eBooks. I could take that manual that I made for the standard operating procedure. I could turn that into a book very easily and turn that into a printable workbook, which I might do but that's down the line.

Your recordings in your video. I love *Zoom* but it doesn't protect videos. Okay, that's *Vimeo*. The videos, the recordings that are up on my website. You can watch them, but you can't download them.

That has to be processed through Vimeo, and I get a link from Vimeo. When you watch it, you're actually going to Vimeo to watch it. It also doesn't bog down my website because I have hundreds of videos on that website.

Then you have live workshops both in person and online. To me, they're interchangeable tests. You can create a document, have them fill it out and send it back to you for correction.

Or you could use a service like *classmarker.com*. That's like 400 bucks for the year that some membership sites and plugins have that as a feature.

One of the things that I liked about classmarker is that you set the correct answers and you set up a certificate so they did the test and it was correct, it sent them the certificate and you don't have to bother with that.

What I found, most people weren't using. It wasn't worth the 400 bucks. Practicals. That's a Hands-On demonstration of any skill in closed captioning because it took me a long time to find this.

But you know what? This is the most option that is out there. You can live stream into *Facebook* which will close caption it, but you lose a lot of protections when you do that.

Okay, checklist, I love them. They're my favorite thing in the world. You can also make your own checklist, you can go over to *Etsy* and you can buy checklists and edit them in *Canva*.

In *Canva* has, if you have the Pro version, they have some options that are better than others. It tends to be really inexpensive. I think the most I've ever paid for, a template may have been like 15 bucks.

And if you do homework, put a date that it's due. There's also one on one port. That would be the group calls. Actually, that's a group called one-on-one support.

That is if you have three calls with me and that's one on one, you can't each individually. You could teach in the group, or you teach a group that has multiple students at one time group coaching.

That's multiple people at the same time. There's pros and cons to that. One of the biggest Pros to doing group coaching is that if you don't have a question, someone else may have a question that can track.

There's a lot. There's more feedback there. Anything that you do that has an activity creating anything as an activity. All right, coloring books. Anything that's fun.

Paint where you all do together to like building and team building. What kind of fun do you do? No people say that might be fun. That’s weird.

All right. You want to be recognized as an expert? Why are people going to come to you for whatever it is? You're going to teach these because they're going to look at you as someone who knows what you’re talking about.

So, there are lots of ways you can do this. You can set up a podcast but, how easy it is to do a podcast. I got two of them.

Mary, just saying like it's nothing. No, seriously. It is easy and Chris makes it difficult because she edits and I like, wait, we're wrong organic here.

So, it is actually really easy to get a podcast set up. The key with this is consistency. You can't do it for a month and decide not to do it and then 6 months later do it again for another month. Its demise is just not doing it at all.

You can put up informational posts. You start so you'll see that I am pretty active in certain groups. So, when somebody has a question that I can answer, I will go in and I can answer it.

And if somebody has a question that I can't answer but I know who can answer it, then I'm going to tag them.

The reason I will do that is because it still puts my name in a response there, people straight see my name. So, put up any kind of post that is viewed as informative on the topic you wish to be known as an expert.

Okay, so Meg, you want to be known as the social media person. Yeah. Okay. And people are tagging me in things when I'm not prepared for all that.

So, you don't want to be doing a post on governmental responsibilities for setting up a business. Right. It doesn't fit my Manuak. You want to maybe do something on color. Something in the visual specs.

Great. What you can do is an entire series on what makes a good *Facebook* image.

Yeah, I kind of like to think about love every dinner.

So, other people's *Facebook* groups are a good way to get your name out there. But remember, they have rules. You got to follow the rules.

You can do your own group but that is going to require effort on your part to maintain it. It doesn't do any good to have a group if it just sits interested in languages, then you wonder why nobody's paying any attention to you.

Okay, you could do free materials, free mini lessons. I do them all the time. Live streams, Tuesday, 5 o'clock Pacific time. Now your tip box.

I got the *TikTok,* and we'll see how that goes. I'll give that like a month. This is well, I don't enjoy it. I like watching it but I'm not a fan of creating it.

But for me, it gives me that two minutes to do a tip. That's true. So, that's what I'll do, and it nets me something by seeds going somewhere, then I'll continue.

But after a month, if I'm just languishing there, then what is the point. I'm wasting my time. I could be spending my time doing something else.

Okay, PDF cheat sheets tip sheets. Start what it is that you want to be known for. You have to figure out where that's the page right here. How will you be the expert? What are you going to do?

Come to the expert. All right, what are you going to talk about? Sometimes smaller groups are better but they're smaller problems with really big groups. Is there too much drama in them?

And that can be exhausting. If I see a post that has 300 comments, I'm not even reading it. I read it just so I don't have that kind of heat on the topic.

Depends on the topic but I have nothing else to do and someone is like. oh, there's nothing wrong with shaving dogs. I'm going to research it and come look at the dogs.

I'm going to read every single one. Last one of those comments isn't so predictable. It's like your favorite drama, you know what's going to happen, but you'll watch anyways.

I don’t have that kind of time to waste anymore. If it has 100, I might be tempted but we aren't getting over that or I'll get it.

I'll come back in a couple minutes and read and I come back in a couple of minutes and stuff. Mary exploded or it's been deliberately deleted or like it has been turned off.

Or if their recommendation posts and there's already 200 answers on who their favorite Clipper is, I don't even like, there's really no point in everything under the sun has been recommended, I can guarantee.

So, for homework. This is how you become the expert. I want you to think about that. And then we have the checklist which we're going to get started on.

The first thing you're going to do is you want to be able to name your program. So, Amanda, what did you call yourself?

Okay, *Paw* see. Yes. Okay. *Pawsitive* spelled super cute but all right, so whatever your title is it you really want to be what you wanted.

Simple so that when people read it, they know exactly what it is. So, a positive approach to coaching. Okay, that's dependent on the streaker.

Correct and your coach, I know what you're doing. Consider trademarking your name and you also want to grab the domain name.

I have two domains, for *Pawsitive*, one is *pawsitiveed.com*. I also have *Pawsitiveeducationaltraining.com*. Way to redirect to the other. Yes, it does.

You want to make it easy for people to like *Pawsitive Educational Training*. That's a really long name and is going to misspell it.

All right, and then they're gonna get frustrated and they're not going to go *PawsitiveEd,* it’s much easier. That's my favorite.

Do go forward with my name as a domain name. How were we talking in Chicago? I would absolutely grab like Alfredo. I would grab low Fredo.

Because everyone sees it as an ally, grab all of that, have it all redirect to the right one. Yep, get all those spelling errors. I also have *maryoquendo.com*.

And these people search you. Yes. So, now here's the thing. It took me a long time to get it because apparently, there's a *Mary Oquendo* who was a very popular singer in Colombia.

I want to hear it. Let's go. So, it took them a while to get. That would probably be the day she let that not renew her credit card, I grab that.

And I would get the friend request from the young Latino male, who thought he found the private. She tell to run with it. Yeah. This is her mother.

So as far as this checklist is concerned, the only thing I want you to think about right now is getting your domain names and thinking about trademarking it.

And then I also want you to set a goal for your program. What it is that you expect them to learn and you're going to start your brain dump on this.

That could be that one subject notebook. And all you're going to do is write ideas down on it. No order to it as they come to you. Just put it in the book, that's it.

Don't worry about putting it on this page or it goes over here. All you're doing is just listing everything you want to accomplish.

What did he want to teach anything to do with that program? You start just writing down notes on it and I tell you what, I'm going to name mine, we're gonna name yours.

Of course, my company name is ***Elevation Media Management***, so simple, right? Elevate your social media as the name of the actual program taught by *Elevation* *Media Management*.

Okay, *elevateyoursocialmedia.com* correct? Well no, it was probably going to be a link directly on elevation media where your very first food grab the domain name so it redirects. Oh, I got you.

I'm a domain hoarder. So, all right, any questions there? Nope, just that guy.

I think I have to, oh, I don't have two days off. I have one day off. Two days off for the grooming but one day I'm going to be doing Hands-On training.

I can't think it's a lady's name but the group head groomer owner at Cloud Grooming, I think somewhere in Seattle.

I know Rachel paid for us to have some Hands-On. She's one of our strong points in Asian fusion, which is something that if I am known for anything.

Grooming Wise, It's cat grooming. And I really want to be like **Riza Wisnom** level, Asian fusion. All right. So, I still have a lot of time to work on this.

This is a lot of work. So next Sunday, we're having the group through the coaching calls accountability.

Let's set the next four. No, it's kind of next Sunday, the 10th. Was that work? That works for me. Yes. Okay. 7 p.m. and then we have the 17th but on my side Amanda.

Then we have 24th. Today I will be in Massachusetts with my first day of Rabbit Grooming Training with Anjie the morning after, but I could stay up for it as long as we don't go past 11 and keep it around an hour.

I can't guarantee that and I can't do the 31st because we'll be in Idaho. And then the 7th, oh no, this couldn't go. No. We're going to hit the road soon as the show closes.

And then the 7th, I'm good with as long as you want to do it after teaching a CPR class. Yeah, that I'm fine. So, let's backtrack a little bit. I'm going together. Three Sundays of them. Are you good?

14th of August artworks. Okay. CTP that's for right there. And at that fourth session, we will have weeks to do the homework.

Yes, you'll have some break in there, then we can go through all. And even though Idaho's going to be pretty busy, I'm still going to be there if you have questions and stuff. We can all hang out how to create that program launch or so.

That's good because I can set up the SOP, the Standard Operating Procedure dates, and then I'm going to set up mobile grooming, but I needed to make sure you guys were set up first.

That'll be good too, because I may have noticed how crazy that week is going to be, stopping in Chicago between Massachusetts and Idaho.

So it's actually really good that that's going to be like an off week. That's going to be a lot of traveling and socializing and all that.

Okay then. Let me stop the recording. This will probably not go up tonight because I'm tired.

Recording stopped.

I think I got some color from the funny. They're letting you look like you got color. I was hoping to be pale. I wanted to come up here and be like Bella from Twilight.

Not really. Just kidding. But I think the spell is much better than that. Oh, I know.

All right.