

Kathryn Hunter: Podcasting from Dallas Texas, you're listening to Compass, where we talk with location independent women about finding work and getting paid. I'm your host Kathryn Hunter and you're listening to episode two with Alyssa Cairns home design and decor consultant. Today we're talking about getting into interior design, starting before you're ready, and building a business as a mom. Alyssa, welcome to the show.

Alyssa Cairns: Hi. So glad to be here.

Kathryn Hunter: Oh, thank you. So I like to start with early life to sort of see what influences that has on you later on. What did you want to be when you were five years old?

Alyssa Cairns: You know, it's so funny. I always, I always said I wasn't quite sure what I wanted to be. The one thing that was consistent was I wanted to be a mom. And so kind of as I grew up, I watched my friends narrowing in on these very specific fields and then come to find out like they all grew up in they exactly what they thought they wanted to be. And I guess to that point, so am I, I am a mom and I love it.

Kathryn Hunter: That's great. That's interesting because most of the people I know, we had no idea what we were doing.

Alyssa Cairns: No, I didn't for sure.

Kathryn Hunter: I wanted to be an elementary school teacher. That was my first plan.

Alyssa Cairns: I think that's a solid plan. Cause you meet all these amazing teacher as you grow up. My mom stayed home and my dad is an engineer and a business owner and I don't know that I saw a lot of women in jobs that I was like, yeah, that looks great. I will say though, my sixth grade career project. Like the biggest project you've ever did an elementary school. I did interior design and I had to interview a designer and make up a whole mood board and give a 30 minute presentation, and job shadow and all of this. And then as I'm sure you'll hear in just a second, it's just really funny how things come full circle.

Kathryn Hunter: When you got into high school, was that still your focus?

Alyssa Cairns: No, that one little interior design project was kind of a blip. And I think it's because my mom had recently hired one for the project. By high school I was knee deep in performing arts, literature, and was really excited to go to college. I loved being a student, but still didn't really have an idea of what kind of job I wanted.

Kathryn Hunter: And did you, did you go to college?

Alyssa Cairns: I did. I did go to college. I ended up graduating with a bachelor's in creative writing. I could have minored in like five things cause I took so many classes

because I loved being a student. And so that actually kind of kicked off my first career path. I ended up going and getting a master's degree in educational administration and student advising. And I spent three and a half years working for the City Colleges of Chicago after graduating from Grad school, working with community college students in the city.

Kathryn Hunter: Anything from your college years, those studies that you use now in what you're doing?

Alyssa Cairns: Absolutely. I had a lot of leadership opportunities and I think at heart I am a counselor and a teacher. And so now, in any role that I'm in, I think I'm always looking for opportunities to help people and to empower them and to teach them how to do things on their own. And so, even though my job has kind of followed this path into online services, I still identify as a consultant and an educator first.

Kathryn Hunter: So a lot of what we talk about here is being location independent, which can be working while traveling, working from home, any anything where you don't really have to go into an office. How did that start for you?

Alyssa Cairns: Yeah, so that's actually was probably the first instigator into me trying to work for myself at all. So with my first daughter, we were living in Chicago and commuting and nannying and paying for daycare and rushing home from work to try to get there before the nanny had to leave. And I realized as we were planning to have a second child that I just couldn't do that anymore. I didn't want to be tied to that traditional work environment, even though I loved my job. Right. It wasn't about the type of work I was doing. It was that, it was about the quality of life that I was giving myself and my family. And so as we were planning to grow our family and looking forward to the future, we relocated from Chicago to Grand Rapids, Michigan. And I said, I'm not going to do maternity leave again. I'm going to stay home and I'm going to figure this out. So location independent for me really meant the ability to be home with my family and the ability to kind of give my husband the freedom to have the career that he was building and you know, my desire to grow something on my own that I could do from wherever we were.

Kathryn Hunter: How do you describe your job when you need the short version, the short title?

Alyssa Cairns: Great. I usually tell people that, depending on where they are, right? Like I usually just tell them I own an interior design business. They know what that means. They know that I help design rooms and I just kind of leave it at that. My husband and I have flipped houses ever since we've owned homes and they know that I love decorating so they usually get it.

Kathryn Hunter: What does that actually mean for you? In your day to day life as far as what all your job encompasses.

Alyssa Cairns: Okay. What do I actually do? Right? So when I started putting together my services, I knew that I'm really passionate about creating spaces in my home that are beautiful, that are accessible, right, they're affordable. And I was very anti-stigma as far as home design. We had renovated, I love doing diy projects and so I've been kind of brainstorming my business. I was like, I could just help people do what I do in my house. I can help people plan their design projects and it kind of took off from there. So I offer one-on-one digital design services where I can actually create a 3D image of your room and show you how your furniture fits in. And then I to take it even one more step, because a lot of what I do is I love to help people diy better. I also have a membership community where you pay a flat fee and then all month long, every business day of the week, you can text me and ask for help or guidance on any home design project that you're working on at the time.

Kathryn Hunter: Do you have a reply time frame on that? Like you know, somebody texts you at nine o'clock at night and technically you're awake?

Alyssa Cairns: Yeah, I, you know what, I get that question. A lot of colleague designers are like, oh well do you cap people's hours or how do you keep people... How how in the world can you charge what you do and not just be overwhelmed in work? And you know what, that's just not my style. If you text me at nine o'clock and I'm hanging out watching top chef and my husband's in the other room, like I'll text you back because I know that my audience, my clients are busy moms. And designing your home is a necessity, but it's also a luxury, right? So you're not spending your whole work day shopping for couches. I am. And when you need to talk about it, that's why that's why you pay me, is to be there to be available and help you pull some triggers and make it happen so that you can finally enjoy living in the space, with your family.

Kathryn Hunter: You mentioned 3D imaging. What kind of software do you use?

Alyssa Cairns: They're actually cloud-based software that you can use. So if you've ever like gotten on the Ikea website and designed a kitchen or similar, you know. Some furniture stores have it available, there are websites called like Roomstyler or Homestyler. And if you wanted to you could probably learn how to do it just takes a little bit of time.

Kathryn Hunter: And so we'll get some links in the show notes so people can check that out if they're interested.

Alyssa Cairns: Yeah. If you need help because you know, one thing is, is spatial awareness or spatial reasoning and trying to imagine like, okay, if I have 102 inch sofa, what does that really look like in my room? And it's, you either can imagine it or you can't.

Kathryn Hunter: I've done design work and it's interesting the words people use, the images they have in their head and whether or not those two things connect.

Alyssa Cairns: Yes, absolutely. A good part of what I do, is probably a little bit of therapy. It's a little bit, especially working with a family. I always say part marriage counselor, part illustrator, part personal shopper

Kathryn Hunter: And part interpreter, I'm guessing?

Alyssa Cairns: Yes. Trying to get husband and wife or mother and daughter on the same page as to what we're going to accomplish here. Yup.

Kathryn Hunter: Okay. So when, when you first started, did you, was it more local or did you like throw a website out there and start marketing?

Alyssa Cairns: You know what, I started with the tech stuff. I was wrapping up a renovation on our own home. So that was busy and I was eight months pregnant. So I started with, okay, I know I need a website. I guess I'll buy the domain from my name. Okay. Now what? So I kind of dove in and you know, I looked to, this is probably three years ago now, almost four years ago. So there were a few business building blogs that I just dug into and started just started figuring it out. I mean, I was figuring out how to build a squarespace website while I was nursing my newborn. And now I'm just so glad that I started when I did. I always have felt like there's a rush. Like there's so much to do, there's so much to do and now you know, going on year three, I'm trying to settle in and be like, you know what, just start like, just start learning that new skill. Just start building that web page or whatever it is because a year from now, and this sounds like so, so cliché, but a year from now you'll be glad you did. I just started by building the website and then figuring out my services. And then you kind of came after

Kathryn Hunter: My dad has been self employed since I was about four years old and whenever I've talked to him about, you know, building a business, he said, you don't need a business plan. You need to know what your next step is. And when you get that one done, figure out the one after that.

Alyssa Cairns: Yeah. That's so good. And I knew I wanted to be online because I didn't want to pay for daycare. A big motivator was, what can I do?

Kathryn Hunter: It's an enormous expense.

Alyssa Cairns: Yeah. And I had done it the first time around and my second time I was like, you know what, I don't want to miss that. So, I actually can say that my son is almost three, he'll be three in February and we just started him in three days of a preschool daycare program this fall. And he is loving it. He is thriving. He's learning. It's a good time for me, it was a good time for me to get a little bit of my time back and for me to be able to like step into some new opportunities that my business is offering at this point. But you know, I don't need to be home with him all the time. But in the beginning that's what I wanted and I knew that online business was kind of the key to that.

Kathryn Hunter: So I'm guessing not everything has gone 100% perfectly from day one... So can you tell us about your first major struggle?

Alyssa Cairns: I feel like it's been characterized by struggle, good struggle, right? Like where you're like, there's a new challenge, there's a new mountain to climb or, or whatever that looks like. I would say the first, cause I think I kept my head down... I took one client at a time or did some work for a friend and, and really built out the tech and the branding stuff. You know, I probably kind of procrastinated in that for too long, but it was okay for that chapter of my life. I think the first big misstep or the struggle is when I took on a client that I knew wasn't a good fit. And they, by the end of it said, this is frustrating. We're so disappointed. Give us our final invoice and we're gonna wash our hands of it. And I had never had that feedback before ever.

Alyssa Cairns: And for me it was a lesson in... I know my ideal client is a mom who is very tech savvy. She either owns a business or works full time, in probably a two income household and she loves to shop on a budget and she loves using technology. Like I know that that's who I work really well with because she's just like me and this client where nothing clicked and everything just went downhill, was an older retired couple who had a lot of struggles using the tech tools that I base my services on. And I knew, I knew it, I knew in the beginning that it was going to be a struggle, but I really liked them and I wanted to help them and we got along personally. But from a business perspective, it was not a good fit. So that was, ooh, that was a big growing experience. And I learned sometimes you can't even say, sorry, it doesn't really fix that. But it helped me really kind of get back to that laser focus of who I help and why. And how.

Kathryn Hunter: So you had known your target audience before, but you wanted to make an exception and it didn't quite work out the way you wanted it to. Is that...

Alyssa Cairns: Yeah, it didn't pan out and it was... I think I was trying to help everybody and that wasn't, that's not who I am. And so now I know that was a tough lesson to learn and I felt terribly about it, but it was, you just have to move on on the other side.

Kathryn Hunter: So what was your first major success?

Alyssa Cairns: I think the first time I felt like that huge amount of success is when I had a return client. That was a moment when I was like, okay, this is working. Like she loves it. She wants to hire me again. She didn't even question my rate increase. She was just like, book it. And I was like, okay. And so kind of from that point on, I was, that definitely gave me that boost of confidence in just in my client process and in and just really letting myself be me in my business because it connects with the right people.

Kathryn Hunter: So I'm guessing that you don't have the same work day every day?

Alyssa Cairns: Absolutely not.

Kathryn Hunter: So since there's not really a typical day, you'd want to just give us a random day, if that works for you?

Alyssa Cairns: Yeah. Or even like every week is a little bit more typical, but day to day is crazy. So I do try to get up before the rest of the house, which is tough because we live in an old house and it squeaks. So sometimes I'll just like hide out on the floor next to my bed, trying to be quiet so the kids don't hear me at about 5:45, look over my planner, scroll instagram until my eyes are open, sneak downstairs for coffee, you know, any sort of blog reading or planning or are things that I have flagged for myself to kind of get my intention started for the day. And then there's like the normal morning shuffle, right pack the lunches, set up the backpacks, make sure everyone is fed and out the door on time. And then I pretty much have nine to three is when my daughter's in first grade and three days a week my son is also at preschool. So on those days it's following up with local clients building website.

Alyssa Cairns: My husband also works from home. So on our super flexible days we get to have lunch together, which is fun. Other days we just both need personal space and so we go find other places to work because we are home, the whole family is home quite a bit. And then you know, I have outreach things, there are local women's networking groups that I'm really enjoying plugging into where we have coffee dates or happy hours or some business education, little mini summits throughout the month. And then as soon as it's school pickup time here back at the, we call it the gauntlet, right, where you have the kids home from school and then it's homework and then you prep dinner. And then you eat dinner and then you bath and then you bed and then all of a sudden it's nine o'clock.

Alyssa Cairns: So I'm very much kind of like leaning into this elementary school parents stage of life and I feel like it's only going to get more hectic from here. So I know it's, you know, as we're kind of looking into the next chapter of life or, or looking into a new year and setting goals and things, I definitely know that I need my business to continue to be more and more self sufficient because I can just tell you like two kids in elementary school is going to be nutso. I can already feel it coming.

Kathryn Hunter: Do you keep up with any kind of continuing education?

Alyssa Cairns: That's a great question. There are, we have a few local designer groups, kind of informally here in my city of Grand Rapids. And I recently just got on the calendar to start attending some of those. So those are more like business building specifically for the interior design community. But then I'm also, always kind of cluing into local trainings with Benjamin Moore to learn about color and theory. And I also have online resources looking to what designers are coming out, what trends are, what trends to hit and what trends to, to miss. I think I'm

always educating myself, whether it's on design or on the business side of things.

Kathryn Hunter: This is just one of the areas I'm not really well educated on. Do you need a license to operate?

Alyssa Cairns: So if you are working... It's, it's different state to state. So I can't speak for everyone. In Michigan, I have a licensed business. I'm registered with the state of Michigan, but I don't carry a license as an interior designer. So state to state, there are different regulations on that. So everybody might need to check. What I do is offer color consulting, space planning, personal shopping services and support and advice. What I can't do is partner with your builder to design structural changes to your home.

Kathryn Hunter: Okay. That's more of an architectural...

Alyssa Cairns: Yep. So that would be, I would need a general contractor license to do that type of work or be some other version of a builder. So there are design firms that are classified differently because they are qualified to work on like structural changes to spaces. So yeah, there's lots of licensing and regulation in the design world, especially when it comes to industrial spaces, hospitality, anything with a structural change, you're going to be looking at licensing, but just an interior decorator, likely not.

Kathryn Hunter: Okay. Where would they check to find out what was required and what isn't?

Alyssa Cairns: So I started just by going to the secretary of state, like the business building resources for Michigan. And you can, I mean, even a quick google search, just look up interior design licensing and there's a state by state, the different, you can find the differences.

Kathryn Hunter: Okay. So now we're going to get into some numbers. And you've been doing this for about three years now, is that right?

Alyssa Cairns: I've been thinking about it for three years. Let's call it two.

Kathryn Hunter: And what would you say your salary range is right now?

Alyssa Cairns: I would say that I am just getting to a point of hitting maybe \$12,000 to \$15,000 in a year.

Kathryn Hunter: And what would you say the beginning range is?

Alyssa Cairns: I think it depends on if you want to go work for somebody else for a little while. If you want to just start offering services. My starting salary was zero cause I did it for free for six months.

Kathryn Hunter: So you were, you were basically gathering samples and building a portfolio.

Alyssa Cairns: Yeah. I was offering services. You know what, not even a portfolio. Just the validation that what I thought I wanted to offer is something people would pay for. Because it, it is a growing, a very innovative field. Online interior design, if you're not going to like a huge website that says they'll do it for 50 bucks or whatever. Like a designer who's completely virtual is pretty new in the last five years. And when I started, I didn't even know other people were doing it like I was, I was simply responding to a need that I saw and a skill set that I knew I had, until along the way I have found other designers who are offering pretty much the same services that we've just come up with on our own.

Kathryn Hunter: So if you were starting now, would you still want to put in that six months?

Alyssa Cairns: Oh that's a good question. I think if I started now I would be a lot... Well again it would like confidence building too, right? So that's kind of like hindsight is 20-20.

Kathryn Hunter: It's also going to vary by individual but you know...

Alyssa Cairns: And number of hours in the day, right? Cause I had a newborn so it was like tiny little bits of time here and there. If I was going to do it all over again, I would really pump up my marketing and I would ask friends if they knew people that were looking for a designer. I would probably even like kind of lean into, you know how jewelry and skin products they would have those parties. Right. I think that would be really fun way to kind of announce that you're starting a new business so if you don't have a confidence problem. You just got to tell people and say like, look, I'll take five people and I'll do it for free in exchange for photos in exchange for a testimonial. Yeah. So if I was going to start over, I would really just say, look, I'm inviting you into my home. My home is beautiful. Right? Or if someone else's home that you've decorated, whatever. Right. And just look, I want to do this. Send me names. I'll take up to five people and do it for free.

Kathryn Hunter: Okay. So it would be less of a timeframe question and more of a case by piece.

Alyssa Cairns: Yeah, I think I would, I would love to go launch it all over again. Right.

Kathryn Hunter: Wouldn't we all?

Alyssa Cairns: That was a great idea. I think if you're looking to get into kind of being a designer or offering online decorating services or online space planning or paint consulting or whatever it is, you got to tell people about it because it's not a very common business. So you have to tell people what you do. And then to get started, do it. You gotta be willing to do it for free for at least a little bit, unless you're going to go get a license and go work for a design studio somewhere.

Because you've got to have some sort of proof, social proof or portfolio or something that says I know my stuff.

Kathryn Hunter: Okay. So once, once you've got that proof, that portfolio, and you can start charging, about what range is that?

Alyssa Cairns: So there's a lot of different schools of thought on pricing out interior design, right. And a big part of why I built this business is that I don't like the stigma of professional design is only for the very wealthy. So it was very important to me to keep my, my pricing predictable and accessible. So I think it's a very common service to offer a video or in person, but probably video consultation for anywhere between \$75 and \$250 right? So when you're putting like a service package, this is like intro to me. Invite me into your home, whether it's over video or in person and we can hammer out some solutions. I'll give you my advice, like here's my brain, here's what I would do. And then I follow that up with a report of the notes and maybe some suggestions for follow up. And very, very high end designers charge \$500 for that service, right? Or more. You know, I charge \$199 and then if you want to continue and do more design with me, I just roll that in. I don't charge you separately for it. So it's free, essentially if you want to book a bigger design service.

Kathryn Hunter: We might need to talk about that later.

Alyssa Cairns: I'd love to talk about it. It's amazing what, and I think this goes for a lot of industries, it's amazing what Facetime or Facebook messenger can let you do for people. Right? Like I helped a woman, she toured and toured her entire house and she just carried her phone around and we talked about curtains and paint and new tables and organization and decluttering, like we talked about all the things in a 60 minute phone call. And she lives in San Francisco and I live in Michigan. It's amazing, right? So if you're good at what you do and you can figure out a way to use tech tools to like transport you to your people, they will pay you to be good at what you do

Kathryn Hunter: And a lot of these things are tools that we already have access to.

Alyssa Cairns: Oh, for sure. Or they're free.

Kathryn Hunter: And so you said a higher end designer would be more like \$500 for that consult. What would the salary range be on that end?

Alyssa Cairns: Oh, I mean, if you're talking about like the big name designers, the sky's the limit, right? Right. If you're thinking about like the people that you see on in magazines and tv or you know, like the design studio sign that's in front of all of the mansions in your, in the town, next town over like, you know, I think as an industry it's a very well established and people do charge premium rates, but I almost hesitate to like count myself in that community because what I want to offer my clients is so different.

Kathryn Hunter: So how do you decide what to charge?

Alyssa Cairns: Oh, that's a good question. I usually ask myself what I would be willing to pay because I want clients who are like me, right? Like personally, I know that I work best with moms who think about their home and their parenting and their organization and design and all those things. I know that I work best with moms who think like me. So, to pay \$200 to get clarity and a plan and stop wasting time and stop wasting money on your living room, that's still looks like you moved it out of your husband's dorm room because you don't know how to buy new furniture, right? Like \$200 is priceless.

Kathryn Hunter: The everything that comes with that.

Alyssa Cairns: The everything that comes with that is worth more than the \$200 or \$199, then from my room design, you know, moving into the new year, I used to do it for \$299, a complete room design. And what I've found out, again through offering it at that price is that it took me way more hours than that money was worth to me and I was over delivering and undercharging. And as I've raised my rates, my clients aren't uncomfortable with that. So, that was kind of validation. That's like, yeah, I was offering it for a steal just the, in 2018 my room design rate was \$498, in 2019 that prices increasing. And I'll be offering it closer to probably the \$600 mark because I've measured and I know just how many hours go into it. And I also, you know, that's me. I'm deciding what to charge. That's a crazy question because there's so many things that go into it. The other thing is that I know I want to build my business so that it sustains my family. And so I've actually developed a monthly subscription program that is totally different from what any of my colleagues are doing because I know that I need to make more money and spend less hours working on one on one projects.

Kathryn Hunter: This is, this is your how you're scaling.

Alyssa Cairns: Yeah. I don't want to hire an assistant and I don't want to work with higher end clients. Right. That's what everyone says. Raise your rates, get richer clients. Well those aren't my people. So for me, taking on more one on one projects doesn't work cause I already am running like the crazy mom day. Right.

Kathryn Hunter: There's only so many hours.

Alyssa Cairns: Right. And I'm already getting up at, you know, before 6:00 AM. So my solution to growing was to figure out what's something that I can do that is super affordable that I can market to a lot of people and not have it take way more hours out of my day.

Kathryn Hunter: So what are your next steps in your business?

Alyssa Cairns: So next steps look like, really growing my membership program. It is going to become a super high value, high touch point, high energy and super

encouraging subscription program. Basically to have me on call. So you get a designer on demand pretty much anytime you need to reach out and ask me for advice and I'm just really excited to like give more women that confidence that they have somebody kind of in their back pocket. Right? Or wherever you keep your phone. You have access to a professional without having to worry about paying my hourly fees.

Kathryn Hunter: And Alyssa has generously offered Compass listeners 50% off her membership program. Alyssa, do you want to give us a little more details about it and on the pricing too?

Alyssa Cairns: Absolutely. So the membership program, and I talked about it in the beginning, it was called The Academy for DIY Home Design. And, I think that goes back to my heart for teaching and running to help as many moms as possible, create or feel confident about creating family spaces that you can just really enjoy and stop worrying about. And, as that program has grown and I'm learning as we do, I'm learning that the most valuable thing I can do for women in that monthly program is just be available. And so moving into 2019, it's going to be less about educating on how to design a room and more about me being available to just dig in and help you get it done. So there's a private facebook group, there is a membership portal where you have access to like all of the planning and step by step guides and things that I actually use with my one on one clients. And then, through that facebook group you also have messenger access and group access to me and everyone else in the community too to just finally get stuff done. Like, let's pick the couch, let's plan the drapes, I'll tell you what size rug to buy, and then you can just start living in your house instead of planning it and worrying about it all the time.

Kathryn Hunter: Where it all just lives in your head.

Alyssa Cairns: Yes. And like get out of your head, just push the purchase button on Amazon. It'll be okay. And you can know that like, hey, Alyssa bought that rug already and she loved it. This will be a good purchase. It's totally worth the money or it's a super good deal or it's on clearance or whatever it is. Have me there. Because I'm always watching the design world. I'm always watching the sales. So that's one thing that in that community, it's \$49 a month and that's less than my one hour consult is \$199. So, I don't want to raise that price and I don't want to make this like a huge investment. And what I do want is for it to just be super helpful and super so that you can like stop being jealous about Pinterest and Instagram and just get your house done and then enjoy it.

Kathryn Hunter: And the code we have for you is freshstart all one word. I'll also have it in the show notes along with a link to Alyssa's site. Where else can listeners find you?

Alyssa Cairns: Yeah, I am on Instagram at [alyssadesigns.co](https://www.instagram.com/alyssadesigns.co) is my Instagram and Pinterest at AlyssaTC and also on Facebook, [facebook.com/alyssadesigns.co](https://www.facebook.com/alyssadesigns.co) again. And then, I actually have a free facebook group. So if you really want to start asking me some questions or throw up some pictures of your home or even ask questions

about starting an online business, that's totally the best way to get ahold of me is in my free facebook group. It's really fun. Women are posting pictures of their houses and helping each other shop for curtains or, or headboards or whatever it is all the time. And that is at [facebook.com/groups/busymamadesignclub](https://www.facebook.com/groups/busymamadesignclub). And we'll put that link in there for you too, so you don't,

Kathryn Hunter: We'll get the entire list of different handles, so people can reach out to you.

Alyssa Cairns: The facebook group really is a great place. Just tag me in anything you put on there. I love getting to see what you're working on and helping out in any way that I can.

Kathryn Hunter: That's great. Thank you. And Alyssa, thank you so much for joining us. I've really enjoyed this.

Alyssa Cairns: Yeah, this has been really fun and I really like, I'm kind of excited to kind of reflect on some of the questions you asked, like how did it feel when I was getting started and then looking back to be like, okay, time to move on to the next, you know, the next step in this business building journey. So thank you so much for the opportunity to, to talk about it.

Kathryn Hunter: Thank you for listening to Compass. You'll find today's show notes at compasspod.com/episode002. If you enjoyed this show, please share it with a friend, by visiting compasspod.com/episode002 and clicking the share buttons at the top of the page. Next week we'll be talking to Natalie Williams, podcast PR specialist.