Speaker 1 0:00
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Shawn Hill 0:32
Welcome into another episode of The Nice Job Podcast. I'm your host Sean Hill. This episode features Brock from integrity cleaning. Nate was kind enough to join me with some of the free time he has after automating his business, setting everything up. The HEDIS now has to spend an hour a week on. That sounds like something you want for your business. Get your notepad ready for this episode. And we would love to ask you to leave a review. You go to rate this podcast.com/nice Job Podcast or leave it on wherever fine podcasts are listened to. Alright, let's dive into my conversation with Nate Brown. Welcome, everybody. It's another episode of The Nice Job Podcast. How are you doing out there? We're in March, we're rolling right along in some areas of the world, the weather's starting to get a little bit brighter and a little bit better. And you might be one of those people that's looking at this weather and goes, you know what? I'd much rather be out there enjoying the weather, and doing what I'm doing now. However, you're an entrepreneur, your business owner, you know that this is what you're meant to do. But what am I told you called the T's in the biz? What if I told you that there is a way to really start building your business and make some key things that you get to a point where your business is successfully running. And it's not taking more than 45 minutes of your time. That is possible. And I know it's possible because my guest today actually started with that plan and started implementing that and is at the precipice of having to be able to walk away without actually giving anything up. If you are familiar with nice jobs, you might already know this individual has been using Nice job for a while but we're big fans of him. I'm so glad we got a chance to sit down and actually record a podcast episode. Nate brought Nate, how are you today? Sir?

Nate Brott 2:24
Good, good. The weather is great here for the first day in what feels like a lifetime.

Shawn Hill 2:31
And it's funny when I talked about the weather, and I wondered about that as kind of a you didn't because you know whether it's also subjective. So for example, I'm up here in British Columbia, but I'm a big snow person, I love it. And where we are in British Columbia, we don't actually get it. So for me, when it starts getting bright and sunny, 5060 degrees Fahrenheit starts getting out of there, I tend to get all sags and I know snow is officially not coming. But you know, the longer days, the brighter days, it's certainly good for your mindset. For those that aren't familiar with you. I don't want to go back to the very beginning. I don't even know the hospital you're born at or anything like that. But take me through a little bit, kind of like growing up. When you maybe got the entrepreneurial spirit. Maybe when you're a bit with the bug. I mean, how did you start the footprints that got you where you are today? Yeah,

Nate Brott 3:19
well for skipping the hospital and everything that was my joke, but that's okay. My dad, most of my life, was a turnaround CEO. So he was a hired fixer, for a company that would buy dying businesses, he would go in and fix them and flip them. So I learned a lot about implementation at a young age doing that. And then when I was in high school, I went to a private school and right before senior year, my parents said, we're not going to pay for the school anymore. You have to go to a public school in your last year. So I started a business, doing janitorial and hired my friends to work for me because I didn't want to go anywhere else. And that was my first taste. We've got a couple of different businesses since but now we own integrity cleaning my wife, Chelsea and I and we're on that process of making some huge strides and automation to decide what we want to do and see if there's other things we can spend our time on.

Shawn Hill 4:17
To go back a bit you talked about your dad being the fixer that goes in and turning it around at what age or how was that person that to you? Because I couldn't imagine at five years old, that's a constant sort of stick. But then also I feel like even in my teenage years things like that. It still might not make sense of exactly what that role is. If it's an interesting story or even if it's not I'd love to hear the answer. Share with you or how did you learn about what my dad is doing?

Nate Brott 4:46
Yeah, it wasn't as apparent to me when I was younger, but I always knew he was doing some pretty big things because involved in different places. Not necessarily locally, but doing pretty different roles for a couple years at a time. And as I got older, I got a little bit more insight on what he was doing and how he was helping companies. By starting at the very, very basics, the balance sheets, figure out how much was coming in and how much was going out. And basically, that helped me when I started my first business, because then all that knowledge that I had barely seen, became very relevant. And he was able to help me with quite a few things.

Shawn Hill 5:32
I find that very intriguing also, because it really sets in motion that a business is built. But then also a thriving ecosystem, isn't it, there's help but that they're almost a strategy or a method to doing it because a lot of times entrepreneurs get into it from the passion, you know, and oh, I love doing this. So I always was a tinkerer, and sometimes some of them struggle when it comes to the business elements of it. So not just the scale of the business of the trade. But then in your sort of perspective, or what you were exposed to is an outside entity could come in, in theory know nothing about the skill, right? Make a dramatic impact to make these businesses successful. And it's not like hey, well, you came in and cleaned your carpets. Anybody else? It's like, No, he has the dirtiest carpet, the whole company, but it doesn't matter.With that sort of kind of backing? You did go talk about doing some janitorial work and things like that? Did you see yourself as wanting to make one thing grow? Or did you? Did you always picture yourself as a serial entrepreneur? I'm trying to go back to like, alright, that turning stage, like, Okay i can start my business. But is this me starting my empire? Or is this me? focusing on one?

Nate Brott 6:50
Yeah, so it was a pretty terrible business, we had three of my friends that cleaned some toilets for us. And it was not well run on the back end, which was hilarious, because that was what my father was so good at doing, I just ignored it and let it happen. But I was a teenager that had some disposable income, I was on top of the world and felt like the best. And then we later sold that and I did the corporate America thing doing some sales. But I think at the time, I didn't really know what I wanted. And I was still trying to feel that out. I think I always knew that the business wasn't going to end there. But maybe it was going to come back up another avenue. But it was a really great learning experience, kind of regardless of how it turned out.

Shawn Hill 7:38
And during that journey, at some point, you started using things like a nice job, he started getting some automation in not to go cart before the horse here. So President Go back is Was there something when you first started out? Were you doing anything automated, or was there one thing that was the gateway of okay, these are some automated processes I could put in place.

Nate Brott 7:58
Not in high school business. In this business, though I was doing all the work for what felt like an eternity, and always running around, putting out my own fires talking to customers. And it was just, it was so crazy. Because of the amount of revenue we were doing, because there was no process for anything. It was a terrible business, because there was just so much work put in. And we really tailored this automation really just this year, even towards the tail end of last year. And prior to that a year ago, we had put some processes in and I had my wife as an outside perspective, like my dad did with it when he was managing other companies. I had my wife do a little ride along with me. And I said, Okay, I'm going to do everything the way it's supposed to. And she went and wrote it all down. And we had to, we had to do everything extremely slowly. Because there was just so much to notate and to write down. And, fast forward the last eight to 10 months, maybe even less than that. We built as far as the in the field things, which is a very small part of our automation. But as far as the field work, we broke that all down in a two page infographic that would leave a tech with no questions at all. Kind of like the whole motto, someone gets on a plane, they see the emergency pamphlet with the pictures on it. Anyone who doesn't speak English can understand what you're supposed to do with that. We even had icons created for different machinery, different custom labels for everything so that if there was a confusion, any confusion on say the name of the machine or the type of chemical, it actually didn't matter at all. They could just look at the steps and see that and then have no question at all on what needed to be done even in a unique situation.

Shawn Hill 9:54
And I guess that allows you, as you mentioned, to potentially scale us up a bit quicker because now, your training while there may be okay, the first time out, you are with somebody else. So there's someone, you don't have to just purely rely on the pamphlet. But in that sort of scenario, it's just gonna be this infographic sort of thing. You know at the very least there's an understanding web, like this is loving understanding, and it probably would help, parse out if, if someone's able to not understand that sort of level, then then they're clearly not right work. How

was it? How was the implementation of that? Because I think sometimes people worry about that, like, alright, well, if I write down my whole process, what do I instinctively know, what don't I know? But then also, you talk about getting it down to two pages, I'm sure that was a little bit of effort. But I think some people think like, alright, well, I tried to write everything down they could possibly ask, I'm going to end up with a binder booklet that does that. How did you go about parsing what was most important and least important when it came to creating those documents?

Nate Brott 10:52
Yeah, so it really came down to separating roles, I think is a big piece of it. On the tech side, the first job we ever do is their house. And usually the spouse knows about it, and they don't. So it's a learning environment that is not stressful at all, because it's their home. We let the spouse prepare things for us without them knowing. So it's not super awkward or anything like that. But they get to ask all the questions they want, right there. Like our last hire, we had one day with me on the truck. And then the second day, I only did one job with him. And he has been on his own ever since for close to a year now. And he gets consistent good reviews, no negative feedback. And he's fine. And people do say I was crazy to do that. But he had it nailed down, it was a simple system, it was fine. Now on the back end of that we have a couple of different VAs that we use for very specific things so that what they need to learn is easy in simple because they're not memorizing hundreds of things, they have a specific task. And if it falls outside of that they know who to contact to make that continue or not. So I think separating the roles was the big thing.

Shawn Hill 12:02
Gotcha. Yeah. So as you get that separation, you start systematizing it out. During that process? Did you look at some things perhaps you were doing, automate, advise, you know, through automation, that maybe in once you start writing it down, it's actually more effective this way, or maybe change that one, or perhaps even so like, this one doesn't save me as much time as I thought, because that's a concern. We hear the automation or people like, well, I feel like it's working. But how do I actually test it? And I assume that you're really diving in, you start to find these things out. Were there any surprises that came about as you were putting this all together?

Nate Brott 12:36
A lot? Yeah. So in the Clean World, we're all used to having 7000 chemicals, and all these different pad types and cleaners and everything. We picked three, so we have three cleaning products. That's it. And they're the best version of what we need. So it's overkill in a lot of situations. But now there's no judgment call that's made in the field, well, these carpets are a little dirty, should I use the tougher stuff or the lighter stuff, everything's pre-mixed, everything's the exact same process. So there's the only chance of anything happening would be overkill, not not under doing it or making the wrong judgment call. And I think the other things that we learned we could eliminate or change was our online booking. I had analyzed a lot of different calls that we had heard. And it seemed that the majority of our calls that came in were for people looking for things outside of our realm. They either wanted to know if we could clean

their stuffed dog or polish the roof or whatever, it was something weird, they had questions about, well my 14 bedroom house are all really small areas, is there a discount thing. And we figured out that the vast majority of the people that did not schedule a mine automatically wanted something from us that we either couldn't provide, or it was something that we weren't going to provide or it was potentially a problem. So we eliminated the phone number completely. It doesn't exist on our website. Our current customers do have that number. And there's a VA that will answer that afterwards. But we let them in, we make them give a little bit of buy in first. So if they schedule that appointment, they get emailed information automatically that does have our number and if they have questions, but it trimmed the fat in the sense of people that were looking for something we didn't do or a discount, it completely eliminated it which lowered the cost of our VA. It lowered my blood pressure and my VAs blood pressure. And it made things incredibly simplistic.

Shawn Hill 14:45
That might be a record scratch moment for some people listening to this that you've eliminated your number from your website.

Nate Brott 14:53
That's not on Yelp. It's not on Google. My business is on Facebook. There are places that exist that I can't seem to remove, but I'm not there.

Shawn Hill 15:01
Yeah, like that one guy with that tattoo because he loved the service so much. That's your right now we're still on the arm. Yeah, but so it's interesting. So you eliminated that. And some people would say like, Well, isn't that not that a touch point. But if I can ask you to clarify a bit more, you're talking about, just by eliminating that the phone number for being on your website and being all over the place, you found that kind of became a little bit of a natural filter. So people were buying and marking a bit more on that. Yeah, so

Nate Brott 15:27
It was a great filter. And we do have quite a bit of lead flow. come in as is anyway. But we have a membership program where people can pay monthly for a discount on service. So the majority of our business does come from that. So we are financially able to trim the fat, maybe a little bit more than a new company could. But we direct all of our follow up marketing in the future to book online. So when they get an email from us every so often, if they get a text message from us, it is a link to a book online. So we train them to do exactly what really would benefit them the most. Because if you were to call me or my VA and ask about carpet cleaning, it might be a five or six minute phone call. But there is so much an easier way to do it, if they book online, it only takes 15 or 20 seconds, and they can get just the same amount of information. So my viewpoint was, we could potentially be doing them a disservice as well, by talking to them on the phone, when they could get the information they need faster, on the line at three in the morning, whenever they want.

Shawn Hill 16:36
Yeah, that's gonna help the customer experience and the customer journey element of it, because they don't feel like they're wasting time on the phone call. I never really thought about it from that perspective of not only is it saving our times not having redundant phone calls. But for them, it doesn't force them in a position to have to ask a question in such an open sandbox, you know, they dial the number they're trying to think of like,

Nate Brott 16:57
But what do I say? What am I looking for?

Shawn Hill 17:01
And then also, they know right away that you don't have what they're looking for, then that the call doesn't need to happen. It doesn't go through. And that's saving time all the way throughout. So it's funny, because that's not like an automated system to remove phone numbers and things like that. But that's something where you're now allowing systems that you have in place to actually do what they're designed to do. Which I wonder is that? Did you start discovering that and then realize it might be possible for me to set up enough things in place that I can walk out of here, I will be there. But like I teased towards the end of now, it's just 45 minutes of my day, instead of 45 days of my month, which only has 30 days like what is that the point? Or what was the point where you started to look at what you have in place? And like, if I really fine tune, I really make sure they're all connected, that's going to allow me to walk out the door, was there a certain moment? Or is it just a gradual thing,

Nate Brott 17:57
It was always the goal, not to necessarily go live on a beach somewhere, which also sounds lovely. But it was more that I think there were some other passion projects that I might potentially want to work on. And I didn't know what that was. But I knew that me being involved in the business on a more direct level is not necessarily just a bad use of my time. But it's a bad use of the time that I could be spending on something that could bring the world more value, whatever that may be. But it's kind of interesting, the way that I think about it is that so many software companies out there don't have a phone number, it's not uncommon at all, you know, housecall Pro. There's a lot to it, they're going to be that online chat, right, that intercom blue chat bubble, there's a lot more questions that would need to be asked for someone that is in signing up for say housecall Pro or signing up for Salesforce or whatever the software is, and then enter the phone number. I mean, they do but it's going to be hard to find they're going to try and put you in your system for good reason. Because they know that they can probably serve the customer the best in their funnel and their version of it. And I thought carpet cleaning is so much more simplistic than learning a piece of software. Why would they need that if we can provide them all the information they need in a half part page of the website? That seemed easier?

Shawn Hill 19:29

Yeah, it mean, it definitely seems easier and it's fine as you find a lot of these beliefs or self ingrained behaviors of that you're doing a disservice by removing the human element but you're not removing the human element, what you're doing is you're making a smarter but you're also allowing their human element to actually take in for them to explore for them to kind of go through as became a bit more successful you get things in place. You can walk away but I know that we kind of talked a little beforehand there, there might be some things that you're looking to make some adjustments for. But for those who are saying, Nate, I like what you're saying, I want to get to a spot where I could only have to spend four to five minutes to an hour. But I like being there. I like being around. If you want to do a step to a stage, what do you think it would look like? What suggestion would you make? Is this it now? Well you start developing this into a franchise or just a second location? Or is there something that you feel you're not going to take this on now. But if you were to go back, alright, well, now I could do this. Is there something like that, that if someone says, Hey, I like what you're saying, but I also don't want to give it up just yet?

Nate Brott 20:43
Sure, I mean there is a lot that you can do. My original goal, when I got out of the field, was to just network with people for coffee, lunch, and cocktails every day. That was the whole goal. And COVID happens, and you couldn't really go do that very easily. And the whole, virtual cocktail zoom meetings weren't quite as effective as I would love. But that was the goal. And I will preface by saying, like leaving the business, for example, it's not so much about, I don't want to be there. But when these automations are in place, it actually allows you to save a lot of money. Even just, for example, automated emails that we do, that's how we follow up with people that timestamp based on a job or an estimate we did. And then there's also some seasonal content that goes in there. But it's already pre done for almost two years. The reason why we did that is not so much that we didn't want to do it as time went on. But it allows us to save a lot of time and effort by doing it all at once, which allows you to give the end consumer, the customer, a really good price. You don't have to charge a lot if you have these automations in place, because now you have less cost associated with it. But if anyone is really worried that I don't want to just leave, it does get boring. I've run into that quite a bit the last few weeks, I've jumped in the field a little bit just because I was losing my mind. Not not doing a whole lot. You can only go to the hot tub for so much every day, but there are other things you can do. I think for me, I really like to help other small business owners. We do have a little mini group on Facebook of some other people that are good friends of mine, some of them local, some of them aren't. But we constantly brainstorm and try to figure out how we can give the most value without it costing us our soul or the customer's whole wallet. But I think there's enough people that are going to be one level below where you're at, where you can never get bored if you truly just want to stay in the industry or to stay in a place of being busy. But that'll allow you to do so much more.

Shawn Hill 23:03
It really just gets you out of what you don't want to, where to go. And if you love being on this deck or anything like that, like you can go and do that. It's exactly like having more options, as you mentioned much earlier, like I lowered my blood pressure. I think just that Oh, yeah. Very

least you still want to spend a lot of time, but it's not a stressful time. I feel exactly like that. Huge invitation. So people might be looking to follow this model and probably sort of plan to get your perspective on. Is there a type of either automation or type of system in place that, in your opinion, doesn't stand up? But like people talk about like, alright, well, maybe I'll just have an answering service, then you're kind of like, well, why Hey, we have a phone number, like a step up. There's one that's maybe just a little I don't say like overblown. I don't want to make it like we're disparaging some of these systems, things like that, because depending on where you're at, those can help you kind of get to a level. Sure. Is there. Was there one thing that you're like, that's the automation that's going to save the day, then you're like, actually, that was just cool, but not really necessary. Is there one that jumps out to mind?

Nate Brott 24:12
I think I can't say specifically. But I think a lot of it is so exciting to see a new piece of software that can do x, and then you sign up for that one and 10 others like that, and then you think I wonder how much X actually affected my bottom line. It's usually a lot less than you think. I had as far as the whole phone thing. People do a lot of times not like that. The idea of using an answering service but the reality is, things should be so simple that you could or an employee could already answer and service should be able to answer those questions properly. So we still have that. But one of the things that comes to mind is, I did use an unnamed piece of stuff Software for custom quoting that was tremendously expensive that I thought would help mitigate some commercial discrepancies in how our online booking works. And it did. But the cost of the actual software, the cost of changing the talk track, and adding a layer of confusion with the virtual assistants, was not anywhere near worth the added revenue we got. So I think, as a general rule, maybe I would have people consider, okay, if this is automated for in any form, what does it actually gain me? Is it only time saving? That's fine? If it is, is it lowering your blood pressure? Or is it leading to an easier customer journey? All those things are hard to really calculate sometimes without testing. But it's got to have a great potential and a result to test it if the end result is, or the potential end result is like, oh, we'll see how it goes. I probably wouldn't start with that.

Shawn Hill 26:06
So I guess it's fair to say that even when you have automations in place, and things running smoothly, it's always kind of good to do maybe an audit or check just to make sure that there's there's not either side of redundancy, but there's not something that really isn't adding too much to it. Because it might be a small little cost or a little thing, but from the experience side of it, it's not by adding much, then it's not really helping you lean down, which it sounds like that was the model you built, it was not just something that was automated and everything was covered. But that it was lean enough that it wasn't, you weren't paying a ton of money just to take a couple steps out. It was something that was working and effective. And I love the fact that you talked about then being able to put that in instructionals and be able to bounce that along, because that's the key step right. Not able to pass it along. And then you're not going to be able to step away. In that sense. It's funny in some of these conversations. I feel like you get the realization of man, this seems no brainer, it seems very simple and clear. But I'm glad that you talked about

how much you know, it was testing and evaluating and it wasn't just taking a word and going through with it.

Nate Brott 27:13
So and the big thing for sure, God will say that the big thing is building a system for the standard, not the outliers to start. So many times, especially in our industry we're a flat rate cleaning company. So, point shoot our money areas you have. It's the same price, clean, super dirty, covered in dog care, whatever the case is, same price, and we have an average to make that work. But so many times they'll say I'm building a system for the tech or a process for someone on the phone. This is what I always say about the processes. Well, what if they had a piano there? And it's got a huge indentation. And now it's not there? Well, what if someone has a specific type of rest that comes off of this weird copper from Europe, and it's a really specific product that removes it. Don't start with that. Start with what actually happens day to day. And then what we do is we allow VAs techs to make a judgment call completely on their own, there's nothing wrong with it, if they make a terrible decision, or not in trouble, it's fine. They made a judgment call. If they don't think it was the right decision, then they can ask us and say, hey we had a customer that was super unhappy with this room, it didn't look very good. So I just didn't charge them for the room. Is that what I should do in the future? If it's not, then you address it and say, Hey, thanks for handling that. I appreciate it. I'm glad she's happy in the future. Or you say no, that was perfect. And then if you can add that to said process or manual, in any automated form you want, but give your people the opportunity to take ownership in it. And you will never be disappointed if they're the right people.

Shawn Hill 28:57
And that's going to be valuable feedback. People actually doing it actually testing it, you might have something there no one ever kind of brings up of, hey, this doesn't quite make sense. And someone does and you realize that now you can make quick changes. And then as you mentioned, you have everything in place that okay, it's a quick edit to the infographic or something like that, to really change a fourth man that's pretty impressive in its own right. But it's just downright smart thinking and it's exciting to hear you kind of execute it and see some success.

Nate Brott 29:27
Yeah, I certainly love it. It's not that our problems with businesses are that we love to run businesses, especially entrepreneurs. But the business is meant to give us something back. That's much more than what we give the business and it's pretty easy for small businesses to work seven days a week or nine days a week. And it's just that it's not going to work out long term. Your burnout is going to be way too quick.

Shawn Hill 29:55
It's you, man. Thanks for laying that out for us and taking us through. I hope everyone is listening, whether you're watching on Facebook or YouTube or listening to the audio only version that you got a lot from this conversation, Nate here in season two, I mean ending all of our interviews with the same sort of question. If you're a regular listener, the premise, but just for

those joining us for the first time, the people that you bring on are experts in their own right, experts with the topic we're talking about in a lot of different things. But I always like to pass along that even the experts he was telling you think has all the answers, there's always something they're working on next, or something they're diving into. So the question for you is what don't you know, now that you're either working on finding the answer to or that you're excited to get to explore and find out?

Nate Brott 30:43
It's a good question. There's two things probably, that are pretty industry specific. But I know there have been talks from manufacturing companies, engineering companies that are building a truly professional version of a carpet cleaner, not like your Roomba, but like an actual unit that would clean professionally. And they do exist already in large facilities like the size of cars right now going over shopping malls, things like that. But that is changing quite a bit. And I'm wondering about the direction of the company, is it going to be a tech company managing these machines? Will they not take off? What would that do in the future? And then the second part that I think about is we go through these waves all the time. Do we have more carpet, less hardwood, more hardwood, less carpet, all these other flooring types? What long term trajectory is that going to change on our revenue? I don't know the answer to any of those. But I do enjoy perusing around and trying to figure it out.

Shawn Hill 31:48
Yeah, I think I'm trying to remember the episode and forgive me listeners, maybe there's one mistake: Didi is Aria from WorkKeys. That talked about, we use or talked about as technology goes and you get systems that go out? Well, some businesses pivot to, as you mentioned, that you have a membership program for, for regular cleaning, but whether it be a different type of membership program like we lease your equipment, we give you some training, kind of maintaining authority. And then but also through that the equipment, we're going away in the future now is the equipment ability to tell you like, Hey, this is a stain that I can't handle, and then allows you to ping and say like, Hey, our white glove treatment that have come out or whatever the case may be, right? Which insurance perspective because there still will always be we, we talked about this in the beginning of COVID, and things like that have, we recommend people as always keep sharing your expertise, because just because you teach someone how to do something, doesn't mean they're gonna be as good as you example, like to use it. You can ask a baseball player, you know how to hit a fastball, or how about a curveball, she's me. And they could teach you everything they know. But if your life was on the line, you're probably going to ask them to do it. So it's interesting to hear you talk about the same things of where's the future going in, what's going to be more prevalent in hardwood carpet, things like that. And then also, as manufacturers and other stuff, look to maintain their presence within the industry within the skill itself. How's that just for business owners, but I can tell you anything, anyone listening to this episode, it's going to have no doubt that whatever the answer those questions are, that you'll be able to attack it in full force and handle it. So thank you. Thank you, once again, so much for sharing your insight and sharing your knowledge. If anyone's listening to this, and they just want to learn more about you or, paying you in some regard. Where can they find you? How can they reach it? Where would you like us to direct people towards?

Nate Brott 33:37
Well, don't call MC sound fun numbers. Just kidding. Personally, I do. A good email is Nate Ed, Mr. brown.com. And we do have a website, Mr. brown.com. But there is not a lot there. However, you can sign up to get some of our marketing automation emails from there. But you can email me at Mr. brown.com.

Shawn Hill 33:57
Cool. And who knows, maybe we'll find some ways to get you in front of our community a bit more here. Thanks. Once again, me, I really do appreciate it. Have a great rest of the day. And for all of you that tuned in. Thank you. Seriously, I absolutely love these conversations. If it was just one on one, not broadcast it to all you but it just feels a little bit better knowing that someone's out there listening and hopefully gathering something from it. If you hear me at the top of the show, it's all we asked for. But however, if you're a big fan, you really love what we're doing here. You can review the podcast, you can drop us a comment, drop us a like, share it with some people, or even drop us an email podcast@nicejob.co. Let us know how we're doing. Let us know there's some guests you'd love to see. Come on the program and things like that. But as always, thank you so much for being a part of what we are doing here. We're rolling right along next Thursday, another episode coming your way. We hope that you will join us. As always, we hope you're being healthy. We hope you're being safe and don't forget, it's a little fun out there as well. Before we get to that fun Here's a recap of the business. Special thanks to Nate Brock for joining me on the show. I loved the conversation. I hope you did too. Now, these are my takeaways. If there's something that you got from this conversation that I don't mention, share it with us podcast@nicejob.co. We're gathering some of the best suggestions, I might share them in an upcoming episode. All right, my first takeaway is about Nate's training documents, talked about getting them down to simple infographics. And I think it's very important that your training docs are clear, concise, to the point. So many times I've seen people go get our training docs, and it's a 37 page binder. And it covers everything, it's pretty extensive. But it really never lands, as if you take the time to get something that's clear and concise. As you start to grow your business and automate your business, you're going to be looking for things that are worth spending your time on, and things that you need to delegate your offload, or streamline will train documents in a couple different buckets. But it is worth your time to find the quickest way. Right, the second takeaway was Nate's evaluation of his automation, and make sure that it's actually doing what it says it's going to do and saving you time and really being a benefit. Oftentimes, we fall in love with the systematic processes of software, and forget about the fact that it needs to provide a tangible benefit for us to really continue on. Now, it doesn't mean that every software is going to constantly be showing this amazing ROI every single second. However, as you look, you add more software to add more automation, if you want to get to where Nate is going to make sure they all seamlessly come together, and are actually saving you time and encouraging a more optimized process. My final takeaway, you knew I was gonna bring this back up. Don't do something just because you think you have to Nate Brock, don't have the phone number available. He talked about making that decision, removing the phone number and really adding in an extra filtration layer. When it came to customer requests. He goes with online bookings, and found that it really started getting a

higher quality customer, and really took away a lot of time wasted by people that already weren't going in the right place by the time they're picking up the phone. And it might be still a bit of a shock to hear that he didn't have the phone number on the website. But if he showed success, did he have to. So again, don't just do things because you think you should. Be the leader, be the business owner, be the innovator and be someone that's finally doing things that help you grow. I know there's plenty more takeaways from this episode. So I'll be checking the email podcast at nice job.co to give the crew your feedback. Another episode coming your way next week but until then, you hope you are healthy to be safe. Don't forget to have a little fun out there as well.