

Selena: Hi everyone. My name is Selena Sue. I'm a publicity and marketing strategist who works with entrepreneurs who want to reach hundreds, thousands, and even millions of people with their message.

Selena: I am so thrilled to be interviewing my good friend, Laura Belgray today. Laura is an incredible copywriter. She's someone who I've hired for my own business and I actively recommend her, and I feel like our work is really synergistic because she's helping different entrepreneurs and personal brands stand out, and then the work that I do really helps them amplify their message, spread it to more people, and ultimately make a bigger difference in the world. Welcome, Laura.

Laura: Thank you. I say yay synergy. I like the way we work together.

Selena: Yes, I love it, too. Awesome. I just want to begin by talking to you about your business because you had your business for a couple of years, or not a couple, but several years. It's been successful, and more recently, you started doing publicity. Kind of tell me, how long have you had your business? When you started your business, how did you get the word out about your products and services?

Laura: Okay. I guess I started my business officially in 2010. I had a client or two in 2009, so it's been about eight years. I've told you this. I got canned from my biggest contract. I had a six figure contract at a network, and that ended in 2010.

Laura: Luckily, I had already built a little bit of a list. I'd been blogging, and I had spoken at my friend Marie Forleo's first event. It was just to like 75 people, and I talked about copywriting, and that had brought me a couple of clients.

Laura: I already knew how to work with private clients. I already knew that I could do web copy, and so I put up packages. I was like, "Crap, I've got to make all this money on my own now," so I put up a services page with packages on it and I think announced it to my tiny list, but people started coming and they started finding me and hiring me because I had those up.

Laura: That's how I officially got started and got the word out, but I would say that speaking engagement with Marie and I had a testimonial on Marie's site at the time, and that brought me people. I didn't really realize it, but that was publicity.

Selena: Yes, exactly.

Laura: Yes, but I wasn't actively seeking out publicity. I kind of thought, "Oh, that's for other people. I'm a word of mouth person."

Selena: Right. How did we think of publicity before? What did you think it meant?

Laura: I guess I thought it meant being spotlighted in a magazine, like being in the sidebar of a magazine or on The Today Show or something big, mainstream media like that. I didn't

really see the value of it for me. I'm like, "Those people aren't going to want copywriting necessarily."

Laura: I knew that it was smart to have a list, but I didn't yet see why it was important to keep building your list, to make it bigger and bigger, and attract more and more people, and so I didn't work on that actively. I guess I would've put it together, like, "Oh, publicity will bring more people to me," but I didn't know what to do with them if I got them.

Selena: Yes. I love what you shared, because I think a lot of people think the same way, think publicity is being interviewed on The Today Show or having this multi-page spread in a magazine, and they don't see how that's relevant to them, or maybe it may be down the road.

Selena: Really publicity is about having leverage over your message, having people so excited about your work that they want to open up their platform of 1,000 people, 10,000 or a million people. I really see your relationship with Marie as being a form of publicity and an insular endorsement. I think they're really interconnected, so I love that you are thinking more broadly about publicity today.

Selena: One of the things I wanted to share is a lot of people, the publicity that can actually move the needle in their business tends to be online publicity for different coaches, entrepreneurs, service providers who have high ticket offerings to sell. Why don't you share with us, now that you've made publicity a bigger focus, you've been a part of my Impacting Millions program, we've worked together, what have been the kinds of publicity opportunities that you've chosen to focus on?

Laura: I would say I'm trying to get my writing out there a little more. I've always had it just on my blog, and being around you and people you work with and my friend Susie, who's very into guest posting and has seen incredible results from it, that's made me want to do that more.

Laura: I'm like, I connect with people through my writing. Why wouldn't I connect with more people through my writing? They're not all going to find me at The Talking Shrimp blog. Why not put that writing in other places where it's easy to find me?

Laura: Most of all, I'm really into podcasts. I think I've seen the best results from being on podcasts, some of the most important of which you connected me to from having dinner with you and people that I got on the biggest one, and those have sent me the most people and the most important people.

Selena: What was the biggest one, just so that everyone knows?

Laura: Okay, so the biggest one was Entrepreneur on Fire. That's John Lee Dumas, and it's a daily podcast. He interviews tons of people, but it's still not that easy to get on E on Fire. I got on it just based on having dinner together with a little group of people. We had a good time and we went out for drinks afterwards with an even smaller group and he was like, "Oh, you want to be on my podcast?"

Laura: That was something that you arranged, and knowing you put me in that position, so there's the power of connections, too. That podcast interview sent me several hundred leads, and more than that, a few people who found me there have turned out to be kind of all in customers and fans, people who will buy anything that I do.

Selena: Yes.

Laura: To just get a few of those from a podcast is amazing, but I think that it also gave me a certain kind of credibility for other podcasters, so they invited me on, even people like [inaudible 00:06:58], who's a friend and has the Sell Money Podcast, which I always kind of wanted to be on, but didn't ask. I think that it could be partly because I was on E on Fire that she thought of me and thought, "Oh, why haven't I had you on?" And then she did. That sent me really good people.

Selena: Yes, and I think it's very common for a podcast host to see a pitch and then ask themselves, "I'll do some research on this person. Have they been on other podcasts?" And Google the person. Yes, so I feel like it's like a snowball effect. Once you get featured somewhere amazing, there's other podcasters that seek you out or do that research, and then it opens up the doors to new opportunities.

Selena: One of the things I just wanted to touch on is because you were talking about how you went to dinner with me, you met John Lee Dumas, and you got that opportunity. I want people to know that there's a lot of ways to build relationships and get on someone's radar. For all of us, one is we have our own set of relationships. Maybe we're in a Facebook group and one of our colleagues just got on a podcast that would be perfect for us, or maybe one of our colleagues is starting a podcast. All of us have opportunities in front of us that we don't always seize, but could really just take our business to the next level.

Selena: The other thing is, John Lee Dumas, he's a friend of mine and I've shared with my Impact Millions group, which is my publicity program that he was looking for more guests, and a whole bunch of people applied from my community, from all over the world. He had like 300 people apply to be on the podcast. He picked 30 people and 10 of those people happened to be from my program specifically. It was over 10. It was probably like half of them, which is pretty insane. It just shows that it's a skill that you can develop and you can learn, and I was just so proud that my people stood out and got that opportunity.

Laura: Yes, you should be. You trained them well.

Selena: Yes.

Laura: It shows the power of those skills, but also the power of being connected with the right people. I think it's so worth it. One reason I'm so close with Marie in a business sense is because I joined her mastermind back in 2010.

Selena: Right.

Laura: It is so worth it to invest in working with somebody that you admire and who might be connected to the people you want to be in touch with, or just who knows? Who knows what that person can do for you and what you can do for them? It really is so worth the investment, because they get to see how good you are at what you do. They get to see you shine in a way they might not have seen.

Selena: Yes. When you said that, it just made me think about the importance of seizing opportunities, because I know a lot of people think, "Oh, I'll do this later. I'll pursue this later," but if you didn't seize that opportunity and get to know Marie back in 2010, whether it's Marie or someone else, like you were to wait years and years, down the road, it's harder to build those relationships.

Selena: I even think about a recent person or opportunity with Forbes. I connected with someone who writes this column on side hustles and entrepreneurship, and I told you about how she was seeking people to interview, share stories and all of that, and you jumped on that right away. That was awesome and we got your piece out there.

Selena: There are other people who I told the opportunity about, and they've taken a while to get back to me, and then Chelsea, who's a contributor, told me, "Oh, we're putting things on pause at Forbes right now. I'm not sure when I'll be starting up again. They're making a bunch of changes," so it was great that you took action right away.

Selena: I think about it for my own business, when I started in the first one or two years, there were people that I connected with, like Louis Hals and Derek Halpern, and they weren't official clients of mine, but they had come to my parties, I connected them with people, I had supported them, and I asked them for a testimonial.

Selena: If I were to ask them today, I don't know they would do it. Derek says that he doesn't give any testimonials anymore, but I kind of seized the opportunity. I think it's so powerful and important to build these relationships, and also just seize different visibility and relationship opportunities.

Laura: Totally. It's so worth it to connect with people who are not big yet on a friendship level, too.

Selena: Yes.

Laura: We're all snobs. Not all of us. Some of us are snobs and like to hang out with the big fish, but the people that you come up with, especially if you're in this weird little entrepreneur world, the people you come up with, whether it's in a program like Impacting Millions or B School, people start at the same time or you're in the same Facebook group together, and you're both just starting out or a group of you just starting out, you end up all rising together.

Laura: At some point, it's like, "Oh, how do you guys know each other? How do you know these hotshots? How do they know you?" It's like, "Oh, we all started out together and

became friends." You want to get in the door early just with people in general, I think, and not wait until everyone's super big and hot stuff.

Selena: Yes, absolutely. I would love to share the publicity pyramid concept with your audience, if that sounds good, and then we can jump into more questions. I really want them to understand what's the right approach to go about getting publicity.

Selena: Imagine a pyramid or triangle, and there's different layers. In this case, we've got five different layers. Oftentimes, people want to start at the top. They want to be on The Today Show. They want to be interviewed by Oprah, but when it comes to your publicity journey, there's a more strategic and thoughtful way to climb that publicity pyramid.

Selena: At the very base of the pyramid is your home base, so that would be your website and your blog, and what's important about that is when people are Googling you, if you're pitching yourself, they're going to be like, "Who is this person?" They see they're a top expert, a top copywriting expert or top health coach, and if there's no information about you online, you seem less credible.

Selena: If you have some kind of website, even if it's basic, or a blog or something, then they're like, "Okay, this person's the real deal." For many people, you've already taken the first step of climbing the publicity pyramid by having a website or a blog, because not every entrepreneur has that, so step one.

Selena: Step two is guest posts, so that's the next natural extension. You're blogging for your website, maybe you're writing for your newsletter, and so putting that elsewhere, which is what you've done, Laura, recently with Forbes and very soon Business Insider, Medium, and places like that.

Laura: I'm going up and down the pyramid.

Selena: Right, up and down, yes.

Laura: I like to climb back down for a second.

Selena: Yes, exactly. The next level is podcasts, because after you've written about your ideas in detail and expressed them, then you're ready to have a back and forth conversation with someone, and even though some of these podcasts may not have the same kind of household name quality as a Forbes or Business Insider or Huffington Post, but you can reach really niche audiences, and people that spend 30 minutes to an hour listening to podcasts are people who invest their time, their attention, their resources into things that are important for them.

Selena: I love that you've been focused on podcasts because that's a great way to find high end clients and that's actually the kind of publicity that is most interesting to me, so podcasts and then a video as well are kind of on that same level.

Selena: Next is magazines and TV, and these opportunities, magazines and TV tend to be more mainstream opportunities. You reach the masses. It's great if you're looking to get a book deal and can show, "Oh wow, I've been in this publication that has huge mainstream appeal," or if you're kind of low priced and really looking to reach the masses. For a lot of people, myself included, even as a publicity expert, I haven't focused on climbing to the top levels of the pyramid. I've really focused on the first three levels. My website, which I just redid recently, guest posts, and podcast interviews.

Selena: I just share that because I don't want people to think that it's better to be at the top, and actually there is this kind of golden triangle of opportunity between guest posts and podcasts and videos. Imagine podcasts here, video here, and then guest posts underneath. It's like writing, it's like audio interview, and then it's being on video. All of those are going to be better at one thing.

Selena: For me, my favorite medium is podcast interviews, so I don't have to write. I can just kind of talk. I prefer not being seen. It's fine sometimes, but there are other people who just shine on camera. That's kind of that triangle, so I would say for everyone listening to this, think about in that triangle, where do you fall and where is your golden opportunity that you should really be leveraging for your business?

Laura: Yes. Although I think I'm best at writing, I'm a little [crosstalk 00:16:28] on camera. I can get a little nervous in a podcast interview, but in a way, you can't beat having somebody kind of meet you in their earbuds or with their eyes and really feel like they know you. You can't beat the power of a podcast or a video for that.

Laura: I think the most enthusiastic people who come to me are ones who heard me on a podcast. Someone just wrote me saying they had, maybe they'd read a blog post of mine a long time ago or maybe been on my list, but then they heard me on a podcast and remembered me and said, "Oh yeah, she's really funny," or, "I really like her," and then came back to my site and started poking around again and subscribed again, and then hired me.

Laura: I think it's somebody who joined a program for me and also bought my 60 Minute Makeover Copywriting Mini-Course, the longest name on earth, and it might be someone who also joined my Italy workshop. That's definitely a podcast person. She bought my product, she joined the Italy workshop for this year, she joined The Copy Cure, and she joined B School through me. She is all in Team Talking Shrimp.

Selena: Yes.

Laura: It's all because she heard me on our friend Tracy Matthews' podcast, which is a very niche podcast. It's for jewelry makers. I [inaudible 00:17:58] thought, "Oh, I need to attract a lot more jewelry makers," but it was a good way for somebody to be introduced to me.

Selena: Yes. Love it. A lot of people feel the way that you used to feel, like publicity isn't relevant for them, maybe that's something for down the road, or they'll say things like, "Well, I

don't know if my story's that extraordinary," or, "There's other experts out there that are huge deals. Why would the media want to hear from me?" We've worked together. You've been on my Impacting Millions program, but what do you say to someone who's holding themselves back from getting publicity?

Laura: Okay, well, as for the, "I don't have anything new to say. I don't have an extraordinary story," it's true. There's nothing new to say. Everything has been said. It really has, but there's somebody out there who really needs to hear it from you. They've heard it from everyone else and it has not landed yet. They're waiting to hear it from you. You're the person they want to hear it from, and you've got to reach them.

Laura: It might be one person. It might be 1,000 people. It might be a million people, who really want to hear your message from you. They want to hear it the way that you say it, with your voice, with your spin on it, your story. I say get out there and let those people find you, because they're missing out if you don't.

Laura: I would also say that everyone's story is extraordinary in a way. Nobody has lived your life. Nobody is you and nobody says things the way you do, if you say them in your voice and don't try to copy somebody. I would say that your story is unique and is worth getting out there.

Laura: I don't have an extraordinary story. Someone might say, "Well, you grew up in New York." You know how many people grew up in New York? Millions of people. I know lots of them. I'm a copywriter. There are a lot of copywriters. I was never homeless. I never slept in my car. I didn't lose a leg. I've never had any near death experience. I never had a stroke where I saw the light. Nothing really extraordinary has ever happened to me. I didn't lose a loved one. That's no tragedy, no crazy triumph of courage. What do I have to say? But I'm doing it. There are people who want to hear from me.

Selena: Yes. We've worked together and pulled out the most interesting parts of your story that we pitch to podcast hosts and to the media. I'm curious if you want to share some of the things that you've found that you realized, "Wow, this is really attractive to the media," or things that surprised you, because writing for our blog or newsletter is not the same as pitching yourself to media outlets and big websites and so forth.

Laura: No, that's true. Actually, that is one extra bonus of pursuing publicity is that it helps you clarify what you have to say and who you are and what you want to do, what you want to say to people, because I was pretty muddled about that until you and I started working on our pitches, my pitches to the media. I was like, "Oh, I want to talk about being a lazy person." That's attractive to people that I'm actually successful as a lazy person.

Laura: They didn't know you could do that, or that I charge crazy high prices and barely leave my couch. Right now I'm sitting at a table in a straight up chair, but that couch is where I do most of my work, and that's actually, we're so immersed in this entrepreneur spirit that we think, "Oh, everybody works from their couch," but that's not true, and that everybody charges high prices, but that's not true. That's another thing.

Laura: What else? Putting personality into your business, being completely you. That's something that people don't realize they can do and they need permission for. I take it for granted. I forgot until we started working on messaging and our pitches that that's unique to people and a really exciting premise, like, "Oh, I can be me in my business? I can have a business that expresses who I am and make money like that?" That's really exciting to people. Those are just a few things that I discover I do have to say that I didn't realize. Is there something else you were thinking of?

Selena: No, that's it. The things that seem so normal to us can actually be really interesting to other people, which is why it's helpful to get an outside perspective on your story and ideas. Also, another thing that we worked on together, and I work with all my students in Impacting Millions is getting clear on their niche versus mainstream topics. In my case, publicity is a niche topic. That's interesting to entrepreneurs, but the average nine to five person is not as interested in that, but a topic like careers or side hustles is more broad because it applies to everyone.

Selena: There were topics that we were exploring of yours, like email copywriting, and maybe if you're talking about developing a nurture sequence, that would be maybe interesting to an entrepreneur audience or very niche podcast, but for Forbes or Business Insider, it's not going to resonate in the same way as building a personal brand or how you attract premium clients or things like that. It's a really important thing to go through what are your topics that are for these niche publications or podcasts, and what is going to be most interesting to the mainstream. You can kind of be everywhere versus only in one type of media.

Laura: Right, right, and you realize what your go to themes are.

Selena: Exactly.

Laura: Which are the niche, tiny, super specific culty ones, and which are the big broad ones. I had really no idea what I had to say to a broader audience, and I'm still working on that, so super helpful.

Selena: Yes, awesome. I'm really excited to be partnering with you on my Impacting Millions program. You've really seen it from the beginning, when I first opened it up. You've been a part of our group for two years. I'm really thrilled that you are sharing that with your audience. I'm just curious what you want to share in terms of what makes it different from other online programs, and why you think it's something that people should consider.

Laura: Well, there are many things about it that are different. One is, this is a little bit of a cautionary note and a plus. It's a year long program. This is for people who really want to stick with something and get results and build momentum over the year, and keep at it. It can be a quick hit thing. They could do it for a month and get some quick results and they will, but I think that those results will make them want to keep going.

Laura: I'd say you have different levels of students in there. There are people who kind of dip in and do something and get a win and share it or get feedback, and then there are people who show up for every single call, like our dear Evie and Gladys. Evie and Gladys joined through me last year and they're total superstars. I'm so impressed with them.

Laura: It's drawn out and it's intense and it can take you from here to wherever you can't see my hand in a year if you stick with it. It's pretty amazing. I would say I don't know of any other program that shows you how to pitch yourself to the media and that opens doors for you. You don't just show people how to do it, you hand them opportunities, like, "Here's somebody who's looking for your story right now," and also, I think that cracks the whip a little bit. It gives them time bound incentives to get in motion. We were talking about taking action and doing it, and you give them so many opportunities to do that and give them motivation to get off their butts. There's that.

Laura: There's wins constantly in that group, and that was one thing that really made me want to go harder, promote it this year. I was like, "Oh my god, this is really taking people places," people who would just be floundering in obscurity I think if they hadn't joined this program and done all the things that you suggested, but instead, they're people who are hitting bestseller lists and getting featured on all kinds of podcasts and all kinds of media. They're growing their own lists. They are creating new courses that they wouldn't have tried to create. They're like, "Wow, now I have an audience. I have people who want something from me. I'm going to make something for them." It's created new income streams for them.

Laura: I'm thinking of Gladys right now, who she just started creating courses, and I would say her trajectory was way faster. Her journey happened way faster than it would've. She came out with this book, *The Good Goodbye*, and because of your course, got known for it. I think that really accelerated sales and the publicity around it, the buzz around her book.

Laura: People know her for that topic. She's realized, "I don't want to be pigeonholed in this topic. It's been great. I've affected all these lives already," and that was just within a year. "I've affected all these people's lives. They know me for this thing, but I want to pivot," so she's already figured out a whole new direction for her career, where it's like, she probably still would be thinking about, "How am I going to get this book in people's hands?"

Selena: Right.

Laura: She's so much further in her career path and her creative path than she would be without it.

Selena: Yes. She was just telling me the other day that she was looking at all the media that she's got, and she's got over 20 media opportunities to date. It wouldn't have happened if she wasn't in this group and in this community. For someone that was in group, we see other people pitching themselves for TV and podcasts, whatever it is, and it inspires everyone else in the group to step up. Everybody gets elevated by each other's wins.

Laura: Right. They see, "Oh, that person's like me. That person was not a hotshot yesterday, and now they're on 20 different podcasts and featured in all this media." Instead of feeling bad about that, people are like, "I can do that, too." They see that it's people like them at more or less the same stage of their careers getting all these opportunities, and it's inspiring them into action. Rather than saying, "Why them?" They're like, "Oh, they did it using Selena's tools that she just gave us. I'm going to try it, too," and it works for them, as well.

Selena: Love it. Just to wrap up, I want to just kind of revisit what you think are, let's say the top three reasons why people should be pursuing publicity now in their business, because a lot of people think, "Oh, this is something for later, down the road," or, "I could be having sales conversations," or, "I don't know if it's really close to the money." In your opinion, what would be the top three reasons why this is a good use of time for someone in their business right now?

Laura: Oh yes, you just gave me one. I'd say that's the biggest one. Publicity does the selling for you, so that if you don't like having sales conversations, and I don't, I don't have sales conversations, publicity has already sold you. They come to you with their credit card out ready to work with you or buy from you without you having to sell them because the publicity has given you, has conferred prestige, credibility, authority, and it also allows them to feel like they know you.

Laura: We all know that we buy from people that we know, like, and trust. Well, having some publicity makes people feel like they know you. They feel connected with you without having ever met you. They're not just ready to listen to you, but they're ready to buy from you, and that's pretty exciting.

Laura: I'd say also, if you have something that you want to say to people, you want to have an effect on more people's lives, whether or not you want to change the world. We both know that's not a thing of mine. I don't care, but I do like having an effect on people. I do like people saying to me, "I love what you had to say. It actually changed the way I think about such and such."

Laura: Publicity is magic for that. It lets people find you who wouldn't have otherwise, and it also makes them more inclined to listen to you. If someone comes up to you in the street and says, "Hey, can I give you some advice?" You'd be like, "No, unless you're going to tuck in my tag," like that, but if they're like, "Can I give you some life advice?" No, but someone that you've heard of, you know who they are, now you're going to listen.

Selena: Right. You can impact people in a deeper way because they respect you, they admire you, they take your advice more deeply.

Laura: Completely, and it opens up so many opportunities. You have no idea what it's going to do for you. You don't know who it's going to connect you with. I've met some of my best friends partially because of publicity, like you. You wouldn't have wanted to have dinner with me if you hadn't known who I was, that first time we had dinner together.

Selena: Right. That's a good point. You had a reputation in the marketplace. You were affiliated with certain people. You had been doing sort of notable things in the world. That's actually I think why a lot of people became curious about me when I first started my business. I had these influencer endorsements. I had been featured on Forbes. I did all these things. Even though I was a beginner, people saw, "Okay, she's got something going on and she's going places," so it just creates that, I don't know, I guess higher interest level in that person and really makes them seem like the real deal.

Laura: Right, someone worth meeting. It gives you prestige. Again, it sounds really snobby, but I think human beings are snobs in a way. We pay attention to social proof. If everybody is saying that person's awesome, then we start to believe it. It makes them worth meeting, and I think especially in this little world of online marketers and entrepreneurs, there are so many invitations to, "Will you have coffee with me? Can I pick your brain? Can we have dinner sometime? I love what you write." It's the people that you've heard of who have some sort of reputation that you're really interested in meeting. There's got to be something there, especially if you're short on time. Likewise with you, I knew who you were. There was already an introduction in a way before we were introduced.

Selena: Love it.

Laura: Yes.

Selena: Yes, yes. Just to recap, number one was that it does the selling for you. You can charge higher prices because people already see you as a go to expert with those endorsements. The second thing was that people take in your advice more deeply, it allows you to make an impact in the world because you're seen as that go to expert who has a lot of credibility, and the third is that it opens up new doors, more people want to connect with you.

Selena: I found that people get book deals from some of their guest posts. They've been invited to turn the guest post concept into a book. Things happen like speaking opportunities or corporate or brand sponsorships. You never know who is listening to that podcast interview. Maybe there's 3,000 people listening and one of those people could be someone that could change your life in some way. I love it. Cool, so any final things you want to share before we wrap up?

Laura: I think that's it. I'm so happy with the way you just repackaged everything I just babbled about. I'm really thankful that you've rubbed off on me and have gotten me to pursue publicity more for myself. Now that I've seen the effects of it, I'd really recommend that anyone who's looking to make more of an impact, and who's looking to make more money, pursue it in some way, pursue whatever angle of the triangle you're talking about.

Selena: The golden triangle of opportunity.

Laura: I get confused because there's a pyramid, but there's also a triangle.

Selena: An upside down triangle. It's like a pyramid. Exactly.

Laura: Inside the pyramid.

Selena: Yes, inside the pyramid.

Laura: Good to know. I wonder how that fits. I think it's making a star of David, which is perfect because I'm Jewish. I recommend that people pursue it and do what they can, what works for them to help them go for it and learn how to do it right. Most of all, I would recommend Impacting Millions. I think it is the perfect way to do that and make steady progress in that realm throughout the year so that you don't even recognize your business a year from now.

Selena: I love that. Awesome. Well, thank you so much, Laura. So fun to interview you and also to share a little bit more about Impacting Millions with your audience.

Laura: Thank you. This was perfect. I love just getting to hang with you, too.

Selena: I love it. Cool.

Laura: Thanks Selena.

Selena: Well, thank you. Take care. Bye everyone.

Laura: Bye.